

# ICT INDICATORS WORKSHOP

## DEVELOPMENT OF ICT EXPORTS

15TH April 2010

LUC WONG

MANAGER, SERVICE SECTOR

ENTERPRISE MAURITIUS



## SESSION 2 DEVELOPMENT OF ICT EXPORTS

**PANEL MEMBERS: Mr V.Mooneegan, OTAM  
Mrs Su Lin Ong, MITIA**

### **PRESENTATION**

Mr Luc Wong, Manager, Service Sector, Enterprise Mauritius

### **EXPORT PROMOTION OF ICT-BPO SERVICES**

Mrs Pratima Sewpal, Manager, International Business Service,  
Board of Investment

### **INVESTMENT OPPORTUNITIES IN THE ICT-BPO SECTOR**



## SESSION 2 DEVELOPMENT OF ICT EXPORTS

### ❖ AGENDA

- OVERVIEW OF THE NICTSP FOR BPO SECTOR
- OVERVIEW OF THE ICT/BPO INVESTMENT
- OVERVIEW OF THE ICT/BPO SECTOR ANALYSIS
- OVERVIEW OF THE ICT/BPO EXPORT PROMOTION
- PROMOTION
- PANEL MEMBERS COMMENTS
- QUESTIONS & ANSWERS SESSION



## OVERVIEW OF THE NICTSP FOR BPO SECTOR



## OVERVIEW OF THE NICTSP FOR ICT/BPO SECTOR

- ❖ **BUILDING LEADERSHIP COMPETENCIES IN ICT**
  - Regional Anchor & Centre of Excellence
  - (Refer: L2, 7.14, Pg 141)



## OVERVIEW OF THE NICTSP FOR ICT/BPO SECTOR

- ❖ A PREFERRED OFFSHORE DESTINATION FOR IT AND ITES-BPO SERVICES
  - Web Presence for the Export Promotion
  - Mauritius ICT Export Development Fund
  - Export Market Intelligence
  - Export Service Fairs in overseas market
  - Advertisement & Country Branding
  - (Refer: E1, 7.15, Pg 144)



## OVERVIEW OF THE ICT/BPO INVESTMENT PROMOTION



## OVERVIEW OF THE ICT/BPO SECTOR ANALYSIS



## BACKGROUND ON ICT & BPO SECTOR

### FACTS AND FIGURES

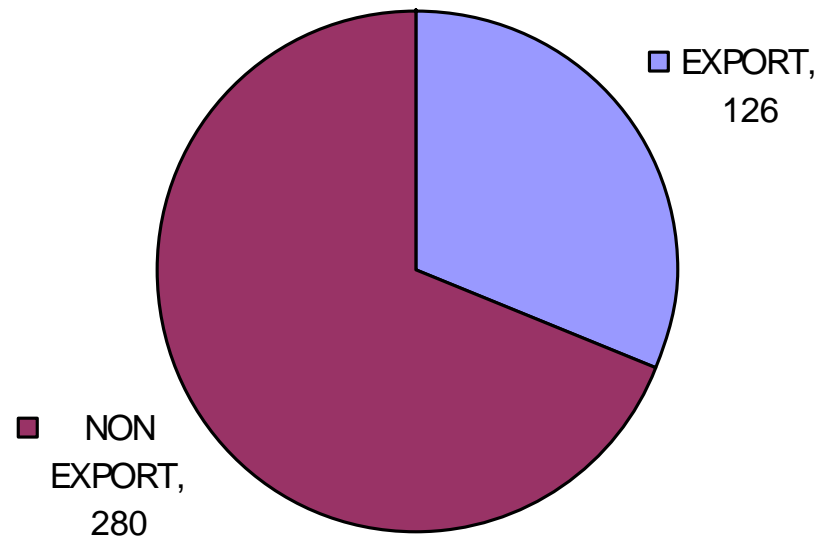
- ❖ 406 ENTERPRISES in the ICT & BPO (NOV 2009)
- ❖ OTAM – 33 MEMBERS
- ❖ MITIA – 20 MEMBERS

