Selling IT services in the EU

The case of Bangladesh

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Helping companies - in many sectors - from developing countries to enter the EU market

More information: www.cbi.eu
- SMEs
- Increase of the competitive capacity

- BSOs
- Improved sustainable service provision

- SME en BSOs
- Effective implementation of the available information

- SME en BSOs
- Effective implementation of export knowledge and export skills
STEP 1: COUNTRY SELECTION
WHY SHOULD I OUTSOURCE TO YOUR COUNTRY AND NOT SOMEWHERE ELSE?

THERE ARE SO MANY ALTERNATIVES
COUNTRY SELECTION IS COMPLEX

- Geographical and geopolitical considerations
- ITO/BPO services export growth rate
- Global offshore visibility and related trends in the past 12 months
- IT penetration
- Infrastructure (communication, internet, etc.)
- Legal structure and legislation (corporate, financial, taxation, import and export, foreign ownership, profit relocation, etc.)
- Government support and incentives. Possible impact of government and regulatory changes to the outsourcing venture.
- Intellectual property protection
- Political stability
- Social structure
- IT sector organisations and technology parks
- Cultural fit and adaptability
- Employment law
- Availability of necessary skills
- Education output and structures
- Language skills
- Compensation costs
- Other overhead costs
- Attrition rates
- Business domain experience
- Data, systems and general security
- Quality certifications
- Corruption
- Business climate and environment
- Financial structure
ONLY EXISTING RESOURCES AND CAPABILITIES CAN BE PROMOTED
COUNTRY BRANDING

HELPS COMPANIES TO SELL SOFTWARE SERVICES AND PRODUCTS as well as to ATTRACT FOREIGN INVESTMENT
COUNTRY BRANDING

GOVERNMENT + PRIVATE SECTOR
Gartner Identifies Top 30 Countries for Offshore Services in 2010-2011

Eight New Countries Moved into the Top 30

Gartner, Inc. has identified the top 30 countries for globally sourced activities in 2010-2011, each one rated according to 10 criteria*, and found that eight new countries have made their debut in the Top 30. Many organizations that choose to move IT services to lower-cost countries are daunted by the task of determining which country or countries would best host their operations.

"This year the Top 30 countries are exclusively emerging nations," said Ian Marriott, research vice president at Gartner. "As the pace of change is slower in developed countries we have chosen to focus on those locations that are still maturing and developing, domestically and internationally."

Nine countries from Asia/Pacific were represented in the 30 leading countries, compared with 10 in previous years. These included the undisputed leader in offshore services — India — and the greatest challenger in terms of potential scale — China.

Gartner's Top 30 locations for offshore services in 2010, by region, are:

* Americas: Argentina, Brazil, Chile, Colombia, Costa Rica, Mexico, Panama and Peru.
* Asia/Pacific: Bangladesh, China, India, Indonesia, Malaysia, the Philippines, Sri Lanka, Thailand and Vietnam.
* Europe: The Middle East and Africa (EMEA): Bulgaria, the Czech Republic, Egypt, Hungary, Mauritius, Morocco, Poland, Romania, Russia, Slovakia, South Africa, Turkey and Ukraine.
Discover Bangladesh, The Next Global Sourcing Destination

ITC’s NTF II Programme: Discover Bangladesh, the next global …

Uploaded on Nov 23, 2011

NTFII Bangladesh, with the financial support of the Dutch CBI, supports B2B matchmaking events in Europe to facilitate the development of new business linkages between Bangladeshi IT & ITES companies and potential partners and clients in Europe. The Dhaka Chamber of Commerce and Industry (DCCI) and the
Are there resources available – for country branding – even if no donor support is offered?
STEP 2:
PARTNER SELECTION
DO I TRUST YOU ENOUGH TO CONTRACT YOU TO DEVELOP MY SOFTWARE?

IT IS A TRUST BUSINESS
MAJOR ROADBLOCKS

- Communication and language
- Distant project management
- Cultural issues
- IP, security and privacy issues
- Staff turnover
- Slow innovation
- Geopolitical risks
WHAT BANGLADESHI COMPANIES OFFER

• Cost advantage
• Capacity, Flexibility and Scalability: large, highly educated, motivated and young talent pool
• Technical skills
• Facilities and infrastructure
• Quality management systems
• English language capabilities
WHAT BANGLADESHI COMPANIES HAVE LEARNT

– Communicate
– Market knowledge
– Importance of Focus, Strategy and Planning
– Investing in marketing (sustained, multi-channel)
– Commitment, initiatives, investment and risk taking
– Awareness of cultural issues
– Process and PM discipline - QC
CONCLUSIONS
Companies from Bangladesh offer an increasingly attractive alternative for IT outsourcing.

Developing the IT industry and country branding has to be continued.
THANK YOU!

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