



## **National Outsourcing Association rebrands in drive for a global standard in Sourcing**

*The Global Sourcing Association will champion the adoption of a single global standard covering Buyers and Service Providers in Sourcing, Shared Services and Global Business Services.*

After 29 years operating as The National Outsourcing Association (NOA), the company announces a new designation and a renewed, emboldened purpose.

Effective immediately, The NOA will become the UK chapter of the **Global Sourcing Association** (GSA), the industry association and professional body for the global sourcing industry. The GSA is also the home of the **Global Sourcing Standard**, a unified view of global industry best practice that organisations in sourcing on both the buy side and provider side can be accredited to.

The rebrand has been driven by the ongoing globalisation of the sourcing industry and the increasing volume of requests for support from the sourcing world.

The GSA is a not-for-profit membership association with fully licensed, affiliate and associate members, and serves to share best practice, trends and connections across the globe and to bring the global community together in a wholly interactive manner for the first time. Its overriding objective is the ongoing development and dissemination of the standard and supporting portfolio of qualifications in order to improve the benefits and positive reputation, and therefore size, of the global sourcing industry.

Kerry Hallard, President of the Global Sourcing Association and CEO of the GSA-UK, said –

“The global sourcing industry is thriving as organisations leverage innovation to become more customer-centric, dynamic and easier to do business with, but with so many operators in the globalised market, buyers operating across borders are becoming increasingly confused, if not bemused, at the varying levels of best practice across our industry. There has never been a greater need for a global standard that both buyers and providers can adopt in their approaches to sourcing in order to unlock optimal value from their partnerships.

The NOA has over the last 29 years consistently provided its membership base with an outstanding portfolio of best practice content and industry insight. Throughout this period of time we have worked assiduously to promote the positive reputation of outsourcing by driving awareness, education, standards and thought leadership, not just in the UK but around the world.

As such, we feel the time is right to take another bold step forward in our drive for a single global standard for sourcing practice.”

The NOA brand will be replaced immediately, with the EOA (European Outsourcing Association) brand phased out over a period of several months.

**ENDS**

### **About the NOA**

The National Outsourcing Association (NOA) has been going for 29 years and until the rebrand was the leading association serving both the outsourcing professional and the global outsourcing industry. Their vision is to grow the size and positive reputation of the outsourcing industry. Their mission was to be both the home and global ambassador of world class outsourcing.

### **About the GSA**

The Global Outsourcing Association (GSA) is the industry association and professional body for the global sourcing industry, and home of the **Global Sourcing Standard**. Its overriding objective is the ongoing development and dissemination of the Standard and supporting portfolio of qualifications in order to improve the benefits from, and positive reputation and therefore size of the global sourcing industry.

The GSA also serves to share best practice, trends and connections across the globe and to bring the global community together in a wholly interactive manner for the first time. The NOA will be the UK chapter: **The Global Sourcing Association UK**, also known as **GSA-UK**.

### **Media Enquiries**

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**Kerry Hallard, President of the Global Sourcing Association, is available for interview** – please contact Tom Quigley.