**Source: Enterprise Mauritius, 2009**



## BACKGROUND ON ICT & BPO SECTOR

**ICT/BPO SECTOR (NOV 2009)**



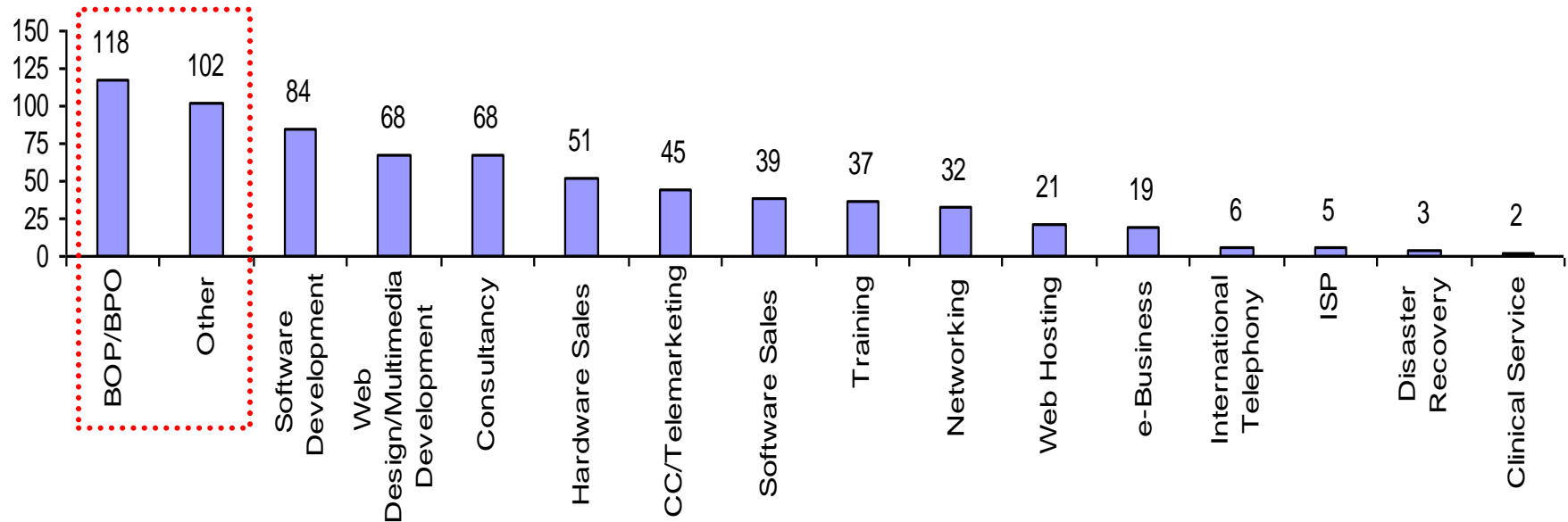
**Source: Enterprise Mauritius, 2009**



## BACKGROUND ON ICT & BPO SECTOR

ICT & BPO Sectors (Sub Categories)

