

28th Asian



SHARED SERVICES &
OUTSOURCING WEEK

SHARED SERVICES ASIA SPONSORSHIP PROSPECTUS

Singapore | 13 - 16 October 2025

MAIN CONFERENCE & EXHIBITION:

14 - 15 October 2025



ASIA'S #1 PLATFORM FOR BUSINESS SERVICES LEADERS

Gain exclusive insight into our Shared Services audience, their investment priorities, and their top challenges.

CHECK HERE TO VIEW



The world of Shared Services, Business Services and Outsourcing is constantly evolving. As a result, SSOs in Asia are looking at ways to differentiate themselves while value adding to the Shared Services eco-system in the region.

Traditional reports, processes and methods have made way for automation and streamlined multi-functional activities with additional focus on agility and value. Shared Services leaders continue to search for ways to improve their SSOs and ensure they are well-equipped to tackle the waves of digital technologies and disruption. SSON Asia's conference series have become a must-attend platform for business services leaders to grow, learn and adapt alongside their industry peers.

SSOW Asia has become a must-attend platform for business services leaders to grow, learn and adapt alongside their industry peers. SSOW Asia is the region's #1 platform SSO and GBS leaders to gather and tackle country-specific challenges through in-depth industry research and discussion. Tapping on our global network and our very own advisory board members, the team at SSON continues to put forth stimulating topics of discussion, focusing on the hottest issues and most pressing challenges in the industry.

SSON ASIA COMMUNITY

The Shared Services and Outsourcing Community Relies on SSON for Case Studies, Reports, Market Studies and Events.



20,000+
Community
Members



86%
End-Users
at Events



AN EVENT FOR THE COMMUNITY BY THE COMMUNITY

The SSOW Asia Week is where top strategic Shared Services and Outsourcing leaders meet and discuss key challenges and gain actionable insights. Through in-depth industry research, our global network, and our very own advisory board members, the team at SSON continues to put forth stimulating topics of discussion focusing on the hottest topics and most pressing challenges in the industry.

BUILD YOUR INTEGRATED MARKETING PLAN WITH US!

- Optimise your marketing dollars when you join Shared Services & Outsourcing Asia Week - as we work alongside you on an integrated campaign plan across the calendar year.
- Capitalise on this opportunity to meet both your top-of and bottom-of funnel needs through our conferences.
- Tailor a package that suits your business needs:
 - › Thought Leadership
 - › Brand Awareness
 - › Showcase Products and Solutions
 - › Networking
 - › Lead Generation

If you are interested in finding out about sponsorship and advertising opportunities and engaging with SSON's members, please email sponsorship@iqpc.com.sg.

SSON COMMUNITY WE ARE NOT JUST AN EVENT - WE ARE A COMMUNITY!

PRE-EVENT MARKETING SUPPORT

Utilise our extensive range of multi-channel marketing services and:

Gain greater control
over who you meet at the event

Take advantage of additional
branding and a higher
profile in the market prior
to the event

Be seen as a proactive
thought leader and major
player to Shared
Services Professionals

The following marketing services are available to you at no extra cost as part of your event sponsorship package.

WISH LISTS: This is an opportunity for you to provide a list of your top priority companies or individuals you would like to see at the event. With this list, the SSON team will extend dedicated invitations for them to join us (and you) at the event. This ensures you will meet your target audience at SSOW Asia.

EMAIL INVITE: We can send you a pre-written email template, so you can issue invitations for the event to your contacts, accompanied with your exclusive discounted conference rate.

PRESS: As a key partner, you can recommend your preferred press and media partner.

DIGITAL MARKETING: We are happy to help promote your event involvement & your client discount on your website, newsletter and/or social media channels. We will create a button, banner or text link for you to use with unique URLs so we can track the traffic that comes through.



SSON INTERNAL DATABASE

175,000+ active global leads



SSO NETWORK

10,000 active members that have opted in (they also have a LinkedIn group with 43,000+ members)



SSON ASIA LINKEDIN PAGE

5,500+ followers
Join in the conversation



EXTERNAL EVENT MEDIA PARTNERS

125,000+ global shared services industry professionals (focus on APAC)



