

OUTSOURCING

Tuesday 19 April 2011

The Independent newspaper is pleased to announce a new supplement in 2011 on outsourcing. Working in association with the National Outsourcing Association, *The Independent* will look to promote outsourcing as a way of streamlining and helping British businesses through tough economic times.

Editorially, we will look at how the landscape of British business has changed in the aftermath of the recession and change in Government. We will look at the positive aspects of this change and how outsourcing has had a positive effect on the UK economy.

THE INDEPENDENT READER:

In the last 12 months...

- *Independent* readers are 86% more likely than the national average to have headed up an industry/professional committee
- 23,000 readers have worked on international business strategies
- 9,000 have set up a new company

JOB TITLES:

- 13,000 *Independent* readers are business 'owners'
- They are 38% more likely than the national average to be either Chairman, Deputy Chairman or President of an organisation
- They are 23% more likely than the national average to be a CEO or COO

- 22,000 *Independent* readers are involved with strategic decisions with international operations in their company
- 25,000 readers purchase goods/supplies from suppliers outside of the UK
- 13,000 readers are responsible for sale to clients based outside Great Britain

(Source: British Business Survey 2008)

THE NATIONAL OUTSOURCING ASSOCIATION:

The NOA is the UK's only outsourcing trade association and the centre of excellence in outsourcing. The NOA is an independent body focused on communicating the significant benefits and strategic lessons of outsourcing. We are not-for-profit, run by our members for our members. Uniquely representing the interests of both outsourcing end users and suppliers, our services are focused on delivering education, excellence and collaboration.

For further information, please contact Richard Morshead on 0207 005 2174 or email r.morshead@independent.co.uk



THE  INDEPENDENT