



## Exploring new business opportunities

# IT- and BPO-mission to Bangladesh (Dhaka, 21 – 26 February 2012)

### Rotterdam, 20 January 2012

For more than 20 years, companies in the Netherlands have been conducting IT- and BPO (Business Process Outsourcing) work in various low-cost countries. There are two main reasons for global sourcing: the possibility to reduce costs and the availability of specialized skills abroad. So far, hundreds of Dutch organizations have executed offshore projects, including small and medium sized firms. Many large companies have already reaped the benefits of an offshoring business model, including ABN Amro Bank, ING, KPN, Philips, Cordys and Exact. India is now the most popular offshore destination and the total annual value of this work exceeds more than 1.000 million Dollar.

The current financial crisis, followed by an economic downturn, will have a severe impact on the European economies. Companies face many challenges: they must cut costs, develop new products and find new markets. Because of the focus on cost reduction, a growing interest for global sourcing is expected. Especially for Smaller and Mediumsized Enterprises, Bangladesh is an interesting destination.

### Bangladesh: Asia's Next Big Opportunity

Hundreds of companies in Bangladesh, mostly located in Dhaka, offer IT services such as software programming (administrative software, technical software), software testing, system conversion and migration, mobile applications and building of websites. BPO-services are being offered as well, such as in the field of administration, contact centers, animation and graphic design. Around 150 enterprises in Bangladesh export these services abroad, and the USA has a market share of 60%. Europe is responsible for 30% of the exports, and several Dutch companies are employing IT staff in the capital Dhaka – some already for more than 10 years. Bangladesh enjoys a competitive advantage in terms of the availability of more than 25.000 IT & BPO professionals and retention of staff is no problem. The salaries are very competitive with other offshore destinations and are lower than India or China. Bangladesh is also one of the Goldman Sachs N-11 countries: the next eleven countries that are highly likely to follow the BRIC's in leading world growth. Gartner has recently included Bangladesh as one of its "30 Leading Locations for Offshore Services". See for an overview: [www.bangladeshnext.com](http://www.bangladeshnext.com).



## 2012 IT- and BPO-mission to Bangladesh

■ 21 – 26 February 2012

Bangladesh has a huge potential in IT and BPO, and is well worth a visit. From 21 – 26 February, a European business mission to Dhaka will take place. Participants from our previous trips to other offshore destinations were very positive about the informative and well-varied program, the opportunities for networking and the IT and BPO offerings available. As a result, several have started projects abroad.

The interest for offshore sourcing is growing in Europe by the day, and many companies are currently investigating the



Participants at a previous mission

advantages of international collaboration. Taking part in a business mission is an excellent way for potential offshore users to acquire information, to network, and to speed up the decision-making process. We expect participants from organizations that are investigating offshoring, and from consultants researching new offshore locations. Software companies interested in exploring a new potential export market are also welcome to join the tour. In order to achieve optimal interaction, the number of participants will be limited.

The goal of the mission is to give the participants detailed information about offshoring, and especially about the opportunities in the capital Dhaka. In order to make this business trip effective, pre-arranged matchmaking will take place. Individual visits to service providers in various fields, such as software development, animation, cartoons, computer games, mobile games, graphic design services or call centers are included. The business mission will have an informal character with a visit to the SoftExpo 2012 exhibition, network events (also with European users) and with attention to cultural or tourist elements. An impression of a previous IT- and BPO-mission in 2011 can be found at: [www.gpic.nl/BDtour11.pdf](http://www.gpic.nl/BDtour11.pdf)

## Including a visit to the SoftExpo 2012 exposition

The Bangladesh Association of Software and Information Services, the national trade association representing IT and BPO, organizes its annual exposition SoftExpo 2012 from 22 – 26 February, at Bangabandhu International Conference Centre, Dhaka. One of the major aims of the event is to present Bangladesh's market potentials to local and international players.



BASIS is expecting more than 100 exhibitors from home and abroad to participate at this exposition. The number of projected visitors in BASIS SoftExpo 2012 is expected to be more than 30.000. Apart from showcasing of products and services by the exhibitors, an IT-jobfair and a series of workshops, technical sessions and seminars will be organized during the expo on various issues.

The European delegation will visit this exhibition. Interested companies can also display their services at a booth during the event; we can be contacted for further details. Information about the SoftExpo can be found at: [www.softexpo.com.bd](http://www.softexpo.com.bd)



Impression of the BASIS SoftExpo fair

## Business mission to Dhaka in 2012: short overview

### **Tuesday 21 February**

Departure of European participants to Dhaka (note: departure at an earlier date is possible).

### **Wednesday 22 February**

Arrival in Dhaka; transport from the airport to the hotel is arranged. The afternoon is free, in order to adapt to the time difference (a company visit or sightseeing can be arranged). The participants will meet for an informal welcome reception and dinner at a local restaurant. With an introduction to Bangladesh and practical information about the mission. Schedules of the pre-arranged meetings will be handed out.



Pre-arranged meetings

**Thursday 23 February – Friday 24 February**

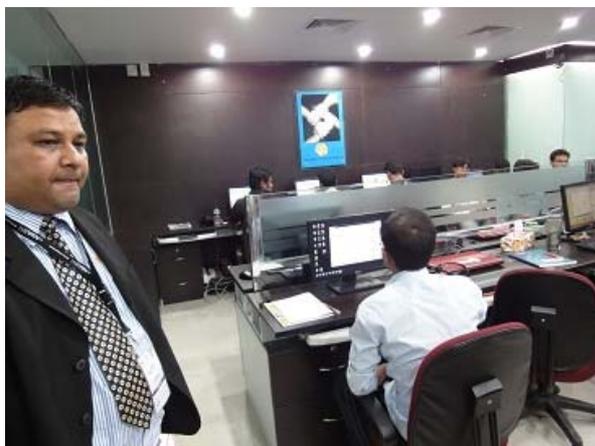
Participation at the SoftExpo fair and conference. The tailor-made one to one meetings with selected service providers from Bangladesh will also take place at the SoftExpo. In addition, a booklet with your company information will be distributed at this IT-fair. Participants from various European countries will take part in the mission, so there will be also opportunity to network across delegations.

**Saturday 25 February – Sunday 26 February**

Company visits and follow-up meetings with local service providers, at their premises (car and driver provided). Presentations can also be arranged at a European Embassy, at the offices of BASIS (Bangladesh Association of Software and Information Services) or DCCI (Dhaka Chamber of Commerce and Industry). A debriefing meeting takes place on Sunday afternoon. Transport to the airport and departure from Dhaka in the evening.

**Monday 27 February**

Arrival in Europe (extension of the stay in Dhaka is also possible, at own cost).



Visiting a software company in Dhaka



Developers of iPad applications

## Organizer of the 2012 IT & BPO-mission to Bangladesh

**International Trade Centre**

The International Trade Centre (ITC), a joint UN-WTO agency engaged in trade-related technical assistance, is conducting a 30-month project to promote and market Bangladesh as the next offshore outsourcing destination. This project is funded by the Dutch government (through CBI) and the UK, Germany, The Netherlands and Denmark are potential markets for the marketing and matchmaking operations: [www.intracen.org](http://www.intracen.org)



**In cooperation with the following organizations:**

**BASIS** (Bangladesh Association of Software and Information Services) is the national association for Software & IT Enabled Services companies of Bangladesh. Formed in 1997, the association has been working with a vision of developing a vibrant local software and IT service industry in the country. BASIS started with 17 members in 1997; today the membership stands over 450: [www.basis.org.bd](http://www.basis.org.bd)



**DCCI** (Dhaka Chamber of Commerce and Industry) is the largest and most active chamber of the country and established in 1958. The basic functions of the DCCI relate to the promotion and development of trade, commerce and industry. It is the voice of SMEs and serves as the first point of business contact for penetration into new markets: [www.dhakachamber.com](http://www.dhakachamber.com)



**CBI** (Centre for the promotion of Exports from developing countries) is an agency of the Dutch Ministry of Foreign Affairs. CBI contributes to sustainable economic development in developing countries through the expansion of exports from these countries: [www.cbi.eu](http://www.cbi.eu)



### **GPI Consultancy**

Established in 1995, GPI Consultancy is a specialized Dutch consultancy firm in the field of offshore sourcing. It is regularly involved in study tours to various countries. One of the delegates will be Paul Tjia, founder and director of GPI Consultancy; he has been involved in IT projects conducted in Bangladesh and visited the country several times: [www.gpic.nl](http://www.gpic.nl)



Paul Tjia (together with American professor Erran Carmel) is the author of the handbook: "Offshoring Information Technology - Sourcing and Outsourcing to a Global Workforce" (Cambridge University Press). The book can be ordered through Amazon: [www.amzn.to/xegoU9](http://www.amzn.to/xegoU9)



### **\*Logistics / arrangements of the mission**

- The above program of the tour is meant as an indication; the exact program will be arranged in consultation with participants and local organizations.
- **There are no organizational costs involved for this mission.**
- All European participants will travel individually to and from Dhaka. They will make their own airline reservations and will pay the costs involved directly to the airline. Participants will arrange before the trip a visa for Bangladesh and travel insurance. Also medical vaccination – if required.
- **Note: for the first 10 European participants (in case of potential users of services from Bangladesh), the stay in the 5-star PanPacific Sonargaon hotel in Dhaka, local transport and meals will be free of charge (for one participant per company). Please check with the organizers for conditions and details!**
- After the mission, an extension of the stay in Bangladesh is possible. A wide range of excursions and tours is available.
- The organizers have the right to cancel or postpone the mission in case of an insufficient number of registrations, unexpected events or calamities.

### **For information or registration:**



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Informal meeting



PanPacific Sonargaon hotel, Dhaka