

SEMINAR “(OUT) SOURCING IN ASIA”

Agoria Building, Brussels, March 28 from 2pm to 7pm

This seminar organized by Euroasia™ and sponsored by CMS DeBacker will gather 100 executives and decision makers from the Benelux technology and industrial sectors.

Our two sourcing experts, Dr. Carine Peeters (Solvay Brussels School, European Outsourcing Association) and Author Mr. Christophe Horvat (“Les achats industriels à l’étranger”, Éditions d’Organisation) will reveal the **unprecedented opportunity and key challenges that sourcing services as well as industrial products and materials in Asia represent**. They will conclude with the **golden rules to succeed and be substantially rewarded** by such enterprise.

Program

1.45pm	Registration	
2.00pm	Welcome	Mr. Cedric Brusselmans, Euroasia™ Mr. Eric Gillet, CMS DeBacker
2.15pm	Sourcing services	Dr. Carine Peeters, Solvay Brussels School and EOA
4.00pm	Break	
4.15pm	Sourcing products	Mr. Christophe Horvat, « Les achats industriels à l’étranger »
6.00pm	Wrap-up and cocktail	

A networking cocktail will follow the seminar – i.e. an attractive opportunity to connect and share experiences with tenured professionals facing the same opportunities and challenges.

Address

- **Diamant Building – Bd A. Reyers Ln 80, B-1030 Bruxelles-Brussel**
- There is a parking under the building

Price and registration

- Members AGORIA and **early birds before March 7**: 30 EUR
- General admission fee: 50 EUR (+ transaction fee)

REGISTER: <https://www.eventbrite.com/e/seminar-outsourcing-in-asia-tickets-10675090483>

(Hurry up: less than 50% of the seats left...)

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About the speakers



Dr. Carine Peeters, Solvay Brussels School

Dr. Carine Peeters is professor of International Business and Strategy at ULB – Solvay Brussels School of Economics and Management. She previously worked as a senior researcher at the Duke University - Fuqua School of Business where she helped launch the Offshoring Research Network.

Carine's research focuses on how companies of various sizes and industries can best leverage the opportunities that global sourcing of services offers. To that end, since 2004 she has surveyed the practices of hundreds of companies around the world and worked on several in-depth case studies. She also works closely with executives to develop and share knowledge on service sourcing strategies and practices. Her research has been published in several international journals. Carine is a member of the Advisory Boards of the International Outsourcing Forum and the European Outsourcing Association in Belgium.



Mr. Christophe Horvat, CG / HEC

Christophe is a French citizen, currently leading the Global Sourcing division of Crompton Greaves, a US\$ 2bn Indian Group headquartered in Mumbai, India. His team looks after US\$ 1.2bn sourcing budget. Previously, he held VP positions in global sourcing and supply chain at Alstom and Areva. He is the author of a reference book on Global Sourcing, "Les achats industriels à l'étranger" (Éditions d'Organisation, 2001).

He has been working in and with China since 1992. Christophe is an Electrical Engineer. He also holds an Advanced Management Program certificate from INSEAD. He regularly lectures at HEC Paris. He has four children.



Mr. Cedric Brusselmans, Eurosia

Cedric is a Co-founder of Eurosia S.A. (www.eurosia.eu) a leading Europe-Asia sourcing and outsourcing company with operations in Belgium, Singapore, India, Vietnam and China. He benefits from 15 years of experience in business transformation, reengineering and outsourcing in Asia and Europe. He previously worked with companies such as Accenture, American Express and Groupe Bolloré. He also had the opportunity to create from scratch and grow MobileWeb, a leading mobile solutions provider in Benelux.

Cedric holds an MBA from INSEAD, a Master's in International Management from CEMS, and a BSc and MSc in Business Engineering from the University of Louvain. Cedric has lived in China, Singapore, India, and Vietnam and is the proud father of four children.



Mr. Eric Gillet, CMS DeBacker

Managing Partner of CMS DeBacker since December 2012, Eric's practice covers public law, infrastructure and project finance as well as public procurement and PPPs.

Eric is a well-known actor in the liberalisation of public services. He assists authorities through the writing of laws or procedure texts, the creation of new public or private actors, or their reorganisation, often under the form of partnerships between public and private actors. He is an expert on how public authorities intervenes in the economy. His expertise encompasses all forms of intervention, from public holdings, inter communal entities, economic expansion laws, to public services concessions and management agreements.

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Sponsors

We would like to thank our two corporate sponsors Eurosia S.A. (www.eurosia.eu) and **CMS DeBacker** (www.cms-db.com) for supporting this unprecedented event.

Eurosia S.A.

At Eurosia, we don't believe Europe's economy is doomed: we believe it looks bright – and the Asian markets can make it even brighter by enabling European companies be more cost-effective and helping them innovate. Eurosia enables *medium-sized industrial and technology companies* in the Benelux to be more innovative and competitive by offering them cost-effective IT and CAD engineering services as well as sourcing and manufacturing solutions.

Our company is based in Brussels and Luxembourg with a sales and project management force in Benelux, France and offices in Singapore, India, Vietnam, China where it has a capacity of 100+ English-speaking and French-speaking engineers and IT developers and testers.

We also make our clients benefit from our joint-ventures and partner engineering and sourcing teams with presence in the Philippines, Vietnam, Thailand, and China.

Our team of associates and partners in the Asia Pacific region has a combined business experience of 50+ years with enterprises in the industrial and technology areas, as well as multinationals such as Accenture, Alcatel-Lucent, American Express, Atos, Dassault Systèmes, DHL, GDF Suez, HP, IBM, McKinsey & Company, Schneider Electric, Telenet...

CMS DeBacker (Belgium)

CMS Belgium is a member of CMS, which provides clients with specialist, business- focused advice in law and tax matters. CMS' 2800 legal professionals across the world, working in sector-based teams and trained in project management, are focused on our clients and fulfilling their objectives. CMS operates in 56 offices worldwide, offering real-world advice to clients operating in a challenging business climate and a fast-changing regulatory environment.

In a competitive legal market, we stand apart through our deep commitment to understanding our clients' business and the sectors and countries in which we operate. From major multinationals and mid-caps to enterprising start-ups, we provide the technical rigor, strategic excellence and long-term partnership to keep each client ahead whatever its chosen markets.

At CMS Belgium, we provide complete legal and tax services/solutions to clients, with more than 90 lawyers in Brussels, Antwerp and Luxembourg.

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