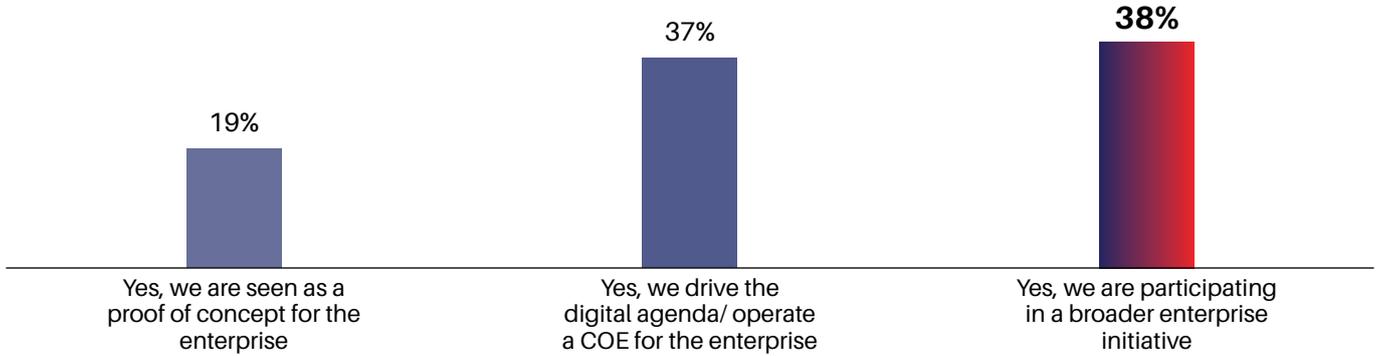
SSON DIGITAL CAMPAIGN

Social Media and Google Ad Campaigns - which will tie in nicely with your branding and marketing activities

INSIGHTS FROM THE INDUSTRY

We asked the attendees at the Shared Services & Outsourcing Week Asia on what their priorities are for the coming year.

IS SHARED SERVICES/GBS PLAYING A ROLE IN SUPPORTING THE ENTERPRISE'S DIGITAL AGENDA?



THE TOP INVESTMENT PRIORITIES ARE RPA AND AI, WITH A KEEN FOCUS ON GENERATIVE CAPABILITIES



Unlocking Productivity

by extending into fields left unaddressed due to unstructured data or the need for contextualized knowledge and long text/ content summarization



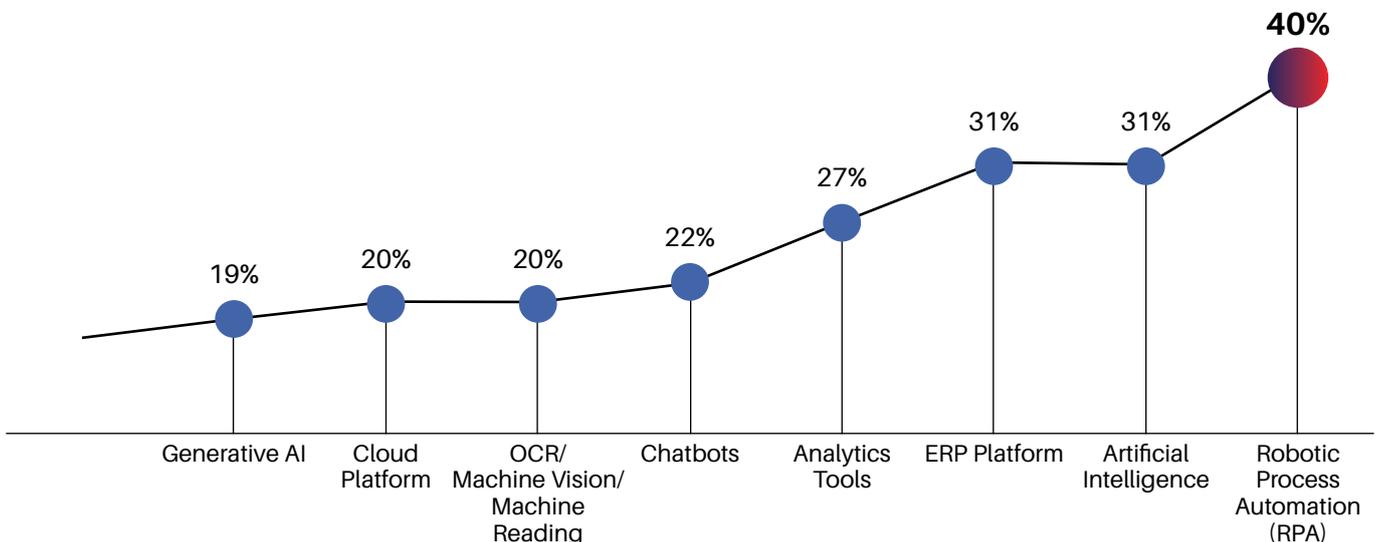
Providing Inputs for Smarter Decision Making

through analytics and insights generated from GBS data troves

Bringing Creativity & Innovation into The GBS Portfolio

to include content generation, coding, marketing support and better, more personalized experience design

WHICH AUTOMATION TOOLS CAN REVOLUTIONISE THE SHARED SERVICES LANDSCAPE?



WHO SHOULD SPONSOR?

With Asia's shared services centres evolving towards the GBS model, the #1 priority for the industry becomes moving up the value curve - towards not just the middle-office, but the front offices too, to become a true Value-Delivering Partner.

Based on extensive benchmarking surveys done at our Shared Services Asia Conference Series 2024 and by Shared Services leaders are looking for solutions in the following areas moving forward:

 PROCESS TRANSFORMATION	 FINANCE PROCESS AUTOMATION	 WORKFORCE MANAGEMENT TOOLS
 GENERATIVE AI	 RPA & INTELLIGENT AUTOMATION	 CONSULTANTS
 DATA & ANALYTICS	 TALENT SOLUTIONS	 REGIONAL/RURAL DEVELOPMENT AUTHORITY

KEY STATISTICS

NEARLY HALF OF DIGITISATION INITIATIVES are housed within either the SSO Automation Centers of Excellence (CoEs) or directly within the SSO itself. SSON R&A data confirms the majority of Asia-based SSOs are playing a significant role in driving enterprise-wide digital transformation.