Number of Operators

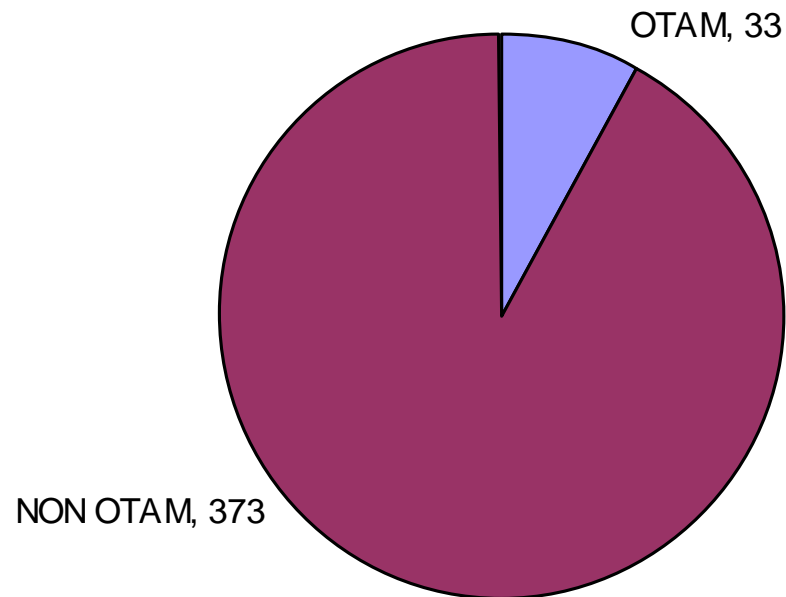


Source: Enterprise Mauritius, 2009



## BACKGROUND ON ICT & BPO SECTOR

### OTAM / NON OTAM MEMBERS

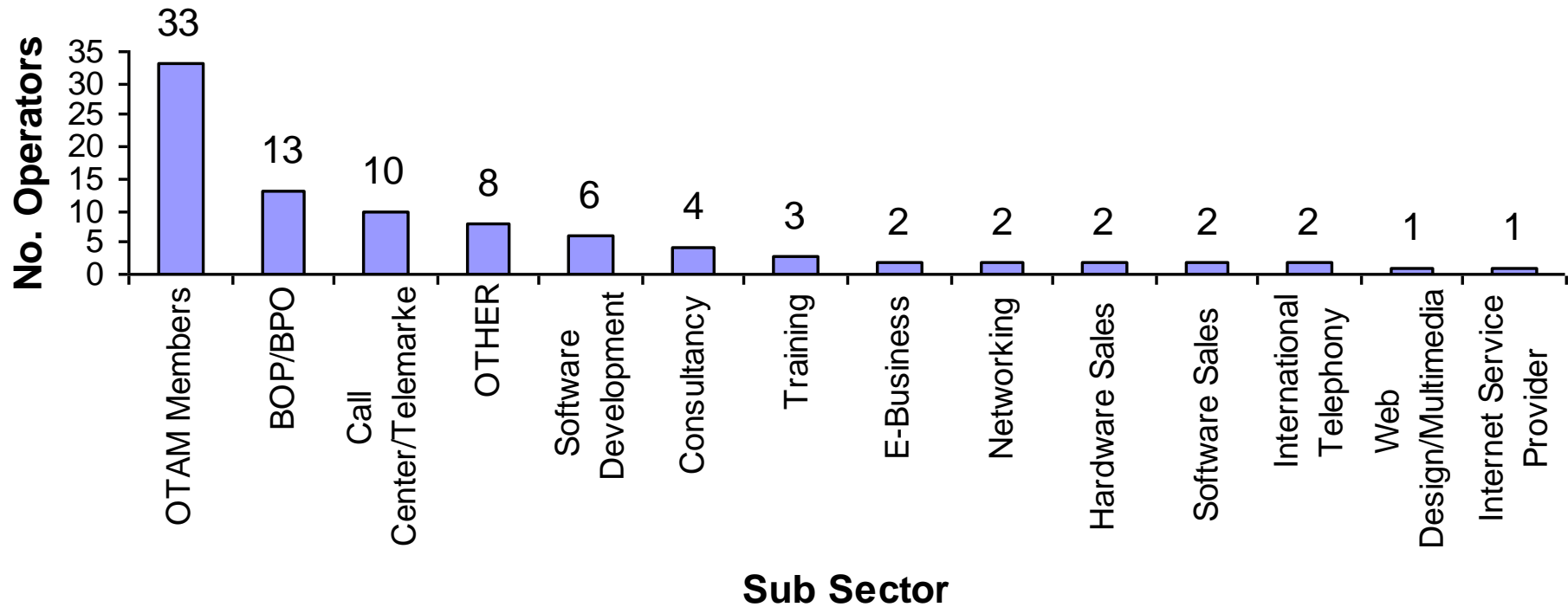


