



PressRelease

For immediate release

Australian Communications Minister Invites Freelancer.com CEO to Korea-AU-NZ Broadband Summit

SYDNEY: May 5, 2012 – Recognizing the important role Freelancer.com plays in transforming the lives of small business owners in Australia and the world, Minister for Broadband, Communications, and the Digital Economy Stephen Conroy recently invited the company's Chief Executive Matt Barrie to talk on how startups are taking advantage of opportunities provided by the digital economy in this year's Korea-Australia-New Zealand (KANZ) Broadband Summit.

Providing a unique opportunity for industry, research and policy representatives from Australia, Korea, and New Zealand to share latest developments in the digital economy and strengthen links between the three countries, this annual event which begun in 2003 will be hosted by the Republic of Korea on May 15 and 16, at COEX in Seoul.

“As small business owners from Australia and the rest of the world adapt to the paradigm shifts in the work environment brought about by technology and globalization, we believe that this event will allow them to realize the burgeoning potential of online outsourcing and crowdsourcing,” asserts Barrie.

This year, the event's theme will be “Smart Communications: Revolution and Evolution”, and representatives from each country will present diverse ideas on the broadcasting and new media contents, smart utilization of ICT, broadband and next generation network, Disaster Management, green and sustainable ICT, and new business opportunities.

About Freelancer

Webby Award-winning Freelancer.com is the largest outsourcing and crowdsourcing marketplace in the world. Through Freelancer.com, businesses connect with over 3.3 million independent professionals from all over the world. 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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