THE TOP 3 TECHNOLOGY/DIGITAL TOOLS Shared Services leaders are looking to invest in are: Artificial Intelligence, Machine Learning & Generative AI (70% of respondents), Robotic Process Automation (40% of respondents), and ERP Platforms (31% of respondents).

TOOLS & SOLUTIONS (BY 62% OF RESPONDENTS) HAVE BEEN THE MOST EFFECTIVE APPROACH in achieving process optimisation. As process ownership takes centre stage in the GBS, data analytics have helped shared services spotlighting process inefficiencies and improving decision support through process excellence.



Speak with our sponsorship manager and build an effective plan to engage with regional Shared Services leaders. Email us at sponsorship@iqpc.com.sg.

SPONSORSHIP & EXHIBITION OPPORTUNITIES

MAIN STAGE CLIENT PRESENTATION

- Branded as 'Thought Leader'
- 30 min Client Testimonial/Fireside chat in the conference agenda (30 mins including Q&A) on Day 1 or Day 2
- Pre & Post-event branding across all marketing channels and materials of the event
- Prime exhibition space in the networking exhibition hall

USD 35,000



PANEL SESSIONS

- Branded as 'Thought Leader'
- Host and lead a main stage panel discussion in front of the whole audience on Day 1 and Day 2
- Pre & Post-event branding across all marketing channels and materials of the event
- Prime exhibition space in the networking exhibition hall

USD 35,000



CLOSED-DOOR EXCLUSIVE SESSIONS - BOARDROOM / NETWORKING LUNCH

- Host an exclusive closed-door Boardroom Discussion for Senior Leaders (C-Level, C-Level Minus One, Director-Level and Above)
- Work with SSON to cherry-pick top delegates from the event for the Boardroom Discussion
- Up to 12 senior executives with job titles of your choice from the conference
- A chance to demonstrate your expertise in an exclusive, interactive setting
- Pre & Post-event branding across all marketing channels and materials of the event
- Prime exhibition space in the networking exhibition hall

USD 35,000



SPONSORSHIP & EXHIBITION OPPORTUNITIES

HAPPY HOUR DRINKS RECEPTION SPONSOR

- Themed Drinks station sponsor
- Premium networking opportunity with conference delegates
- Enhanced branding on website brochure ad onsite as "Drinks Reception Sponsors"

USD 30,000

INTERACTIVE DISCUSSION GROUP

- Lead a focused discussion group on an agreed topic of choice
- Opportunity to co-lead this with a senior Shared Services industry leader
- Positioned as a Thought Leader
- Pre & Post-event branding across all marketing channels and materials of the event
- Prime exhibition space in the networking exhibition hall

USD 30,000

BRANDING SPONSOR

- Emphasise your brand message by marketing and promoting various opportunities
- Pre- & post-event branding across all marketing channels and materials of the event
- Prime exhibition space in the networking exhibition hall
- Available branding opportunities:



Coffee Cart Sponsor



Badge/Lanyard Sponsor



Bottled Water



Branded Giveaways



Event Stationery (Notepads, Pens, etc.)



WiFi Password and etc

Start from

USD 25,000



BRONZE SPONSOR

- Pre & post-event branding across all marketing channels and materials of event
- 3x3m exhibition booth space at the networking hall of SSOW Asia 2025
- Opportunity for a Senior Representative to present the winners for the specific category
- 1x Table of 10 Seats for Staff/Clients to Attend
- 1 page advertisement to be included in the awards and winners' brochure
- 2 delegate conference passes to the main conference
- Access to Award Delegate List (Name, Job Title, Company) for lead generation

USD 20,000



PAST ATTENDEES OF SSOW ASIA



SEEN & HEARD

Rebecca Sham

Enjoyed listening to all speakers' sessions about the challenges they are facing and how they are overcoming them - really good benchmarking opportunity.

Managing Director, People Quality, Technology and Innovation, FedEx Express AMEA

Cindy Choong

Content is super relevant to the challenges that GBS are facing right now: Technology, Customer centricity, and Talent management.

Global Business Services Director for APAC, ADM

Raghuram S

SSON is a great conference to meet industry experts and understand the trends in the industry. The SSON awards is a great forum to showcase the work and get the validation through the awards ceremony. Always looking forward to attend SSON Conference every year.

Transformation Lead, Unilever



CALENDAR OF EVENTS

ssen | SHARED SERVICES & GCC WEEK INDIA

22 - 25 April 2025, Bangalore, India

[View Sponsorship Guide](#)



12th Malaysian
ssen | SHARED SERVICES & OUTSOURCING WEEK

20 - 23 May 2025, Kuala Lumpur, Malaysia

[View Sponsorship Guide](#)

15th Philippines
ssen | SHARED SERVICES & BPO WEEK

12 - 15 August 2025, Manila, Philippines

[View Sponsorship Guide](#)



28th Asian
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13 - 16 October 2025, Singapore