



**HOTEL AND MEALS
FREE OF CHARGE !***

Exploring new business opportunities

IT and BPO-mission to Bangladesh (Dhaka, 30 January – 4 February 2011)

Rotterdam, 13 December 2010

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 offshore 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. The Dutch financial and banking enterprises are the most active offshore users, including ABN Amro Bank, Aegon, ING and Rabobank.

Though as a country, the Netherlands is not particularly large, the deals that the Dutch companies have made have often been major. The ABN Amro Bank contract with several Indian offshore vendors was one of the largest contracts ever won by any Indian IT company. India is now the most popular offshore destination and hundreds of Dutch firms have outsourced IT work to India. The total annual value of this work exceeds more than 1.000 million Dollar. In the current financial and economic situation, Dutch companies face many challenges. They must cut costs, develop new products and find new markets. In these fields, Bangladesh is an interesting option.

Bangladesh: Asia's Next Big Opportunity

Hundreds of IT 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.

In addition, BPO-services are being offered as well: administrative services, contact centers, animation and graphic design services. Around 150 enterprises in Bangladesh export these services abroad, and the USA has a market share of 60%. The EU 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: they are lower than India or China. Bangladesh is an interesting outsourcing destination and 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.



2011 IT and BPO mission to Bangladesh

■ 30 January – 4 February 2011

Bangladesh has a huge potential in IT and BPO, and is well worth a visit. From 30 January – 4 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 advantages of international collaboration. Taking part in



example of a previous mission

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. Companies interested in exploring new potential export markets are also welcome to join the tour. In order to achieve optimal interaction, the number of participants will be limited.

Europe lacks sufficient knowledge about the promising IT and BPO-sector in Bangladesh. The goal of the business 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 attractive, the delegation can visit service providers in various fields, such as software development, animation, cartoons, computer games, mobile games, graphics design services and call centers. The business mission will have an informal character with a visit to the SoftExpo 2011 exhibition (see below), network events (also with Europeans) and with attention to cultural and tourist elements.

Including a visit to the SoftExpo 2011 exposition

The Bangladesh Association of Software and Information Services (**BASIS**), the national trade association representing IT and BPO, organizes its annual exposition SoftExpo 2011 from February 1- 5, at Bangabandhu International Conference Centre (BICC), 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 200 exhibitors from home and abroad to participate at this exposition. The number of projected visitors in BASIS SoftExpo 2011 is expected to be around 200.000. Apart from showcasing of products and services by the exhibitors, a series of workshops and seminars will also 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



Impression of the BASIS Softexpo 2010

Business mission to Dhaka in 2011: short overview

Sunday 30 January

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

Monday 31 January

Arrival in Dhaka; transport to the hotel is arranged. Free afternoon in order to adapt to the time difference. The participants will meet for an informal welcome reception and dinner at a local restaurant. Introduction to Bangladesh; practical information about the mission.

Tuesday 1 February – Thursday 3 February

Participation at the SoftExpo fair and conference. Tailormade meetings with service providers (at their premises and at SoftExpo) and networking events. Presentations can 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). Round off meeting on Thursday.

Friday 4 February (or Saturday 5 February)

Participants can decide to depart from Dhaka on Friday 4 February. However, there is also the option for informal activities, such as a tour in and around Dhaka, or additional business meetings. In that case, a departure from Dhaka to Europe can also take place on Saturday.



a software company in Dhaka



developing iPad applications

Organizer of the 2011 IT & BPO-mission to Bangladesh

International Trade Centre

The International Trade Centre (ITC), a joint UN-WTO agency engaged in trade-related technical assistance, has started 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. The Netherlands and Denmark are selected as the target markets for the marketing and match-making operations: 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 380: 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



CBI (Centre for the promotion of Exports from developing countries) is an agency of the Dutch Ministry of Development Cooperation. CBI contributes to sustainable economic development in developing countries through the expansion of exports from these countries. It supports a number of IT companies from Bangladesh: www.cbi.eu



With local support in the UK, Denmark and The Netherlands

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 delegation leaders will be Mr. Paul Tjia, founder and director of GPI Consultancy; he has been involved in various IT projects conducted in Bangladesh and visited the country several times: 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 Table of Contents can be found at www.gpic.nl/bookTOC.pdf.



*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 on their own to and from Dhaka. The participants will make their own airline reservations and will pay the costs involved directly to the airline (or they can use a travel agency). Participants will arrange before the trip a visa for Bangladesh and travel insurance. Also medical vaccination – if required.
- We will use a central hotel in Dhaka; reservation can be arranged by the organizers. **Note: for a limited number of European participants (potential users of services from Bangladesh), the stay in the 5-star hotel in Dhaka, local transport and meals will be free of charge. 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.

Travel agency for The Netherlands:

www.vnc.nl



DE ESSENTIE VAN HET OOSTEN

For information or registration:



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PanPacific Sonargaon : example of a 5-star business hotel in Dhaka