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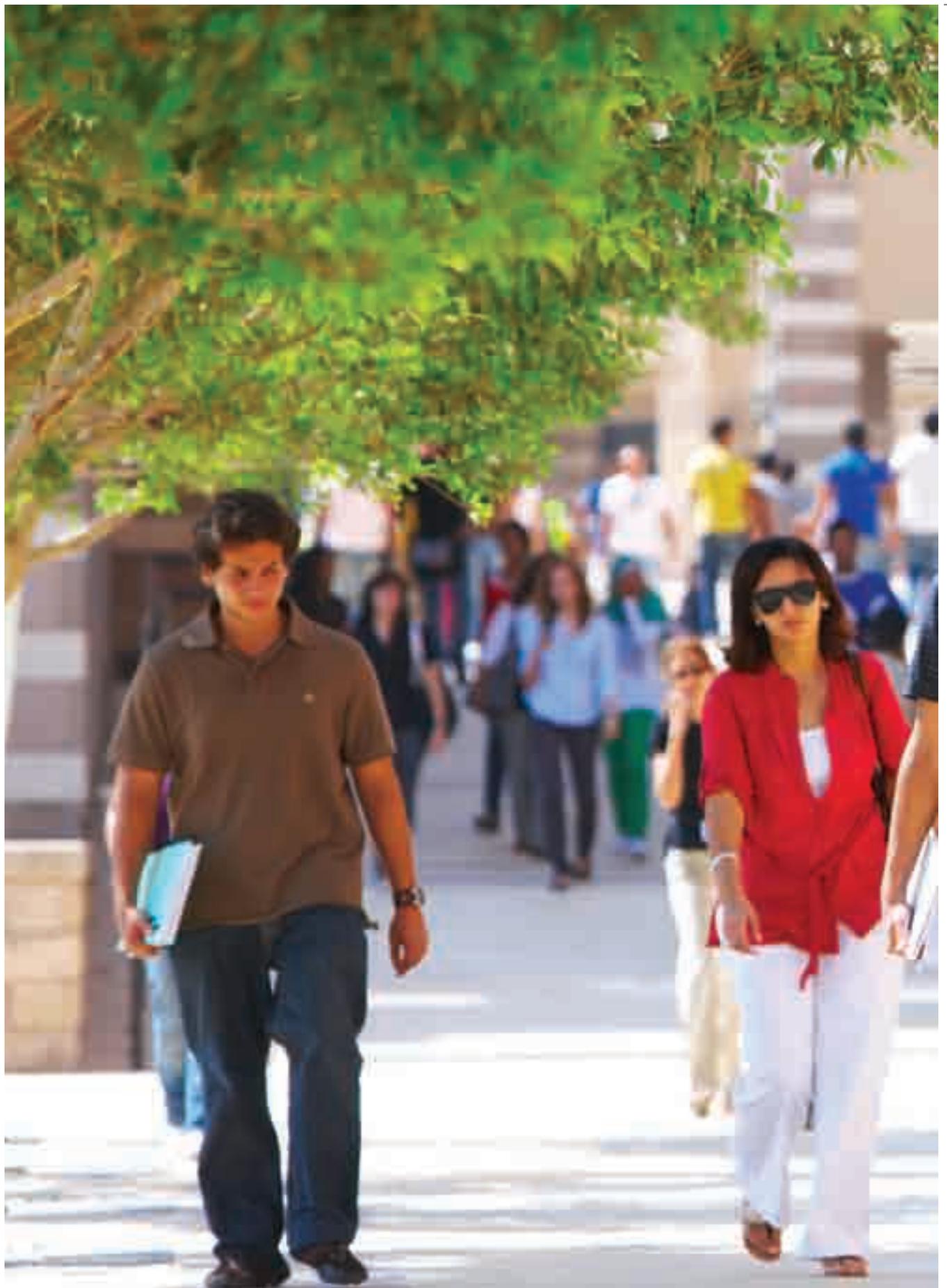


