



**MAURITIUS RESEARCH COUNCIL**

**HALF-DAY SEMINAR**

**MRC Unsolicited Research Grant Scheme:**

***Developing Successful Entry Strategies for  
BPO Operations in Mauritius***

*Presented by: Mr S Mungur & Mr S Adam  
EMS Consulting*

**PROGRAMME**

***Venue: Mauritius Research Council***

***Date: 14 March, 2007***

***Time: 09:30 hrs***

***Mauritius Research Council***  
*La Maison de Carné, Royal Road, Rose-Hill*  
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# *Developing Successful Entry Strategies for BPO Operations in Mauritius*

## SYNOPSIS

Mauritius is aiming to become a major provider of BPO services. However, the preparedness of the country is still limited, despite several key strategic advantages that Mauritius has. The availability of intelligent and high quality infrastructures – building, connectivity, telecoms services, are important criteria, but these are becoming norms in many countries. So far, the sector has grown at a reasonable rate, but is still below expectations from the high Government investments.

This project has evaluated several key advantages and challenges that Mauritius has to face up to, in order to aspire to take a significant share of this enormous and growing market. It has focused on the types of BPO services Mauritius should favour and identified the challenges that will have to be addressed. It came up with SPAF or Seven Policy Action Framework, a model proposed by EMS, to address the key issues and make precise recommendations. The components of SPAF are:

- Turn Into Technology Producer
- Types of Products
- Quality And Reliability
- Institutional Responsibility
- Business Environment
- People and Skills Availability
- Financial Structure

## AIMS AND OBJECTIVES

The main objectives of this project are to identify actions required to enhance the competitiveness of Mauritius as a Global BPO service provider and profile the country to become a natural offshore location for major companies and business partners for outsourcing business services.

The scope of the project is to:

- Understand BPO and its business scope for Mauritius
- Briefly study the global BPO industry and identify sub-sectors compatible with capabilities available in Mauritius
- Generic BPO centre selection criteria
- Review and analysis of Mauritius as an offshore BPO service centre
- Proposition of effective enabling policies for Mauritius and recommendations.

## **PROGRAMME**

09:15 – 09:30      **Registration of Participants**

09:30 – 09:35      **Welcome Address**  
*Dr A Suddhoo, Executive Director,  
Mauritius Research Council*

09:35 – 09:45      **Address**  
*Prof S Jugessur, Chairman  
Mauritius Research Council*

## *Developing Successful Entry Strategies for BPO Operations in Mauritius*

09:45 – 10:30      **Presentation of Research Findings**  
*Mr S Mungur & Mr S Adam  
EMS Consulting*

10:30 – 10:50      **Questions and Answers**  
*(Fielded by the Research Team)*

10:50 – 11:00      **Vote of Thanks**  
*Mr H Neeliah, Research Officer,  
Mauritius Research Council*

11:00                **TEA BREAK**