

Ciklum: Finding Cost Effective Solutions to Software Development Around the Globe

KIEV, Ukraine – March 20, 2009 – Ciklum, a Danish IT outsourcing company that specializes in nearshore software development in Ukraine, announced today the official launch of the educational seminar campaign across European countries.

Given the tight financial conditions many IT companies in 2009 started to look for cost and productivity optimization of their resources. "In such a climate where every penny counts it is important to upgrade the knowledge on market offering. Our seminars are intended for those who want to sustain their businesses and cut costs, or still grow despite the financial burden our economies have levied on its citizens," says Torben Majgaard, the CEO of Ciklum.

The seminars are organized in partnership with the local Venture Capital companies and IT organizations. Before the official launch, the first two pilot seminars held in Sweden and Switzerland, in January and February of 2009 respectively, received a great deal of support from the Swedish Trade Council, Swisscom Ventures, WIN LINK, Zurich Technopark, etc. "For our seminars we invite speakers whose knowledge and experience can be both motivational and informative. The speakers are typically CEO/CTOs who have "walked the walk" and have successfully set up an IT development abroad. The goal is to create awareness of choices available and share experience, and it is up to the listener to decide on the way of staying competitive in a tough economic environment," says Henrik Back, the VP of Sales of Ciklum.

The seminars are free of charge to attend and will continue to vary on the actual topics covered but will still remain focused on the two issues at hand: how to sustain and grow a technology driven business and how to successfully expand an IT development team. Overall Ciklum's goal for 2009 is to host a minimum of two such seminars per quarter and invite potential customers to contact us.

About Ciklum

Ciklum is an innovative IT outsourcing company specializing in nearshore software development in Ukraine. The company's unique business model merges the human element with IT to build an international community of knowledge sharing that helps clients to market quickly and with less risk and minimal investment. Established in 2002, Ciklum employs more than 700 specialists with more than 80 global client teams. Ciklum has seven offices in the four largest cities in Ukraine, as well as offices in Denmark, Sweden, United Kingdom and the Netherlands. Ciklum is a member of the Ukrainian Hi-Tech Initiative. For more information, visit www.ciklum.net.

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