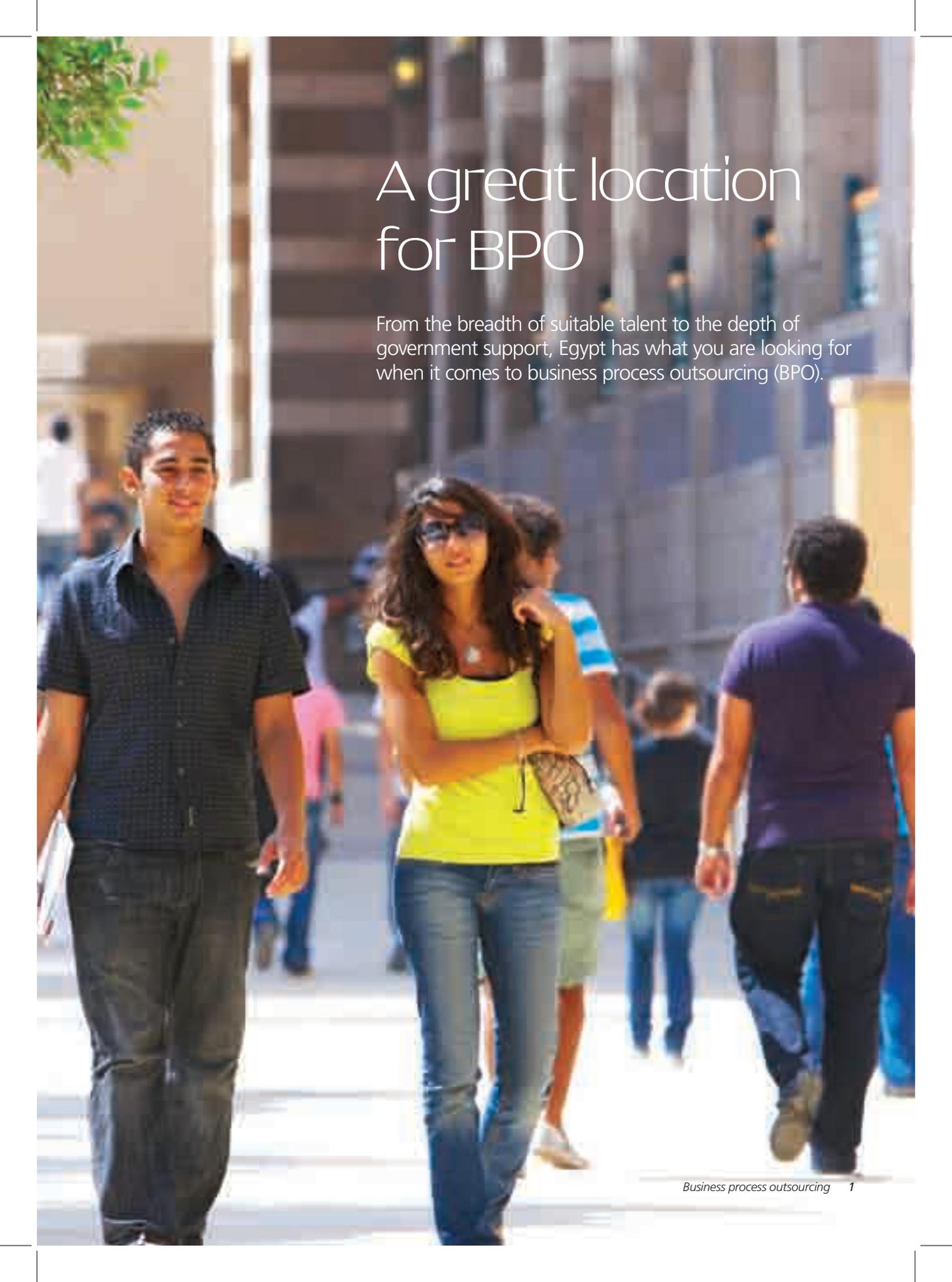
Business process outsourcing

Your guide to Egypt as a BPO destination



Egypt on





A great location for BPO

From the breadth of suitable talent to the depth of government support, Egypt has what you are looking for when it comes to business process outsourcing (BPO).



An abundant technically skilled and uniquely multilingual talent pool; sustainable low costs; a reliable and scalable infrastructure; substantial ongoing government investment and support; and an attractive location at the crossroads of Europe, Africa, and Asia all come together to make Egypt the ideal location for BPO.

The costs for voice-based BPO services in Egypt are comparable to India and the Philippines¹





"Egypt is a rising star
of contact center
offshore destinations"

Frost and Sullivan

With ITIDA, the Egyptian IT Industry Development Agency, at the heart of the country's investment and support in this area, Egypt is committed to taking its place as a leading player in the world's BPO industry.

BPO is already well established in Egypt – many multinationals such as Stream, IBM, and Vodafone have substantial and growing service centers in the country. The BPO services provided in Egypt range from customer support to account management, from back-office operations to rules-based decision making.

Egypt was named Offshoring Destination of the Year 2010 by the European Outsourcing Association (EOA) and Outsourcing Destination of the Year 2008 by the National Outsourcing Association (NOA).

Whether you are looking for high quality, cost-effective multilingual BPO capabilities for Europe, a center of BPO excellence for the Middle East and Africa or an abundance of English-speaking talent for the US and elsewhere – Egypt is the answer.



¹ Industry interviews, ITIDA:
Valid for call centers/BPO centers with more than 500 seats

on talent

Egypt has a large and rapidly growing talent pool ideally suited to the BPO industry.

The right talent

Around 66,000 commerce students graduate from Egyptian universities every year – an abundant flow of talented individuals ideally suited to the BPO industry.

Uniquely multilingual

The BPO talent pool is not only large, it is also uniquely multilingual. Alongside Arabic and English, many graduates speak French, German, Spanish, and Italian.

Around 31,000 students fluent in western European languages graduate from Egyptian universities every year.

Fully loaded operating costs for large BPO centers



Approximate figures, August 2010

*Includes agent compensation, supervisor compensation, support staff costs, training and recruitment, and other direct costs

**Includes IT, telecom, SG&A, rent, and maintenance

Source: MCIT / ITIDA, industry expert interviews

***Includes 3rd and 4th year students Source: MCIT/ITIDA; ITI

Spotlight on the low cost of talent

As you will see from the preceding graph, the cost of doing business in Egypt is substantially lower than Eastern Europe and comparable to India. This is driven mainly by the low cost of high quality talent.

