

## **Intelligent Outsourcing: - an outstanding opportunity for growth in tough times**

*Ireland has a justifiably high reputation as one of the world's leading software and services exporters and an enviable reputation in international financial services. Competing for global business requires a positive strategy of global partnering, blending cost/performance, expertise and World Class sales and service to continue to win international business.*

**Dublin, June 26<sup>th</sup>.** A forum at The Digital Exchange in Dublin on the 2<sup>nd</sup> July on 'Intelligent Outsourcing' will bring together leading enterprises from Ireland and Sri Lanka for the first time to explore commonalities in business, partnering for growth and to explore opportunities to deliver new business opportunities in these recessionary times. The event will look at blended costing models, partnering to bring new competencies for business development and will also provide an opportunity for Irish firms to explore partnering and opportunities for entry and growth in the South Asian markets. The event is organised by SLASSCOM, the IT and BPO Chamber of Sri Lanka in partnership with Chambers Ireland and supported by International Trade Skillnet.

Sri Lanka's strengths are recognised by an increasing number of Irish and global businesses. Leading Irish companies including Valista and Online Web Accounting (OWA) have operations there. HSBC, Marks and Spencer, Aviva, DHL, Microsoft and many more have invested in local operations. Sri Lanka enjoys a fulcrum position in the South Asian markets offering unimpeded access to India, Pakistan, Bangladesh and other growth oriented markets in the region.

One of Sri Lanka's key strengths and a differentiator with its neighbour, India, is its attractiveness for partnering with SME's. Rightsizing is the key. This coupled with Sri Lanka's core competencies of quality and process have underpinned the international business growth by Sri Lankan companies. Distance is not the barrier it might be. Sri Lanka offers a 1/2 day working day overlap with Ireland. There is additionally some working day overlap with the East Coast in the US. The country ranks high on the ease of doing business index and has an efficient business and legal system.

Sri Lanka, perhaps better known as Ceylon, enjoys one of the highest literacy rates in the World, has a young and highly skilled workforce. The language of business is English, and the business culture has many similarities to Ireland. The country is renowned for its excellence in IT, and in accounting and finance resulting in a skilled, adaptable and cost effective workforce. Tholons, the sourcing advisory company, ranks Sri Lanka as one of the top emerging outsourcing destinations in the world.

In partnership, Irish software and financial services companies could win valuable business in Europe, the US and elsewhere, and position themselves as partners of choice and expertise in rapidly-developing SE Asian markets.

There is a high degree of familiarity with advanced technologies and methods, most companies operate to international levels of certification and share a professional, internationally-oriented approach to building high and medium level commercial applications. Sri Lankan software runs in global capital markets and banks. Airlines such as Emirates, UAE, Burton-Scandinavia also use Sri Lankan software. Sri Lankan software and ICT services are used in mobile and fixed line telecoms networks, billing systems, healthcare and database applications, data warehousing and mining and customer support centres.

The forum on the 2<sup>nd</sup> July will be round table style and promises to be an interesting and worthwhile event with both Irish and Sri Lankan speakers with plenty of participation from the floor. Lunch is included and the event is free to attend. Registration can be made at [www.BusinessSriLanka.com](http://www.BusinessSriLanka.com)

### **About SLASSCOM**

SLASSCOM acts as the catalyst of growth for the Sri Lankan IT and BPO industry by facilitating trade and business, propagation of education and employment, encouragement of research and innovation, and by supporting the creation of a progressive national policy framework. [www.slasscom.lk](http://www.slasscom.lk)

### **About Chambers Ireland**

Chambers Ireland is Ireland's largest business network with 60 Chambers and 13,000 members. The organisation is focussed on making and keeping Ireland competitive and represents the interests of members and the wider business community to government, the European Union, other social partners and indeed the public at large. [www.chambers.ie](http://www.chambers.ie)