

Outsourcing & Contact Centre East Africa



Building the foundations of a world-class BPO industry

Kenyatta International Conference Centre, Nairobi, Kenya
11-12 November 2009

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CONFERENCE PROGRAMME

KEYNOTE SPEAKERS:

- **Reaching Strategic Markets through Brand & Value Recognition**
Jerry E. Durant, Chairman Emeritus, The International Institute for Outsource Management, USA
- Kerry Hallard, Communications Director, National Outsourcing Association, UK
- Mark Kobayashi-Hillary, Offshoring Director, National Outsourcing Association, UK
- Bobby Varanasi, Chairman & CEO, Matryzel Consulting, Malaysia
- Lillka Cuttaee Gujjalu, Director, Emergia Consult, Mauritius (former Director & Head of BPO Development, Mauritius Board of Investment)
- **Socially responsible outsourcing: Empowering the poor through remote work**
Leila Chirayath, Founder and CEO, Samasource, USA

SPECIALISED TOPIC SPEAKERS:

How to attract clients – Infrastructure, management, legal framework

Kenneth Bone, President & CEO, Rising Data, USA & Ghana

Creating a sustainable IT-BPO niche through software testing

Roland Omoresemi, President, Tezza Business Solutions, USA

Unleashing legal process outsourcing in Africa

Adria Greene, Founder & CEO, Lawpoint, South Africa

BPO is still booming in tough economic times

Sandile Gwala, Director, Deloitte, South Africa