Fully loaded costs include personnel (agent compensation, supervisor compensation, and other direct costs) and non personnel costs (IT, telecom, SG&A, rent, and other operating costs).

Growing in size and capabilities

The Egyptian BPO talent story is not just about quantity, it is also about investing in ever higher quality.

Training graduates for BPO

the Education Development for Universities in Egypt (EduEgypt) is a key part of this ongoing commitment.

EduEgypt has been developed specifically to train university graduates in the soft, technical and language skills required for BPO.

The result of close collaboration between ITIDA, universities, leading companies involved in BPO training and multinational clients, EduEgypt ensures that Egyptian graduates have the skills you are looking for.

The training is delivered and certified to an agreed global standard. As a result, you can be sure that EduEgypt-certified recruits have the necessary skills – you will not need to spend so much time, effort and money training them.

During the creation of the program, the trainers from IBM Daksh, Infosys, and First Source were struck by just how enthusiastic, open to new ideas and committed the students were. They summed this up as DEEP: Dedication to the initiative; Enthusiasm; Excellent groundwork; Passion.

Dedicated, Enthusiastic, Excellent, and Passionate.

"Egypt has very high quality raw material"

Denise D'Elia
International Services Director
Vodafone Egypt

EduEgypt is just one of the ways ITIDA is increasing the suitability of graduates

	April 2008 – August 2009	September 2009 – August 2010	Beyond September 2010
University curriculum intervention	<ul style="list-style-type: none"> • BPO courses in Cairo and Alexandria for university students ("EduEgypt") • Train-the-trainer ("TTT") program • Implemented in 7 universities and 20 faculties. 	<ul style="list-style-type: none"> • Program scaling up to include 3rd year students • BPO course launch in additional universities • Refresher TTT • Train the Master Trainer • Implemented in 10 universities and 35 faculties. 	<ul style="list-style-type: none"> • BPO course nationwide scaling in targeted faculties/universities • Potential launch of specialized domain programs (e.g., BFS, Insurance, Healthcare) • Implemented in 18 universities and 40+ faculties.
Students trained p.a.	~ 4,000	~ 10,000 ***	~ 15,000 ***

By February 2011, French EDUEgypt will be launched in Cairo, Alexandria and Ain Shams Universities targeting 500 third-year students.

Source: MCIT/ITIDA

Enhancing middle management skills

The RITI Advanced Management Program (RAMP) aims at providing 240 first-line ICT managers with the managerial skills and knowledge required for professional careers to generate global executives who can lead strategically, responsibly, and ethically. The program is being carried out based on the strategic agreement between the Ministry of Communications and Information Technology (MCIT) and the Regional Information Technology and Software Engineering Center (RITSEC) and implemented by the Regional IT institute (RITI).

Increasing the multilingual talent pool

The European Language Program is designed to increase the pool of entry-level BPO and technical support talent with proficiency in French, Spanish, German and Italian languages. Launched in partnership with leading language institutes in Egypt, such as the French Cultural Centre, Cervantes and Goethe Institute, the program accomplished training for more than 300 trainees in the first year across 2 languages. The plan is to expand to all languages and ramp up by 3 to 4 times in subsequent years.

Developing BPO in Egypt

From helping your business set up in the country to granting incentives, from the established Smart Village technology park to the new Maadi Park, ITIDA is on hand to ensure you make the most of Egypt for your BPO business.



on experience

Alongside local players, a number of leading multinationals have already made Egypt their home for BPO.

Egypt continues to strengthen its position as a leading location for BPO, with new companies investing for the first time and existing companies growing their operations.

Companies currently providing BPO services in Egypt include Allied Soft, EastNets, Ecco, Equant, Etisal, FCC, Orascom, Teleperformance, Raya, Vodafone, and Xceed.

Teleperformance

The first major international call center operator in Egypt, Teleperformance continues to scale up its operations with plans to grow its staff base to several thousand agents.

Vodafone

Vodafone's Egyptian operation provides support for the local market, Australia, New Zealand, and the UK. It currently employs around 1,750 people in Egypt.

Raya

Raya operates a contact center in Egypt that supports customers in English, French, German, Spanish, and Italian, with 50% of its staff providing multilingual support. Raya currently employs over 2,000 people.

Xceed

Xceed's contact center in Egypt employs around 2,000 people and provides local language support to customers in France, the US, UK, Italy, Spain, Belgium, Luxembourg, Germany, Portugal, Greece, and the Gulf region. A fast-growing Fortune 100 global provider of multinational BPO services, Xceed manages more than three million transactions. Its clients include Cisco, Carrefour, and Microsoft. For Microsoft, Xceed's service includes supporting Xbox in multiple languages.

Teleperformance, Vodafone, Raya, and Xceed are just some of the companies enjoying the benefits of BPO in Egypt



To find out more

We'd like you to make the most of BPO in Egypt.

If you have any questions or would like to discuss how to make the most of BPO in Egypt, we're here to help.

For more information please contact us:

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