



European Union



Sri Lankan ITO/BPO Companies Better Prepared To Export

A Thriving IT Industry

Sri Lanka has been described as one of the **key emerging Information Technology (IT) destinations in the world**. The country has experienced **steady export growth in this sector**. With the global IT industry projected to grow by 4.1 percent, Sri Lanka envisages a **prominent role in the development of the industry**. However, some challenges remain in the form of **limited export experience and market engagement**.

Supporting Sri Lankan SMEs to Develop Their Export Marketing Plans

Through the EU-funded, EU – Sri Lanka Trade-Related Assistance project, the International Trade Centre (ITC) developed a training programme which aims to **build capacities of IT Outsourcing (ITO) and Business Process Outsourcing (BPO) SMEs to develop and implement export marketing plans (EMP)**, thereby increasing their capacity to **access regional and EU markets**.

- ✓ **20 Sri Lankan companies were selected by ITC through a competitive process to join the first cohort of the training programme** which began in June 2017.

Through two workshops and individual coaching sessions, participants learned the necessary methodology for developing their export marketing plans.

In March 2018 the first cohort companies had the opportunity to present their final EMPs, **tailored to their company profile, exporting ambitions and potential market opportunities**.

"The training has encouraged Cyber Concept to update our approach to export marketing planning. We now look at ourselves in more detail - past performances, sales patterns, new project sources - and do more homework and research to identify new opportunities."

Ms. Krishnajina Rajapathirane, Chief Software Architect/Director of Cyber Concepts.

- ✓ **Further 25 Sri Lanka companies** were selected to join the second cohort of the training programme, which began with a workshop in March 2018.

Under the project, a total of 4 training programme cohorts are envisioned, **supporting a total of 100 ITO/BPO companies on Export Marketing Planning**.

As part of the **sustainability strategy**, and to ensure that Sri Lankan trade and investment support institutions (TISI) have the capacity to train further ITO/BPO companies in this area, 14 participants underwent **training as trainers** in March 2018.

Engaging in Business with the Acquired Knowledge and Skills

"I was able to identify our unique selling points and use those in our sales pitch at the Mobile World Congress. Results have been better than previous times."

Mr. Sameera Nilupul, Founder/Chief Technical Officer, LiveRoom (Pvt) Ltd.

Four companies participated in a **business networking event in London** focused on promoting Sri Lanka as an outsourcing destination, and further 4 participated in a business matchmaking event held during **the Mobile World Congress** in February 2018 in Barcelona.

- ✓ Participation in these events enabled the companies to engage with prospective clients from the **Global Sourcing Association (GSA), and from Belgium, Italy, Norway, Spain, Sweden, and the UK, for sales, partnership and collaboration**.

The 20 companies from the first cohort will continue to receive further support for the implementation of their EMPs including capacity building on **sales negotiation, branding, and on EU Market Regulations**. They will also receive support for their participation in further **business networking events**.

This project is implemented
in partnership with:

