The African BPO &
Call Centre Conference

THEME: BUSINESS PROCESS OUTSOURCING – EMPLOYMENT CREATION FOR THE NEW MILLENNIUM

Panari Hotel, Nairobi

LEAD SPONSOR:

C0-SPONSORS:

DIMENSION DATA

CCK
Communications
Commission
of Kenya

popote
wireless

ATIO
CORPORATION

CALL CENTRE PARTNER:

INTERNET SPONSOR:

KenCall
OUTSOURCING THE WORLD

WANANCHI ONLINE LTD
People · Opportunity

ICTPARK.COM

SUPPORTING ORGANISATIONS:

EXPORT PROCESSING ZONES AUTHORITY KENYA

KENYA INFORMATION COMMUNICATION
TECHNOLOGY SERVICE
EXPORTERS

TELECOMMUNICATIONS
Service Providers Association
Of Kenya

DEKA

East African
Contact Centre
Society
EACCS

INTERNATIONAL TRAINING PARTNERS:

TRANSCRIBING PARTNER

KSA Global
Inspiring growth

Rod Jones
STRATEGIC SOLUTIONS

LITTLEJOHN MEDIA

UNDER THE AUSPICES OF THE
KENYA MINISTRY OF
INFORMATION & COMMUNICATIONS

EVENT ORGANISER

AITEC
Advancing ICT Knowledge in Africa

MAIN CONFERENCE

DAY 1: Tuesday 26 September 2006

7.00am Registration

9.00am WELCOME ADDRESS: Hon Mutahi Kagwe, Minister of Information & Communication, Kenya

9.30am SESSION ONE: THE CHALLENGES & OPPORTUNITIES
CHAIR: Sean Moroney, Group Chairman, AITEC Africa

KEYNOTE 1: Developing BPO in Africa – Challenges and Opportunities
Dr Anil K. Sahai, ICT Business Strategy Expert & AITEC Associate, USA

Lessons from South Africa's BPO experience
Mfanu Mfayela, CEO, South African Contact Centre Community

Lessons from Pakistan's BPO experience
Kamal Faridi, CEO, Office Field, Pakistan

11am REFRESHMENT BREAK

11.30am SESSION TWO: INTERNATIONAL LINKAGES
CHAIR: Nancy Kairo, MD, Oriak Digital, Kenya

KEYNOTE 2: Global service provision in a highly competitive world
Sesh Sukhdeo, CEO, KSA Global, UK

Leveraging global outsourcing as a basis for new venture creation in East Africa: Business opportunities & business models
Peres Were, Founder & Lead Consultant, Cascade Global, Kenya

Targeting European markets: Benchmarking cost vs quality and operational results against other leading destinations
John Nolan, Senior Account Manager, Sykes Enterprises, South Africa

Kenya vs Africa: A unified approach will serve us better than individualism
Wallace Gichoho, Secretary of the Kenya ICT Service Exporters (KISE) & CEO, Call Centre Africa, Kenya

1.30pm LUNCH

2.30pm SESSION THREE: CAPACITY BUILDING
CHAIR: Dr Katherine Getao, School of Computing & Informatics, University of Nairobi

KEYNOTE 3: Start small – grow strong – then grow big
Rod Jones, Founding Partner, Rod Jones Strategic Solutions, South Africa

People, processes & technologies: Getting the balances right
Gavin Atkinson, Director, iChoices, South Africa

BPO in East Africa - Strengths and Challenges
Mugure Kabugua Mugo, CEO, Preciss International, Kenya

Skills development
Mthunzi Mdwaba, CEO, Torque-IT, South Africa

4.00pm REFRESHMENT BREAK

4.30pm PANEL DISCUSSION: BPO Business in Africa - Challenges and Opportunities
CHAIR: Dr. Anil K. Sahai
Dr Bitange Ndemo, Permanent Secretary, Ministry of Information & Communications
Mugure Kabugua Mugo, CEO, E-Business Services, Kenya
Mfanu Mfayela, CEO, South African Contact Centre Community
Eric Nesbitt, Operations Director, Kencall
George Mugo, Head, Chairman, East African Contact Centre Community

6.00pm Networking Cocktail Party & Launch of East African Contact Centre Society (Sponsor: Popote Wireless).

