



## PressRelease

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### Freelancer.com launches in Chile

**SANTIAGO August 16, 2012: In the wake of the Argentina launch, Freelancer.com makes further inroads into the Latin American market with the launch of Freelancer.cl.**

Freelancer.com, the world's largest and most diversified outsourcing and crowdsourcing marketplace, announced the launch of Freelancer.cl in Chile today. The site provides a forum where business owners and entrepreneurs can contract with independent professionals specializing in a broad spectrum of fields, from data entry to aeronautical engineering. Freelancer.cl will feature all-Spanish site content, local payment and billing options, including transaction capabilities in Chilean pesos, and Spanish-speaking support staff. "We're very pleased to be able to offer Chileans the opportunity to do business on their own terms, in their own currency," said Freelancer Chief Executive Matt Barrie.

The platform is sure to complement Chile's noteworthy economic improvement agenda. In 2010, the government introduced the Start-Up Chile initiative, inviting foreign entrepreneurs to put down tech-business roots in the country and offering a litany of attractive incentives in an endeavor to establish 300 new start-ups by 2014. Santiago has also been host to the eCommerce Day Tour, a conference promoting the development of the high-tech industry in Latin America. Freelancer.com CEO Matt Barrie, a huge champion of the IT revolution, delivered a keynote address there in May 2011. Just days ago, he returned to Latin America to speak at the Buenos Aires leg of eCommerce Day 2012. "Technology is the ultimate equalizer," says Barrie. "Small businesses and entrepreneurs from emerging markets now have access to technology that allows them to compete against the bigger players in a way that was unforeseeable just 25 years ago."

Chile has long enjoyed a reputation as one of the most fiscally sound countries in Latin America, boasting high levels of foreign trade and sovereign bond ratings. Now, it stands to make a global impact, with Ernst & Young singling Chile out as the most globalized economy in Latin America and ranking it 25th in the world. As the IMF forecasts that the combined GDP of emerging economies will surpass that of the developed economies by 2014, the way is clear for emerging markets like Chile to make their mark. Freelancer.cl, which puts Chileans in touch with a 4 million-strong online workforce and grants access to cost-effective staffing solutions, could not only be a driving force behind the Chilean tech revolution but could also add fuel to a major global economic shift as well.

#### **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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