



## PressRelease

For immediate release

### Freelancer.sg launches in Singapore; local businesses to achieve big results for less

**Singapore's 160,000 SMEs set to benefit from being able to tap into an online workforce.**

SINGAPORE: February 13th, 2012 – Freelancer.com, the world's largest outsourcing and crowdsourcing marketplace today launched its newest country site, Freelancer Singapore, ([www.freelancer.sg](http://www.freelancer.sg)).

Chief Executive Matt Barrie, visiting Singapore for the launch, said "We launched Freelancer.sg so local entrepreneurs and SMEs could replicate Singapore's success on a global scale; achieve amazing results irrespective of size. This country has a knack for overachievement."

Barrie believes Singapore's strength in information and communication technology (ICT) will see local businesses succeed despite economic crises in the region and growth forecasts of 1% to 3% for the island state.

"Local businesses here can achieve results far greater than the sum of their parts. Log on to Freelancer.sg and you can hire over 3 million skilled professionals ready to help you with any aspect of your business, at a fraction of the cost", he said.

While early days, almost 15,000 SMEs and individuals have spent over US\$1 million through the site, a figure Barrie predicts will rapidly increase now a dedicated site has been launched supporting the local currency.

#### **About Freelancer.sg**

Freelancer.com is the largest outsourcing and crowdsourcing marketplace in the world. Through Freelancer.sg, Freelancer.com's regional website in Singapore, Singaporean small businesses can connect with 3 million independent professionals from all over the world, and transact in Singaporean dollars. Employers can hire freelancers in areas such as software, writing, data entry, and design, right through to engineering and the sciences, sales & marketing, and accounting & legal services. The average job is under US\$200, making Freelancer.com extremely cost-effective for small businesses which often need a wide variety of jobs to be done, but cannot justify the expense of hiring full time.



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