



The 3rd African **Outsourcing & Contact Centre** Conference

Safari Park Hotel, Nairobi, 27 - 28 November 2007

Your business safari to an emerging outsourcing destination

HOSTED BY THE KENYA
BPO & CONTACT CENTRE SOCIETY

KENYA
BPO & CONTACT CENTRE SOCIETY
Outsource to Kenya

UNDER THE AUSPICES OF THE KENYA
MINISTRY OF INFORMATION & COMMUNICATIONS



SUPPORTED BY THE KENYA
ICT BOARD



ORGANISED BY:



The 3rd African Outsourcing & Contact Centre Conference



The East African Outsourcing Vision

Kenya is rapidly establishing itself as a player in the world outsourcing market, with determined government leadership behind a number of key initiatives. The country currently has 3000 contact centre seats with a target of 30,000 seats by the year 2012.

Kenya is also targeting high-value back-office knowledge process outsourcing in specialist areas such as financial, medical, insurance, hospitality, software development and telecommunications.

Its partners in the East African Community (Uganda, Tanzania and Rwanda) are also entering the world outsourcing market – either in competition or partnership with Kenyan operators.

This conference and exhibition provides a business networking platform for the entire region's outsourcing industry.

A unique business opportunity

The event is an opportunity for International companies looking for outsourced services to meet operators in this emerging outsource destination – as well as for local operators to learn more about international trends, best practices and business opportunities.

The International outsourcing market is maturing, with companies re-examining their sourcing strategies, starting to outsource more complex operations, and moving into the next generation of contracts. As East Africa is at the early stages of entering the international outsourcing market, there is an opportunity to learn from previous experiences in other markets, and how this experience can be applied to build successful partnerships and reap the maximum benefits in the international outsourcing market.

Rather than copy the Indian model of going for high-volume call-centre operations, the conference will aim to show how East Africa can develop higher value outsourcing services, developing new areas of expertise and specialisation.

A Public-Private Partnership Event

The event is held under the auspices Kenya's Ministry of Information and Communications and the Kenya BPO & Contact Centre Association, making it an all-inclusive event. All stakeholders in the industry will attend.

Buyer-Seller Meeting Service

The East African Outsourcing & Contact Centre Conference is an ideal opportunity for international companies seeking new, higher quality outsource suppliers to assess what this exciting new market has to offer.

Delegates are invited to indicate their outsourcing requirements to the conference organisers, who will facilitate one-on-one meetings with suitable East African outsourcing suppliers.

In addition, investors looking for new opportunities in the outsourcing sector will be introduced to operators looking for funding.

A Knowledge-sharing Conference

The event will include a two-day conference, covering the following subject areas:

- International trends in the outsourcing industry
- Marketing outsourcing services in the world market
- International and regional alliances; co-opetition
- Niche outsourcing markets
- Knowledge process outsourcing
- Case studies on BPO implementation
- Building and developing world-class contact centres
- Contact centre technology
- Capacity building, training and staff development
- In-shoring services for government and private sector as the foundation of an outsourcing industry
- Quality control

Your business safari to an emerging outsourcing destination

Through conference presentations by experts, interactive panel discussions, breakout workshops, and parallel sessions on specialised topics, delegates will benefit from a highly educational programme that will empower the East African outsourcing industry to develop best practice operations.

Conference presentation proposals should be sent to info@aitecafrica.com

Executive Breakfast: Kenya's BPO Challenge – Capacity, Infrastructure & Business Environment

Seventy of Kenya's business and government leaders will be invited to this exclusive breakfast to participate in a frank exchange of views, ideas and knowledge to identify the policy, regulatory and business hurdles that need to be overcome if Kenya is to become a serious player in the international BPO market. Keynote speakers from the main conference will each do five-minute presentations setting out the key issues that need to be addressed by the Kenyan Government and the ICT community to close the gap between Kenya's BPO ambitions and the hard realities of the country's business and regulatory environment and telecommunications infrastructure.

Who should attend?

The conference is a networking, learning and business venue for the following categories:

- International companies looking for new outsourcing suppliers.

- Outsourcing companies looking for international and local clients.
- Local companies looking for outsourcing service suppliers.
- Companies supplying contact centre and other outsourcing solutions and equipment to the industry.
- Policy-makers and administrators responsible for developing national and regional outsourcing industry strategies.
- Business analysts and journalists covering the outsourcing industry.

Scholarship Programme for SMEs and Entrepreneurs

The Kenya National ICT Board is funding a scholarship programme to enable small enterprises and individual entrepreneurs entering the BPO sector to attend the conference in order to gain knowledge on best practice in the outsourcing sector. To apply for a scholarship, email info@aitecafrica.co.