**Source: Enterprise Mauritius, 2009**



## BACKGROUND ON ICT & BPO SECTOR

### OTAM (Sub Categories)

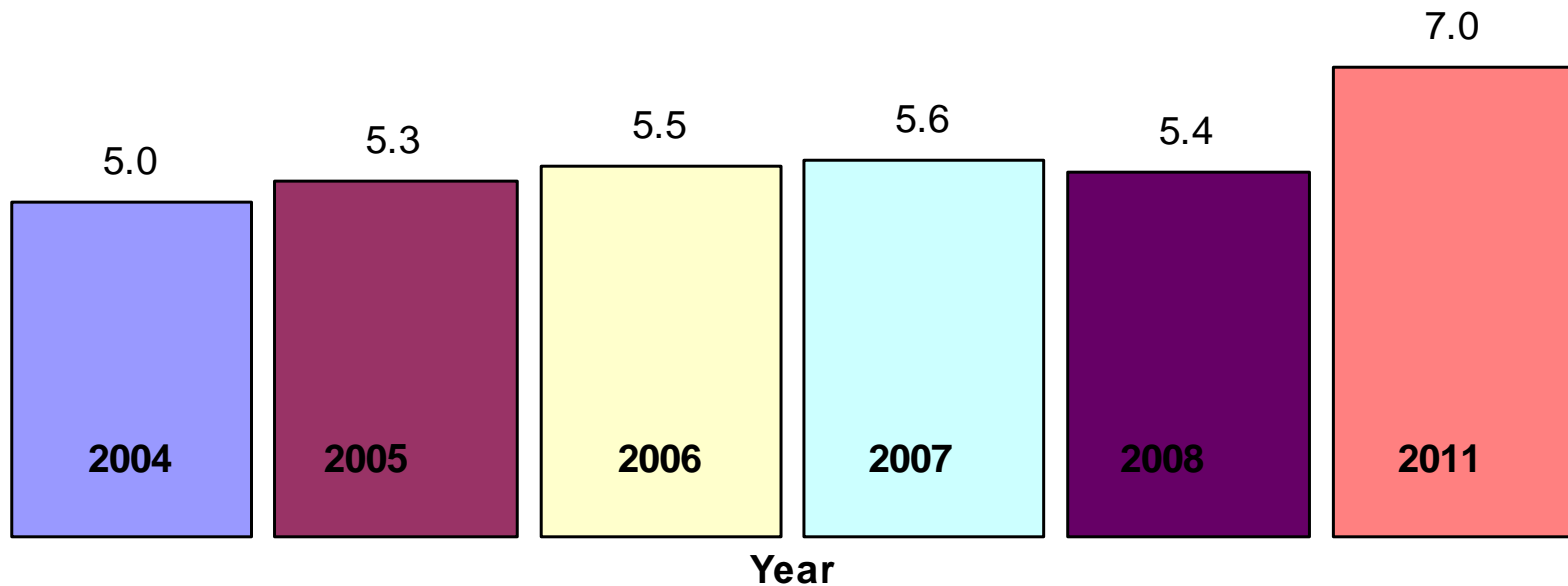


Source: Enterprise Mauritius, 2009



# BACKGROUND ON ICT & BPO SECTOR

**Value Added