



## PRESS RELEASE

### **Freeborders Joins as Founding Member of China Global Services Alliance (CGSA) Board**

*Industry Forum to Facilitate Business and Trade in IT Services Delivered from China*

**San Francisco, CA – December 17, 2009** – [Freeborders](#), Inc., a leading provider of consulting, technology and outsourcing services to the financial services, high tech and travel industries, today announced its participation as a founding member in the newly announced China Global Services Alliance (CGSA), an international, industry-wide consortium.

Founded as a sub-group of Hau Yuan Science and Technology Association (“HYSTA”), a premier network of Chinese professionals, entrepreneurs and executives, the CGSA brings industry members together in a collaborative forum to facilitate business and trade in IT services delivered primarily from China.

CGSA’s mission is to promote China’s leadership position in the global sourcing IT market by becoming a strategic advisor to the industry. The board of executives of CSGA identified following the strategies to support their mission:

- Strengthen the brand equity of China as a premier global sourcing destination
- Partner with global stakeholders (governments, analysts, etc.) to promote the industry in global markets – including working with governments and embassies to make the Visa and Work Permit rules more “China Friendly”
- Engage with member companies and stakeholders to build strategies that achieve shared aspirations for the industry
- Expand the quantity and quality of the talent pool in China
- Encourage members to uphold world-class quality and service delivery standards
- Campaign against software piracy

“Founding membership in the CGSA demonstrates Freeborders’ continued leadership as an IT services provider,” said [Jean Cholka](#), CEO, Freeborders. “We are excited to be part of this new industry-focused organization because it is crucial that we harness the successes of the founding members and apply them in ways that benefit the industry as a whole. CGSA provides an excellent platform for this collaboration and Freeborders is honored to be part of it.”

Founding members include: Achievo, Beyondsoft, Freeborders, hiSoft, iSoftStone, Neusoft, Symbio and VanceInfo

#### **About HYSTA**

HYSTA (Hau Yuan Science and Technology Association) aims to promote entrepreneurship and career development among Chinese professionals in the U.S., and to facilitate networking and exchange of business ideas among successful Chinese entrepreneurs and executives in the U.S. and China. HYSTA’s Annual Conference has been credited as one of the best business conferences in Silicon Valley where it is headquartered. Past speakers include Al Gore, Former Vice President and Nobel Peace Prize winner, Jerry Yang, Co-Founder of Yahoo!, YuanQing Yang, Chairman of Lenovo and John Chambers, Chairman and CEO of Cisco Systems. For more information, please visit [www.hysta.org](http://www.hysta.org)



## **About Freeborders**

Freeborders provides specialized expertise to solve the most complex business challenges for the financial services, travel and high tech industries. The company provides global consulting, technology and outsourcing services that leverage its deep domain knowledge, innovative thinking and strategic execution through its integrated China to US delivery model. Freeborders is uniquely positioned to cost-effectively enable its clients to achieve their business objectives. To learn more, visit [www.freeborders.com](http://www.freeborders.com).

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