



## **USAID Continues to Promote BPO and Support attendance of key ICT companies at the Arab Outsourcing Conference 2009**

**April 28, 2009 – Dubai -UAE,** USAID Jordan Economic Development Program (SABEQ) participated in a two day Outsourcing Conference held lately at the Mövenpick Hotel in Dubai, UAE. This participation comes to complement other substantial Program input into the outsourcing sector with a view of diffusing the service into the Jordanian market. SABEQ's presence in the Dubai Conference sought to shed the light on the importance of this modern trend in ICT business, as it headed a delegation of private sector companies: CrystellCall, Extensya, Int@j, Mafraq Development Corporation and Development Zones Commission. The Conference witnessed the participation of public and private sectors from many Arab countries.



USAID Jordan Economic Development Program consultant participates in a panel discussion. *Photo by: Sirin Akrouk*

The two days conference tackled various topics including: The Challenges of Outsourcing, Operations and Maintenance to cut costs, Sustainability in Outsourcing, People challenges in Outsourcing as well as some case studies. Additionally, the panel discussion highlighted the key obstacles encountered by companies in the Middle East for outsourcing. USAID Jordan Economic Development Program's participation in the Conference included providing for a consultant and participating actively in a panel discussion.

"The region has witnessed significant growth in BPO activities with an increasing number of service providers basing their operations in Egypt, Jordan, and UAE" said Anupam Govil, USAID Jordan Economic Development Program's Consultant, during the conference. "Jordan, by focusing on higher value services and addressing specific market niches, has the opportunity to establish itself as the regional equivalent of the Philippines" he added.



The Arab Outsourcing Conference witnessed the participation of public and private sectors from many Arab countries.  
Photo by: Sirin Akrouk.

Among USAID Economic Development Program's (SABEQ) various sectors is the Business Process Outsourcing Sector which focuses on establishing a call center and BPO strategies and implementation plan for Jordan. The program aims to establish national competitive legal framework for BPO as well as to enhance the capital access, financing and investment opportunities for call centers and BPO in Jordan. The Program's support to the sector has engaged the pharmaceutical sector with Int@j, Jordan's ICT Association to promote BPO activities in Jordan.

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The USAID Jordan Economic Development Program (SABEQ) is a five year broad economic development initiative implemented by Bearing Point, Inc. and a sizeable team of international and Jordanian partner firms. By both supporting improvements in the business environment and providing assistance to expand innovation and productivity in Jordanian businesses, SABEQ's four components all support the common objective of building up the private sector- Jordan's companies, innovators and entrepreneurs- as a powerful engine of economic growth.

For more information, refer to our website <http://www.sabeq-jordan.org>.