DAY 2: Wednesday 27 September 2006

9am SESSION FOUR: BPO IMPLEMENTATION
CHAIR: Florence Etta, ICT Consultant, Kenya

A practical case study on establishing an international call centre in Kenya
Eric Nesbitt, Operations Director, Kencall, Kenya

The BPO space – defining front, middle and back office operations
Pauline Mwangi, MD, Strategic Link Enterprises, Kenya

Developing Kenya's outsourcing industry
Gilda Odera, Director, Skyweb-Evans, Kenya

Kenya Export Processing Zones – A resource for BPO Success
Margaret Waithaka, Manager, New Investments, Export Processing Zones Authority, Kenya

11am REFRESHMENT BREAK

11.30am SESSION FIVE: CONTACT CENTRE STRATEGIES & TECHNOLOGIES
CHAIR: Eric Nesbitt, Operations Director, KenCall, Kenya

The challenges in setting up world-class call centre operations in Kenya
George Mugo, Head, Customer Service Department, Co-operative Bank, and Chairman, East African Contact Centre Society

The evolution of contact centres
Mark Payne, MD, Sub-Saharan Africa, Genesys, UK

Unified contact centre technologies and systems
Raphael Stanley, Account Manager, Enterprise Commercial, Cisco, Kenya

Insight from interaction
Gideon Morag, Director of Sales EEMEA, Nice, Israel

SHOWCASE PRESENTATION

1.30pm LUNCH

2.30pm SESSION SIX: SETTING GOALS FOR FUTURE GROWTH
CHAIR: Rod Jones, Founding Partner, Rod Jones Strategic Solutions, South Africa

KEYNOTE 4: From six to 2,000 seats in five years: Lessons from rapid growth
Suleman Shaik, Founder & CEO, Direct Channel Holdings, South Africa

Infrastructure: Government initiatives & public-private partnerships
Dr Bitange Ndemo, Permanent Secretary, Ministry of Information & Communication, Kenya

Infrastructure: Private sector initiatives
Kai Wulff, MD, Kenya Data Networks

4pm BUSINESS OPPORTUNITIES SHOWCASE
CHAIR: Sean Moroney, Group Chairman, AITEC Africa
Projects and enterprises in search of partners, investors and customers

5pm Refreshments & Networking

6pm NETWORKING COCKTAIL PARTY & LAUNCH OF EAST AFRICAN CONTACT CENTRE SOCIETY sponsored by:

SPECIAL TRAINING EVENTS

21-22 September 2006
TRAINING COURSE
A two-day course presented by Rod Jones, South Africa

World Class Call Centres: The Strategic Issues
(see www.aitecafrica.com for details)

If your organization needs to dramatically improve service delivery; to improve customer satisfaction; to constructively manage customer relations; to upgrade or to build a new call centre or contact centre – then this course is a MUST! Over two hundred delegates from companies, organizations and government bodies from all over Africa have already attended this powerful training programme and many are already deriving significant benefit.   Rod Jones' management development courses have been run in Kenya, Uganda, Tanzania, Botswana and South Africa.

Book NOW as participation will be limited to a maximum of 30 delegates.

Thursday 25 September 2007, 9am - 1 pm
WORKSHOP 1: AN interactive workshop presented by Sesh Sukhdeo, KSA Global, UK

How to identify and develop national and international alliances and major accounts to achieve rapid market growth within the outsourcing sector

Sesh has worked with numerous organizations globally at senior executive level and is renowned for his thought leadership on "International Growth strategies"

Key topics:
1.   Understanding the shifting pattern of Global Business
2.   What International buyers are looking for
3.   Value development
4.   How to identify and sell to international clients
5.   Develop an alliance scorecard
6.   Creating a Breakthrough strategy
7.   Understand how to overcome internal and external challenges
8.   Moving up the supply chain
9.   Creating a proposition which wins
10.   What International buyers are looking for
11.   Operational Excellence

"Exciting, energizing, thought-leading, stimulating, down to earth and easy to follow," - some of the quotes from previous attendees.

Thursday 28 September 2006, 2 – 5pm
WORKSHOP 2: Developing a BPO Enterprise in Africa – A Comprehensive Strategy by Dr Anil Sahai, ICT Business Strategy Expert from Silicon Valley & AITEC Associate

This workshop is designed for senior business executives and entrepreneurs, and IT managers interested in developing BPO businesses in Africa. The workshop will provide an introduction to BPO business processes and opportunities. Introduction to specific BPO services beyond "call centres" will be discussed, and a business framework to develop, operate and manage a BPO centre will be provided. Major topics of the workshop are:
1.   Introduction to BPO Business
2.   BPO Business Processes
3.   Challenges and Perils of Domain Knowledge
4.   Marketing, Sales and Finance Sides of BPO Business
5.   Call Center Challenges
6.   Moving Beyond Call Centers
7.   Knowledge Process Outsourcing (KPO)
8.   Challenges
9.   Business Framework for Developing a BPO and KPO Business
10.   Risk and Uncertainties
11.   Operations and Management of BPO and KPO Business

This workshop will also be useful for government officials to understand the challenges in the BPO industry, and what legal reforms and initiatives are required as catalyst for this industry growth.

