



## The Opportunity Ahead

### *Portugal 2.0*

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# Agenda

- ❑ **BPO Facts**
- ❑ **India Today**
- ❑ **India – Key Success Factors ?**
- ❑ **Why is Portugal well positioned**
- ❑ **What Next : Portugal 2.0**

1.

# BPO Facts

## BPO Facts

- Unique : The only industry where  $DD > SS$
- BPO recorded growth during the recession – the only industry to do so
- A wide variety of work is offshoreable, using a wide variety of talent
- More than 50 countries are pursuing this sector with formal plans, as part of National agenda
- Opportunity for all : India ( 1.1 billion ) to Mauritius ( 1.1 million)
- India was not the 1<sup>st</sup> country to provide offshore services
- Attractive multiplier effect ( employment, economy)
- Creates a Knowledge economy
- High Scalability

2.

# India Today

NASSCOM®

India Inc. – An Overview of the Indian IT-BPO Industry

March 2011

3.

## India - Key Success Factors ?

## India - Key Success Factors ( Myths)

- English Language Capability
- IT Legacy
- Cluster / Infrastructure
- Quality Office Space/ SEZs
- Government Support
- Telecommunication ( Bandwith / Cost)
- Venture Capital
- Trained Talent Pool

## India - Key Success Factors ( Reality)

- Entrepreneurial Spirit
- Industry Association



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## Why is Portugal well positioned

## Why is Portugal well positioned

- Portugal is unique – Onshore, Nearshore, Offshore play
- Historical connect with two BRICS
- Domestic Shared Service Oppty
- Existence of both pure play models- Captives and 3<sup>rd</sup> parties
- Locational Factors
- Mature telecoms and real estate industry
- SSC Migration ( Ireland- Spain- Portugal)
- Can play the spectrum : BPO-KPO
- India Oppty
- APO
- Constraints ( Advantages) of being small

5.

## What next : Portugal 2.0

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To capture the Global Sourcing opportunity , Portugal needs to work along the following three vectors

- Planning and research exercise to estimate SS - DD factors
- Strengthening and Structuring of APO
- Partnering the Government to make Global Sourcing a national agenda ( Key stakeholders: Ministry of Education, Ministry of Finance/ Industry)

## Contacts

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