



# Global Opportunities Ahead

# Brazil as a strategic partner in building a global delivery network

# The market challenges for future growth

- Slow economies in the most developed markets
- Increased maturity of the global delivery model
- Client organizations increased need to focus on core
- Greater demand for deep industry domain knowledge
- Greater demand for IP and Value creation
- Future growth targets will come mostly from non-English speaking markets

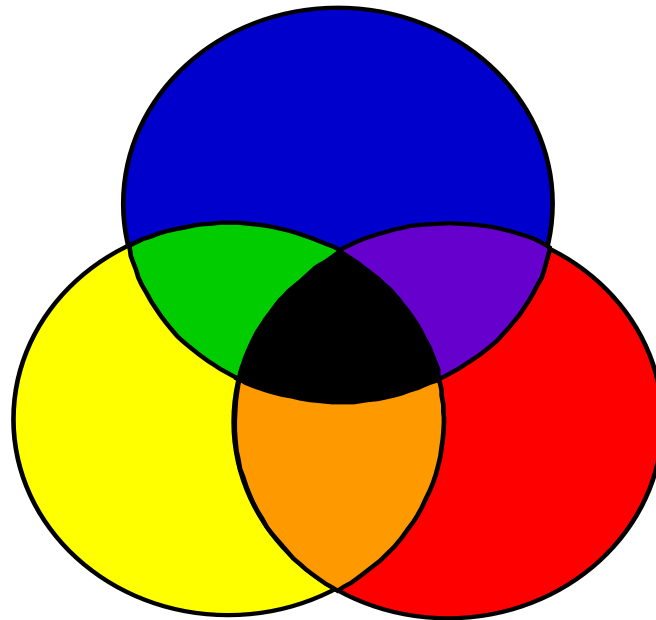
# The Developing Economies Challenges

- Promote greater social and economic inclusion
- Promote greater governance and transparency
- Focus on the core issues: Health, Education & eGovernment
- Promote greater social and economic inclusion
- Promote greater social and economic inclusion

# PARTNERTITION

# The mandatory core values for promoting PARTNERTITION

Common vision of  
the future market growth



Shared Directives for a  
Collaboration platform  
between companies

Competencies & Industry  
domain knowledge

# The main focus for PARTERTITION

Besides all the business related success indicators, it needs to:

- Increase overall life quality of the citizens
- Always promote social & economic inclusion

How ?

- Develop programs the incentivize organizations to be more sustainable and socially responsible
- Make ISO 26000 a “must follow” for all organizations that become part of the business network

# The main focus for PARTERTITION



Tri Sister City Alliance  
Johannesburg, Pune  
and Rio de Janeiro



a world class African city

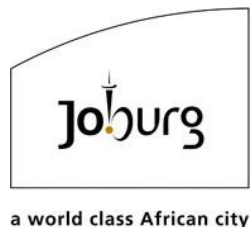


DESENVOLVIMENTO

# Objective



**Collaboration** is one of the future turbines to foster economic and social development between different regions around the globe. The combination of the collaborative spirit, with the training of the unprivileged youth in the jobs of the future (*knowledge workers*), will be one of the greatest endeavors embraced by both, private and public sectors.



# Objective



Focus in a high quality education and training aimed at developing a world class BPO sector and make it a world reference, with strong competitive differentiators, that will allow all 3 cities build the ***BPO Centers of the Future***, and this way become more attractive for organizations from several customer and end user intensive sectors, to invest and establish themselves in Johannesburg, Pune and Rio de Janeiro.



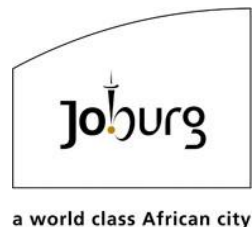
a world class African city



# Objective



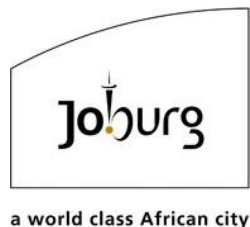
Shared objective to build a strategic alliance that will create a world reference in BPO excellence, and enable the employment of 1 million people in the industry, reaching a total revenue of U\$ 20 billion combined in the 3 cities by 2020.



# Objective



All 3 cities, Pune e Rio de Janeiro, through this alliance, will be able to advance the opportunities for social and economic inclusion. They will be able offer real oportunitites for long term employment, aligned with a vanguard social and economic positioning, and integrated with the future of our society based on ***“knowledge workers”***.

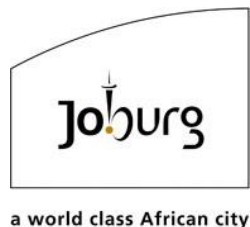


# Objective



Rio de Janeiro has recently implemented a program called **PRO YOUTH**, which is aimed at training in *contact center skills*, the unprivileged youth, between 18 and 29 years of age, and helping them reach their **FIRST JOB**.

The Mayor's office for the City of Rio de Janeiro, through the **Secretary of Economic Development and Secretary of Employment & Labor**, responsible for the project implementation and coordination, formed more than 6000 young people last year and plan to train 7000 in 2011. See interviews and reference at: <http://www.youtube.com/watch?v=pKSvvi8SEqU>



# Objective



- **The First**

- It would be the first time that a 3-way sister city alliance would take place. Up to now there have only been twins.

- **Shared focus**

- All 3 cities have a strong positioning in the information technology and BPO sectors.

- **Common experiences**

- All 3 cities share the same experiences of managing large world events and be hub to multinational organizations.



a world class African city



DESENVOLVIMENTO

# What Brazil can bring to the table

THE FUTURE IS  
COLLABORATIVE



BRAZIL IS A GREAT  
COLLABORATOR COUNTRY

THE FUTURE IS  
ABOUT SHARING A  
BUSINESS PLATFORM



BRAZIL HAS GREAT INDUSTRY  
DOMAIN & BUSINESS EXPERTISE

THE FUTURE IS  
ABOUT CONSTANT  
CHANGE



BRAZIL HAS A VERY FLEXIBLE  
ATTITUDE AND HAS IS A GREAT  
CHANGE MANAGER

THE BRAZILIAN  
GOVERNMENT IS  
SOCIALLY ACTIVE



BRAZIL HAS CREATED SUCCESSFUL  
SOCIAL & ECONOMIC INCLUSION  
PROGRAMS

# Thank you!

Robert Janssen

Blog: [www.brasilexportati.com](http://www.brasilexportati.com)

Email: [rjanssen@outsourcebrazil.com.br](mailto:rjanssen@outsourcebrazil.com.br)

Skype: rfjanssen

Twitter: robertfjanssen

[www.outsourcebrazil.com.br](http://www.outsourcebrazil.com.br)