



## PressRelease

For Immediate Release

### **Freelancer.com announces the launch of Freelancer.com.bd in Bangladesh, the heartland of the freelancing revolution**

**DHAKA, December 5, 2012: Freelancer.com, the world's largest freelancing marketplace, formally inducts Bangladesh into its extensive network of over 6.7 million freelancing professionals. The launch of Freelancer.com.bd in Dhaka by Vice-President David Harrison ushers in a new stage in the online work phenomenon sweeping Bangladesh, and preludes his keynote speech at the Bangladesh Association of Software Information Services (BASIS) conference later in the week.**

The presence of Freelancer.com in Bangladesh is expected to provide opportunities for millions of Bangladeshis engaged in small- to medium-scale enterprises in the country. Freelancer consistently ranks among the top 20 in the People's Republic, beating out such mainstays as Microsoft, Amazon.com, and PayPal, as Bangladeshis put their skills to use in the global market. The launch of Freelancer.com.bd will fortify the marketplace's position as the number one household name in hiring and freelancing solutions for Bangladeshis.

Bangladesh already boasts nearly 200,000 Freelancer.com users, who mostly specialize in helping companies take advantage of new media, completing tasks like website development, and providing assistance with internet marketing and social networking. These users have earned nearly \$12 million USD on the site, a figure likely to significantly expand as more and more Bangladeshis embrace the superior lifestyle and income freelancing brings.

The potential for significant economic progress looms, as Freelancer.com.bd also provides a marketplace through which Bangladeshi entrepreneurs and small businesses can access cost-effective and high-quality labor. With the Bangladeshi internet population growing at a rate in excess of 600% for the past few years as a result of increased government investment in ICT infrastructure, Freelancer.com.bd provides a direct outlet through which this government investment can be converted into economic gains.



As one of the top 5 most highly represented freelancing countries on Freelancer.com, it is estimated that roughly 2-3% of Bangladeshis with access to the internet already have a Freelancer.com account. According to the CEO, Matt Barrie, this fact alone makes Bangladesh a prime site for focused expansion.

“Some of the most visible and respected professionals in our marketplace call Bangladesh home,” Barrie reflects. “Freelancer.com.bd is going to be a game-changer for the average Bangladeshi, who will finally have a way to find work from anywhere in the world”.

Marjan Ahmed, a young entrepreneur, top Freelancer.com professional and recent winner of the BASIS Freelancer of the Year Award, credits Freelancer.com with changing her life. She believes it to be a vehicle of change for her compatriots, particularly Bangladeshi women.

“Being a citizen of a developing country like Bangladesh, where employment is one of the major problems and the view toward women is changing, it is a very, very big matter; especially being a girl earning this quantity and getting such a reputation on the world's top freelancing site,” Marjan asserts. With the launch of Freelancer.com.bd, Bangladeshis inspired by her story can realize their own entrepreneurial aspirations that much more easily.

### **About Freelancer**

Webby award-winning Freelancer.com is the largest outsourcing and crowdsourcing marketplace in the world, connecting businesses with over 6.7 million independent professionals globally. Specialists in fields as diverse as software development, writing, and mechanical engineering are completing jobs for an average of less than US\$200. Freelancer.com is the most cost-effective solution for small businesses unable to justify the expense of hiring full-time.

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