in ICT Sector, % GDP**

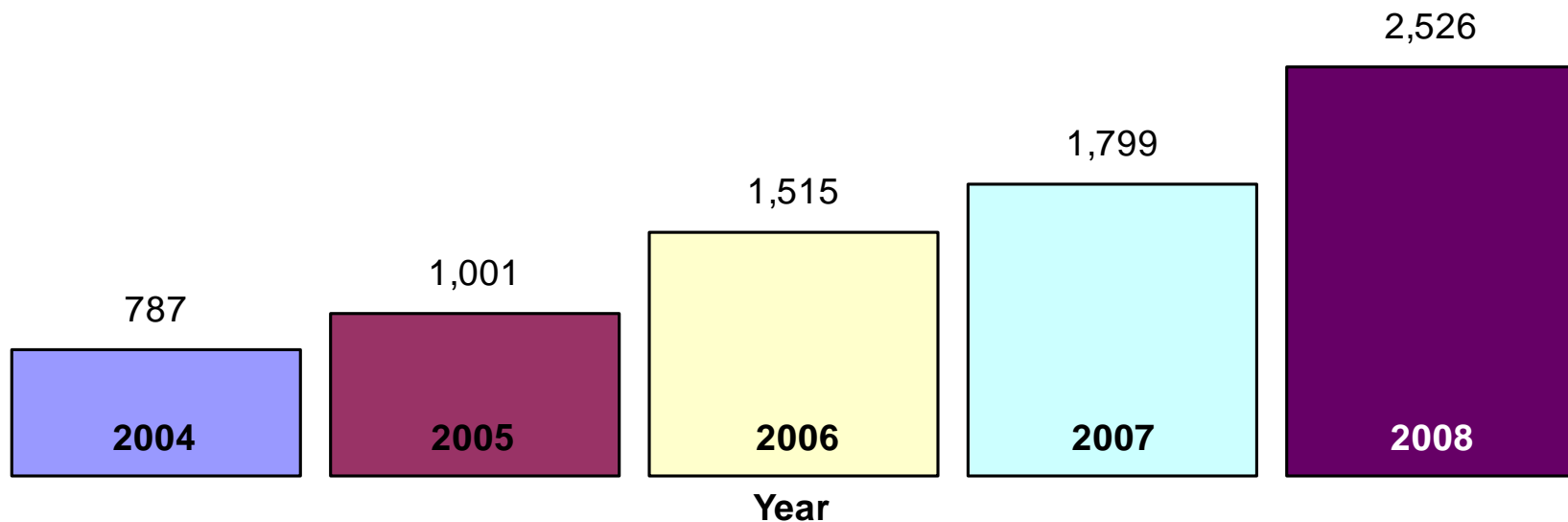


**Source: Central Statistic Office, 2009**



# BACKGROUND ON ICT & BPO SECTOR

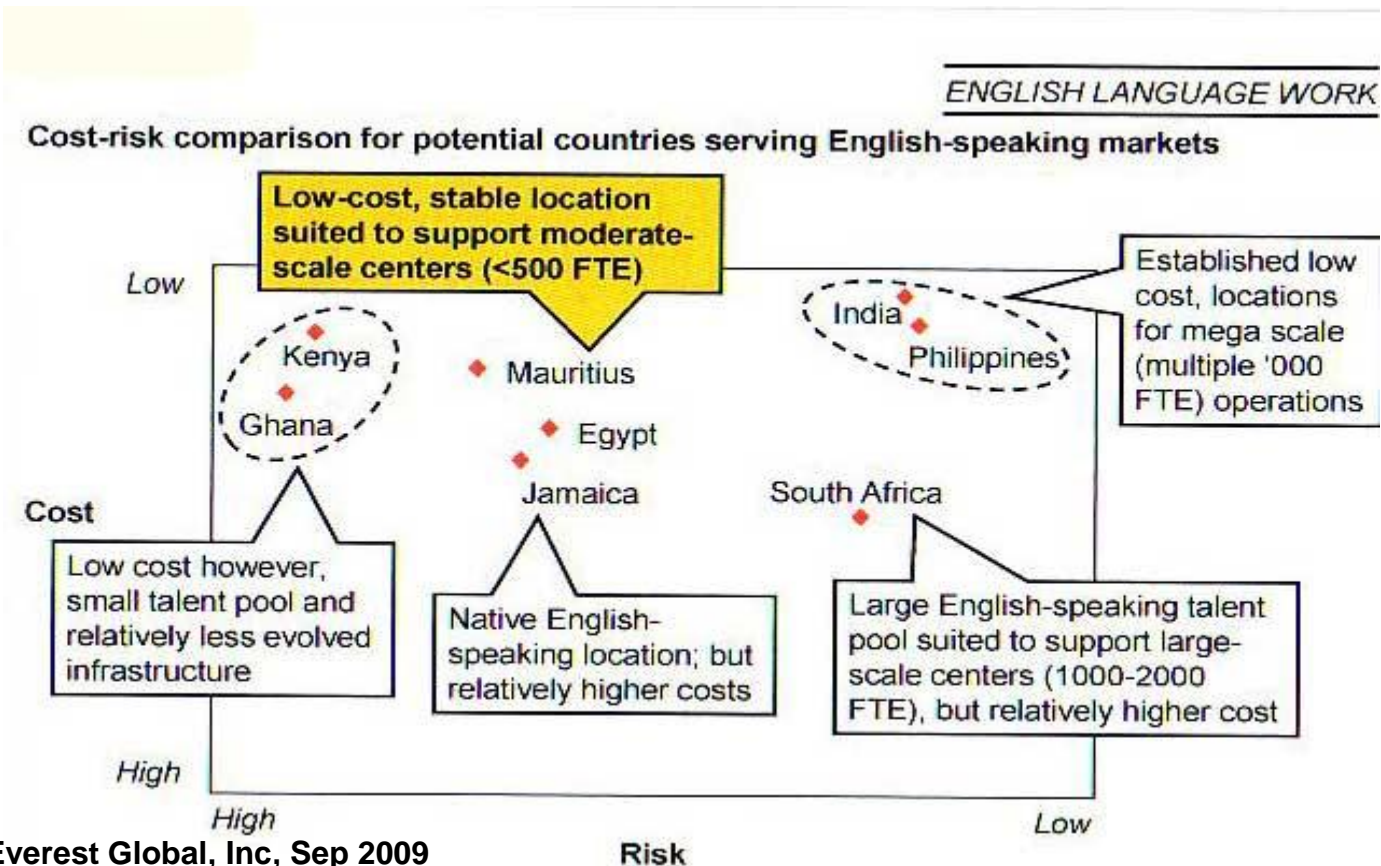
## Export of ICT Service (Rs/M)