Site Visits to Local Outsourcing Companies

Local outsourcing operators attending the event are invited to propose site visits by international delegates following the conference.

Safari Park Hotel – The ideal business and networking venue

Safari Park Hotel, on the outskirts of Nairobi, is one of the city's most attractive business venues, with five-star facilities in an eco-friendly environment. Full details of the hotel and its facilities are available at

www.safaripark-hotel.com

Special rates are available at the hotel for conference participants:

Single: US\$ 160

Double: US\$ 190

(rates are for bed & breakfast; per person)

Bookings should be made through AITEC's travel partner, Tech Safaris Tel: +254(0)722-415030
techsafaris@wananchi.com

Combine business with pleasure

Kenya is one of the world's leading safari and beach holiday destinations. Delegates are invited to take advantage of the ideal weather in November to plan a pre- or post-conference safari to increase the value of their visit to the region.

Tech Safaris has been appointed as the official travel agent for the event and is able to offer a range of competitively priced safari options to leading game parks as well as boutique getaway destinations. Contact Tech Safaris (details above).





Dimension Data exhibiting at the First African Outsourcing & Contact Centre Conference, September 2006

Sponsorship Opportunities

A wide range of sponsorship opportunities are available at the event, enabling suppliers to the outsourcing industry an opportunity to project a positive profile at this key event at the early stages of the industry's development. To request details of the available sponsorship opportunities, email info@aitecafrica.com

Networking Exhibition

The event will include a two-day exhibition to provide buyers and sellers of outsourcing and contact centre services and products with an opportunity to network, exchange product information and make business contacts.

To book exhibition space,
email info@aitecafrica.com



For detailed conference programme and to register as a delegate, log on to www.aitecafrica.com

Contacts:

International: AITEC Africa, Tel: +44(0)1480-880774; info@aitecafrica.com

Cameroon: Peter Musa, Tel: +237 (0)7705-7651; peterm@aitecafrica.com

Ethiopia: Connection Travel & Tour, Tel: +251(0)11 5152348/5152109, Mobile: +251(0)91 1437411/1670837; cocoevents@ethionet.et

Germany: Eberhard Blocher, East African Home Pages, Tel: +49(0)221-913-9535, Mobile: +49(0)151-1214-1403; Eberhard_blocher@compuserve.com

Ghana: Tim Gros, AITEC Ghana, Tel: +233(0)21-701-2136, Mobile: +233(0)24-452-1682; timg@aitecafrica.com
Eric Osiakwan, Internet Research, Tel: +233(0)21-258800 ext 2031, Mobile: +233(0)244-386792; emko@internetresearch.com.gh
Benjamin Acheampong, Trumpet Events, Tel: +233(0)243-19181; benacheampong@hotmail.com

India: Sooraj Dhawan, Falcon Services, Tel: +91-112332-4288, Mobile: +91-(0)981-049-0032; falconmail@vsnl.com

Kenya: John Mwangi, In-Sync, Tel: +254(0)20-201-1233; Mobile: +254(0)721-860228; johnm@aitecafrica.com

Mauritius & Indian Ocean Islands: Moshin Moossa, Le Voyageur Tour & Travel, British American Investment Group, Tel: +230-(0)2139290, Mobile: +230-(0)7271550; mmoossa@bai.intnet.mu

Nigeria: Emeka Nnamani, Tel: +234(0)1-481-2221, Mobile: +234(0)803-718-4811; emekan@aitecafrica.com

Rwanda & Burundi: Mutoni Kayihura, Contact One Centre, Tel: +250 (0)8187305; Mobile: +250 (0)8312523; kmutoni@bcs.rw

South Africa: Harri Narismulu, Hire Intelligence, Fax: +27(0)31 401 3737, Mobile: +27 (0)82 4430 334; harrin@pc-africa.com

Tanzania: Altaf Fazal, Altech, Tel: +255(0)22-212-9695, Mobile: +255(0)717-030099; sales@altech.co.tz, afazal@afsat.com

Uganda: Daniel Stern, UConnect, Tel: +256(0)41-574874, Mobile: +256(0)772-688704; dstern@uconnect.com
Elizabeth Kintu Mukalazi, TreaZures, Tel +256(0)414-576897, Mobile: +256(0)772-667906; treazures@gmail.com

Zimbabwe: Cleophas Dzino, Tel: +263(0)4 751 569, Mobile: +263(0)11 212 938; cleo.dzino@yahoo.com