



## BPO — INVESTMENT OPPORTUNITIES IN JAMAICA

### **Business Process Outsourcing Opportunities in Jamaica**

With a proven track record in foreign investment, near shore advantages for the North American market, a highly educated and English speaking workforce, competitive costs and quality infrastructure, Jamaica has positioned itself as an ideal location for Business Process outsourcing investments. Jamaica has the talent and capabilities to support investments in a wide range of areas including, but not limited to, voice-driven services, BPO for Health Care, Finance and Accounting, Insurance and Human Resources, Knowledge Process Outsourcing (KPO), Software Development, Testing and Maintenance, and Legal Processing outsourcing (LPO).

A number of purpose built, state-of-the-art sites are available on the island to cater to these investments. Located in Montego Bay, the 48 acre Barnett Tech Park includes ten lots, as part of a large scale real estate development project. Located just 15 minutes from Sangster International Airport, the gated park will provide custom-built facilities for BPO operations and has all of the necessary infrastructure in place. The park is located near residential developments and will also include services such as banking/financial services, food service/restaurant, a supermarket and pharmacy. The park also contains a proposed facility for Western Campus of the prestigious University of the West Indies (UWI). US based, VistaPrint has already built a 100,000sq ft. facility in the park from which it conducts its Jamaican operations. Further

units have been developed and space is currently available to lease, while other lots are available to purchase.

BIOPRIST Knowledge Parks has three ideal locations for BPO/ICT companies. The first location includes 50,000 Sq. Ft. of BPO space in Montego Bay, suitable for accommodating a workforce of up to 2,500 employees. The facility is in close proximity to other BPO operations and is four miles from Sangster International Airport. The second location is Sandy Bay, Hanover features 87,650 Sq. Ft. of BPO office space, which can accommodate up to 5,000 employees. It is located less than 16 miles from Sangster International Airport. The final location is Lucea, Hanover which features 60,308 Sq. Ft. of BPO office space for up to 2,500 employees. All three facilities are PCI Compliant, are fully secured with fencing, equipped with fibre optic networks and have standby generators.

## Competitive Operating Costs

- ❖ Wage costs in the Jamaica are highly competitive with call centre and BPO salaries 40-60% lower than corresponding salaries in North America: The salary of a customer service representative is approximately US\$6,999 per annum while a software developer's annual salary is around US\$ 23837. With more than 14,000 employed in BPO and ICT in Jamaica, there is a large labour pool to support such developments.

## Jamaica's BPO Advantages

- ❖ Jamaica has had a strong track record in attracting BPO investments through consistently demonstrated the capacity to provide high quality service in the areas of customer care, finance and accounting, human resource outsourcing (HRO), receivables management, technical helpdesk support, outbound sales and lead generation. For this reason, global names such as Xerox, Teleperformance, Vistaprint, Hinduja Global Solutions and Sutherland Global Services (SGS) have all located in the country.
- ❖ The country has all the advantages of a near shore location, with time difference varying from zero to three hours for North America and five to six hours for Europe.



- ❖ Jamaica's English-speaking 1.3 million strong labour force consists of talented, educated and trainable individuals who have a strong cultural affinity to the North American market.
- ❖ The island also has state of the art communications infrastructure. There is a complete fibre ring around the island and multiple off-island sub-sea links provide built-in redundancy and constant connectivity to the world.

## Investor Testimonials

*"Jamaica brings a large educated English-speaking workforce of high school and college graduates, cultural and physical proximity to the US and Europe and a government that is committed to ongoing investments in its educational, communications, transportation, and facilities infrastructure. These factors, among others, help ensure the ongoing success of a new site and future expansion."*

Helena Lawson Brooks, senior vice-president in charge of new site selections for Convergys' customer management business

## Incentives

There are a wide range of incentives available for BPO investments in Jamaica. The two principle incentives include:

- ❖ Jamaica Export (Free Zone) Act: Activities of approved complexes and companies can be designated as a free zone that entitles these businesses to the exemption of Corporate Income Tax on profits for an indefinite period. To qualify, entities must export at least 85% of its production, which may be either goods or service related, outside of CARICOM countries. In meeting the criteria, the investor obtains exemptions on Corporate Income Taxes, Customs duties on equipment and Consumption taxes.
- ❖ Group Head Quarters: This incentive benefits a company that undertakes group headquarters activities on behalf of the members of a group of companies. These activities may include supervision, general management and central treasury management. Eligibility is confirmed where the company demonstrates that thirty per cent (30%) of the group headquarter employees are Jamaican. This incentive provides exemption from PAYE tax of non-domiciled or expatriate personnel who perform group headquarter activities in Jamaica.

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