TRAINER PROFILES

Dr Anil Sahai, USA

Anil has considerable experience in the areas of IT security, advanced switching architecture, network servers and storage systems, microprocessors and managing complex software programs at Amdahl, Compaq, Intel and NetFrame Systems. Anil has also managed software engineering projects with some leading outsourcing companies in India. Anil was also founder and CEO of Ezyte Inc. where he designed the performance architecture of the wireless portal for Vodafone in 128 countries. In March 2004, following the acquisition of Ezyte, he worked at Procera Networks as the Executive Vice-President and CTO. At Procera, he has designed high performance security appliances, as well as a hardware based security platform that provides a wire-speed performance. Presently, he is developing AITEC's business advisory and executive training service, covering BPO and other key areas of ICT development in Africa. Anil has a PhD. in Computer and Information Science from Univ. of Calif., a Masters from Sloan Business School at MIT, M.S. in Computer Science from Univ. of Pittsburg and a B.S. and M.S. in Mathematics.

ROD JONES, SOUTH AFRICA

Rod Jones is acknowledged as a leading international call centre and customer service consultant. In a professional career spanning over 30 years Rod has consulted to governments, utilities and major corporations in many parts of Africa. He is the author of numerous white papers and articles, the editorial consultant to AITEC's Contact Centre Africa magazine and widely recognized as a leading executive trainer and management consultant.

SESH SUKHDEO, UK

An international expert on relationship and business growth, Sesh has worked with thousands of companies on strategy and market growth worldwide. He has worked with governments and businesses, and is regarded as a leading specialist in alliances and partnering techniques.
Sesh is also a International Associate of PSL, an organisation in the UK which is supported by the Department of Trade and Industry and the Confederation of British Industry, who are about to launch a new British Standard, BS11,000 on Business Relationship Management, due out in November 2006 and aimed particularly at organisations within the ICT sector and outsourcing.
Sesh has consulted and trained middle and senior level managers for over 20 years and he is renowned for his inspirational thought leadership and style of presentation.

2-3 November, 2006, Nairobi
The African Banking Technology Conference

29 November – 1 December 2006, Nairobi
4-6 December 2006, Lagos
The African Wireless Broadband Forum

5-7 February 2007, Cairo
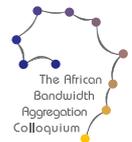African Internet Forum

12 March 2007, Johannesburg
African Bandwidth Aggregation Colloquium

15-16 March 2007, Johannesburg
African CDMA Forum

29-30 March 2007, Nairobi
DATASEC: Data & Access Security Expo & Conference

22-23 February 2007, Maputo
Mozambique National ICT Convention

18-20 April 2007, Kampala
AITEC Uganda Exhibition & Conference

24-25 April 2007, Nairobi
ICT for Healthcare in Africa Exhibition &Conference

15-18 May 2007, Sandton Convention Centre, Johannesburg
ACT 8: The African Computing & Telecommunications Summit

22-23 May 2007, Nairobi
Africa Supply Chain Management Conference & Exhibition

7-9 June 2007, Canada
CATICEX: The Canada-Africa Trade & Investment Conference & Exhibition

20-22 June 2007, Accra,
AITEC Ghana

27-29 June 2007, Nairobi
Aitec Kenya

16-20 July 2007, Holiday Inn Regent's Park, London
African ICT Week: Satellite, Wireless, Fibre, Hybrid

27-28 July 2007, Mombasa
Aitec Mombasa

15-17 August 2007, Nairobi
20-22 August 2007, Lagos

11-14 September 2007, Kenya
17-20 September 2007, Mauritius
The African BPO & Call Centre Conference

17-19 October 2007, Nairobi
22-24 October 2007, Lagos
The African Banking Technology Conference

7-9 November 2007, Nairobi
12-14 November 2007, Lagos
The West African Wireless Broadband Forum

To propose conference presentations, contact:
Sean Moroney, seanm@aitecafrica.com,
Tel: +44(0)1480-880774

To book exhibition space, contact:
info@aitecafrica.com
Tel: +44(0)1480-880774, Fax: +44-1480-880765

In South Africa:
Garth Ennion, garthee@aitecafrica.com
Tel: +27(0)21-557-3099, Mobile: +27(0)82-885-4011

In Kenya:
John Mwangi, +254(0)20-675-0802/0721-860228;

www.aitecafrica.com