Source: Central Statistic Office, 2009



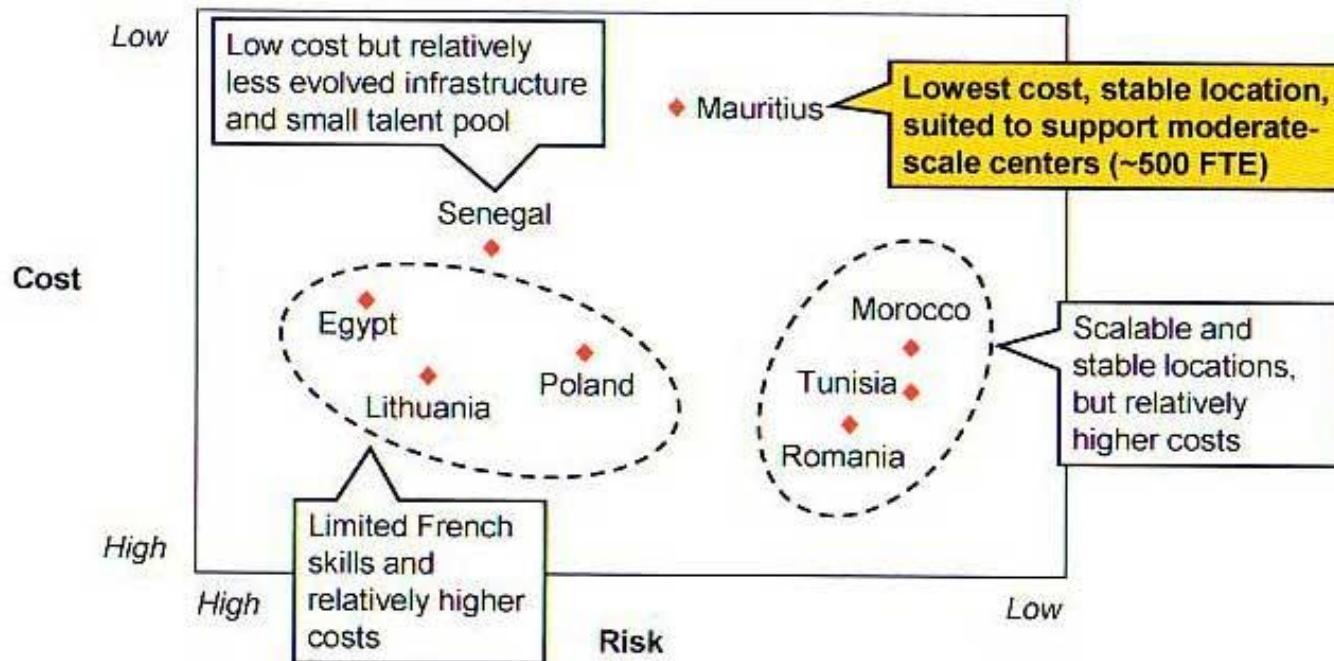
# BACKGROUND ON ICT & BPO SECTOR



# BACKGROUND ON ICT & BPO SECTOR

## FRENCH LANGUAGE WORK

Cost-risk comparison for potential countries serving French-speaking market

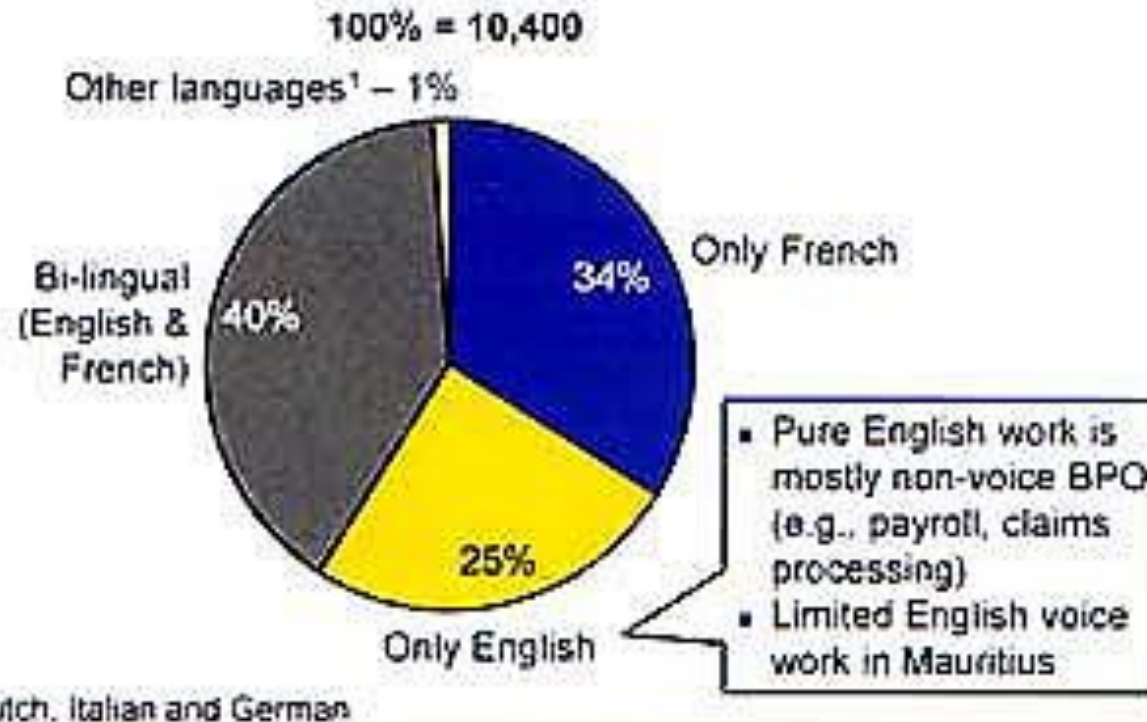


Source: Everest Global, Inc, Sep 2009



## BACKGROUND ON ICT & BPO SECTOR

Employment distribution by language of service delivery  
2009; Number of employees



Source: Everest Global, Inc, Sep 2009



## OVERVIEW OF THE ICT/BPO EXPORT PROMOTION



## WHAT IS ENTERPRISE MAURITIUS?

Enterprise Mauritius is a collaborative partnership between Private and Public Sector which act as a Trade Promotion Organisation (TPO) for Mauritius.



## WHAT DO WE DO?

- ❖ Marketing Development Services
- ❖ Advisory Services
- ❖ Financial Assistance
- ❖ Information & Research Assistance



## PARTICIPATION IN PAST EVENTS

<b>Project Title</b>	<b>Date</b>	<b>Amount of Operators Participated</b>	<b>Outcome</b>	<b>Financial Outcome</b>
<b>SECA 2006</b>	<b>Apr-06</b>	<b>7</b>	<b>EDF Financial support</b>	<b>-</b>
<b>SECA 2007</b>	<b>Apr-07</b>	<b>6 Opérateurs 2 Institutions</b>	<b>EDF Financial support</b>	<b>-</b>
<b>SECA 2008</b>	<b>Apr-08</b>	<b>2 Opérateurs 1 Institution</b>	<b>EDF Financial support</b>	<b>-</b>
