



## Why Bangladesh?

- *Competitive cost advantage*
- *Availability of skilled resources*
- *Better accent*
- *Advantage of time difference*
- *Sustainable technical infrastructure*
- *Favorable Government Policies*

## DIGITAL INNOVATION FAIR 2011



Bangladesh Association of Call Center & Outsourcing (BACCO) participated in the 'Digital Innovation Fair 2011' held at Bangabandhu Sheikh Mujibur Rahman

Novotheatre, Dhaka from 6th - 8th July 2011 organized by the Government of Bangladesh.

During this fair BACCO & its members demonstrated the call center industry & various services it can provide for better & efficient access to information for the citizens that leads to help making Digital Bangladesh.

Following eight (8) companies participated in the fair under BACCO: 1. DhakaCalls, 2. Hello World Communications, 3. Legato Services Ltd., 4. Onecall Solutions Ltd. 5. Super Tel 6. Times ASL Call Center 7. Telemedicine Reference Center Ltd. 8. Virgo Contact Center Services Ltd.



BACCO stall in the Digital Innovation Fair 2011

## ROUNDTABLE DISCUSSION WITH THE STAKEHOLDERS



BACCO organized a roundtable discussion with the stakeholders on 14 May 2011 at Gulshan Club on 'Call Center industry of Bangladesh: Present situation and action plan to move forward'.

Apart from BACCO members, other industry leaders from different Associations, Government sectors were present including: Bangladesh Telecommunication Regulatory Commission (BTRC), India Bangladesh Chamber of Commerce & Industry (IBCCI), ISP Association of Bangladesh (ISPAB), BASIS, FBCCI, Telcos & News Media and presented their views for developing call center industry in Bangladesh.

## WORKSHOP ORGANIZED TO PREPARE 'ROAD MAP' FOR THE INDUSTRY

A two (2) days long workshop arranged for preparing a 'Road Map' for the call center industry which took place on 16th & 17th May 2011 at 'Rangamati Waterfront Resort, Gazipur'.

Enthusiastic BACCO members & few other guests voluntarily participated during the workshop and taking all inputs by the industry leaders at the *Round Table Discussion* successfully prepared a draft roadmap for the industry with the basis of followings:

- Strategy for the Industry through BACCO.
- Development.
- Negotiation/ Policy.
- Entrepreneur Development.



## eAsia 2011

The 5th annual eAsia 2011 conference and exhibition will take place in Dhaka, Bangladesh on December 1-3, 2011. The event will be inaugurated by Sheikh Hasina, Hon'ble Prime Minister of the Government of the Peoples' Republic of Bangladesh, and co-organized by Centre for Science, Development and Media Studies (CSDMS), India and Bangladesh Computer Council, ICT Division, Ministry of Science and ICT, Bangladesh



and supported by the Access to Information (A2I) Programme, Prime Minister's Office, Bangladesh, Bangladesh Association of Software and Information Services (BASIS), Bangladesh Computer Samity (BCS), Internet Service Providers Association of Bangladesh (ISPAB), Association of Mobile Telecommunication Operators of Bangladesh (AMTOB) and **Bangladesh Association of Call Centre & Outsourcing (BACCO)**.

## PLANNING TO ORGANIZE SEMINAR IN PARTNERSHIP WITH CANCHAM & BASIS

In partnership with Canada Bangladesh Chamber of Commerce & Industry (CanCham) and BASIS, BACCO is planning to organize a seminar regarding 'Software & Call Center Outsourcing business entailing North America and Bangladesh' in this year. In this regard, preparatory meetings held at CanCham office.

## BACCO AFFILIATED WITH AUSTRALIAN BPO ASSOCIATION (ABPOA)



BACCO has been recently affiliated with international association 'Australian BPO Association (ABPOA)', to which India, Philippine & other country's outsourcing associations also affiliated with. BACCO name & logo have been put in at their website (<http://www.abpoa.com.au/index.php/about/affiliations/>). By doing so BACCO is trying to establish good rapport with the international outsourcing community for sharing experience & ideas.

## BACCO DELEGATES MET WITH THE HONORABLE MINISTER, MINISTRY OF COMMERCE



A meeting has been held between BACCO delegates and Mr. Muhammad Faruk Khan, Honorable Commerce Minister on 27 April, 2011 at Bangladesh Secretariat.

President, BACCO and other members have discussed about the call center industry of Bangladesh, its potential and impact with the Minister as the industry creates huge employment opportunity and earns foreign currency. Few issues pertinent to the industry have been raised and shared. Minister has promised to support on the following issues:

- Will discuss with the Government about tax holiday for the industry and the elimination of the 0.5% revenue sharing.

- Accelerate the process for backup connectivity which is badly needed by this industry.
- Allotting a booth for BACCO whenever EPB organize fair/expo in abroad.

All members appreciated the support and well wishes for the industry by the Honorable Minister and gave a souvenir on this occasion.

## ACCESS TO FINANCE: EEF FOR CALL CENTER ENTREPRENEURS

Bangladesh Government has identified ICT industry as the major thrust sector and managed Equity & Entrepreneurship Fund (EEF) for ICT through Investment Corporation of Bangladesh (ICB) to encourage entrepreneurs for developing the industry. However, due to existence of few clauses, those do not comply with the call center industry; call centers were unable to receive the fund. The constraints later be settled and now allowed for call centers thanks to the persistent effort and strong persuasion by the BACCO EC members along with others over a long time to different departments, i.e. ICB, Bangladesh Bank, Ministry of Finance, etc.

## BACCO OBTAINED TO LICENSE & CERTIFICATE OF INCORPORATION

For functional operation BACCO obtained license from Ministry of Commerce, No: 08/2011 & Certificate of Incorporation from Registrar of Joint Stock Companies & Firms no: TO-770/11.



## UPCOMING INTERNATIONAL EVENTS:

### Internet Governance Forum (IGF) Meeting 2011

September 27-30, 2011 the United Nations Office, Nairobi, Kenya  
[www.intgovforum.org](http://www.intgovforum.org)

### Call Centre & Customer Management Expo 2011

October 11 - 12, 2011: National Hall Olympia, London  
<http://events.ubm.com/event?eid=896>

### Call Center Optimization Forum

November 10, 2011: Las Vegas, NV  
<http://www.ccn.org/i4a/pages/index.cfm?pageid=5146>

### The Asia Pacific ICT Alliance (APICTA) Awards

November 8 - 11, 2011: Pattaya, Thailand  
[www.apicta2011.com](http://www.apicta2011.com)

### Gartner Symposium/ITxpo 2011

November 21 - 23, 2011: Mumbai, India  
<http://www.gartner.com/it/page.jsp?id=1475514>

