



PressRelease

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Freelancer.com launched in Argentina as CEO Matt Barrie delivered keynote speech at eCommerceDay Buenos Aires August 7

BUENOS AIRES, 7 August 2012: Freelancer.com, the world's largest outsourcing marketplace, yesterday welcomed Argentina into its network of over 4 million businesses and professionals. CEO Matt Barrie officially launched the venture at eCommerceDay Buenos Aires.

Freelancer.com has announced the launch in Argentina of its Spanish-language outsourcing marketplace. Freelancer.com provides a platform for businesses and individuals to build professional, mutually beneficial working relationships. Employers, whether independent agents or corporate entities, are often confronted with urgent or highly specialized staffing and labor needs. Freelancer.com gives them access to a growing worldwide network of professional writers, transcribers, translators, designers, architects, software developers and more, who are ready to meet demand at competitive rates.

The launch constitutes Freelancer's first official foray into the Latin American market, and promises to open up a world of possibilities for Argentinian small businesses, entrepreneurs, and consumers. Chief Executive Matt Barrie has high hopes, noting that "Latin America has previously been grossly underrepresented in our marketplace, with less than 2% of our four million users hailing from the region." Barrie expects the new expressly tailored site to rectify the imbalance, citing the addition of "Spanish language support, local payment options, and Spanish-speaking support staff to augment the intuitive features and simplicity of the international site."

It couldn't have come at a better time for Argentina. The country's IT industry saw 15% growth in 2011, with another 12% increase expected this year, according to the International Trade Administration. The IT services sector stands out in particular, comprising a full 30% of that growth, as Argentina's well-trained tech professionals are sought out by businesses all over the world to complete tasks such as network implementation, remote operation processing, cloud computing, and virtualization.

The nation is primed to take full advantage of what Freelancer.com has to offer as a means of starting, staffing, and growing tech-related businesses. It's an objective that Freelancer CEO Matt Barrie endorsed as keynote speaker at the 2012 eCommerceDay in Buenos Aires on August 7. "Freelancer.com will be an avenue to allow Argentina's young people to contribute to the tech revolution," Barrie asserted, "helping the region branch out from traditional trades and introducing already enthusiastic social media consumers to a platform that is not only social but a great way to make money."



Argentine graphic design firm, *Elmoreden Design*, is already taking advantage of the global outsourcing marketplace. Since joining the international network in March, founders Paul and Gabriela Dahms have seen their family business grow exponentially, expanding their client base to companies all over the world. "We're excited to see Freelancer.com come to Argentina as this will allow us to more effectively connect with businesses in the Spanish-speaking world," said Paul. Their success bodes well for the future of cooperation between small business and Freelancer.com in Argentina.

About Freelancer

Triple Webby award-winning Freelancer.com is the largest outsourcing and crowdsourcing marketplace in the world. Freelancer.com connects businesses with over 4 million independent professionals globally, specializing in fields as diverse as software development, writing, marketing, engineering, and the sciences. The average job is completed for under US\$200, making Freelancer.com extremely cost-effective for small businesses unable to justify the expense of hiring full time.

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