<b>SECA 2009</b>	<b>Mar-09</b>	<b>9 Opérateurs 4 Institutions</b>	<b>165 New Contacts, 48 Business Negotiations 2 Trial Orders</b>	<b>Rs1,580,000</b>
<b>SECA 2010</b>	<b>Mar-10</b>	<b>8 Opérateurs 1 Institution</b>	<b>83 New Contacts, 5 Trial Orders</b>	<b>*Rs32,963,000</b>

\* Potential Revenue in Rs



## PARTICIPATION IN PAST EVENTS

Project Title	Date	Amount of Operators Participated	Outcome	Financial Outcome
<b>Govtech 2007</b>	<b>Aug-07</b>	<b>3 Opérateurs 2 Institutions</b>	<b>1 Business Contract</b>	-
<b>OutsourceWorld 2007</b>	<b>Oct-07</b>	<b>5 Opérateurs 1 Institutions</b>	<b>58 New Contacts</b>	-
<b>Birmingham 2008</b>	<b>Sep-08</b>	<b>6 Opérateurs 1 Institution</b>	-	-



## EXPORT PROMOTION PROPOSAL

### Calendar of Activities for 2010

Month	Year	Activities	Sector	Market/Location
September	2010	Birmingham Call Centre/Customer Service	ITO/BPO/ITES/KPO	Europe
October	2010	Gov-Tech	ITO/BPO/ITES/KPO	Sub-Sahara Africa Region
November	2010	Outsource World	ITO/BPO/ITES/KPO	North America
November	2010	Salon des Technology ICT	ITO/BPO/ITES/KPO	Madagascar
November	2010	ICT 4 All Forum - Tunis +5	ICT	Tunisia
April	2011	Strategie Clients by SECA 2011	ITO/BPO/ITES/KPO	Europe/French Market



# EXPORT PROMOTION PROPOSAL

## ❖ REGIONAL BUYERS SELLERS MEETING



# EXPORT PROMOTION PROPOSAL

## ❖ OVERSEAS ROAD SHOW



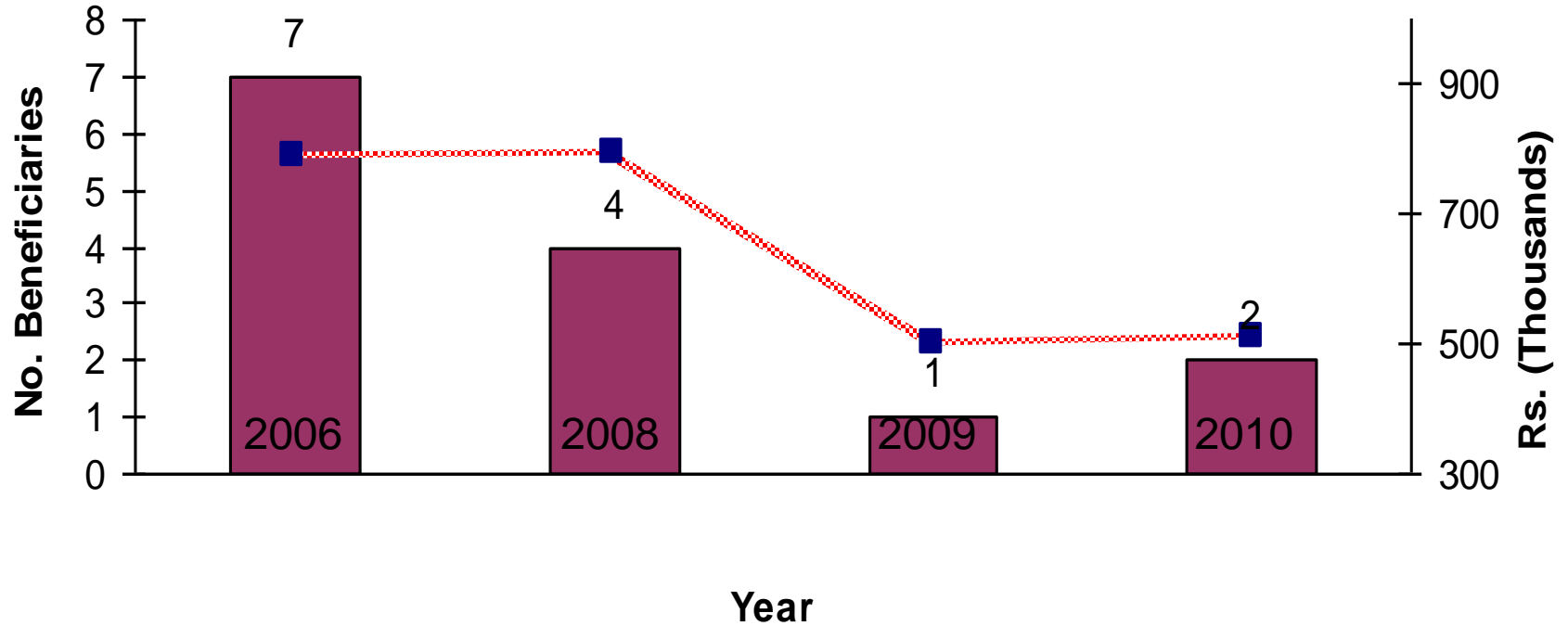
## WHAT DO WE OFFER

- ❖ **ENTERPRISE DEVELOPMENT FUND**
  - Grant to participate in International fair/Exhibition
  - Grant for Marketing/eMarketing strategies development
  - Grant for Capacity building



# ENTERPRISE DEVELOPMENT FUND - SERVICES SECTOR

**EDF - Service Sector**



## EXPORT PROMOTION CHALLENGES

- ❖ Fragmented BPO sector
- ❖ Lack of information on BPO operators outputs
- ❖ Lack of information on BPO operators market penetration
- ❖ Need to setup a Central statistical/information centre for quarterly monitoring



## PANEL MEMBERS COMMENTS



# QUESTIONS & ANSWERS SESSION

