



ICT/BPO INDUSTRY IN SRI LANKA



While Sri Lanka is renowned as the paradise island for its culture, panoramic landscape, leisure and excursion related activities and cuisine, Colombo's impressive skyline also personifies the country's rapid development. In time, Sri Lanka will be renowned for yet another exciting, prominent feature as Asia's favourite ICT Centre of Excellence.

Information and Communication Technology (ICT) continues to shrink the world. As major players are facing increasing difficulties in coping with the global demand, Sri Lanka is emerging as a world's ICT destination of choice. The island is steadily transforming itself into the most preferred ICT hub in Asia thanks to the availability of the most precious resource in the world - talent.

Ranked among the Top 25 Global Outsourcing destinations by A.T. Kearney and among the Top 20 Emerging Cities by Global Services Magazine, the Sri Lankan environment is highly conducive for allowing global enterprises to enjoy premium access to a high quality talent pool for small to medium scale engagements whilst establishing high-in-demand niche competency centres. Sri Lanka acts as an offshore development centre and a joint venture development centre to several Fortune 500 Companies and industry leaders from the North American continent, the UK, Australia, Sweden, Norway, and Japan.

Foreign entities that have invested in Sri Lanka have already begun to tap into the local talent; HSBC, Industrial & Financial Systems (IFS), Amba Research, RR Donnelley, WNS, Virtusa, and Millennium Information Technology (owned by London Stock Exchange), are overseas investors that have become firm believers. There are also over 300 other Local IT companies. Among Globally recognised customers of Sri Lankan ICT products and services are names such as JP Morgan, Google, Microsoft, Qatar Airways and Emirates.

ICT Products & Services

The Sri Lankan ICT sector serves a number of Industry verticals. These include Communication, Apparel and Textiles, Banking Financial Services & Insurance (BFSI), Healthcare, Manufacturing, Media, Retailing, Transportation, Travel and Leisure and many more.

The Sri Lankan ICT sector has truly reached significant proportions. From specialized CAD / CAM / CAE applications, to low cost Call Centre Services and Data Entry, to common corporate solutions such as HR Information Systems and high-end KPO services in Financial/Legal Analysis. Sri Lanka's success in ICT exports are chartered through an impressive upward trend in annual figures. Annual exports over the last three years are recorded at US\$ 348.0 Mn, US\$ 440.0 Mn and US\$ 533.0 Mn in 2010, 2011 and 2012 respectively, placing the industry among Sri Lanka's Top 5 export league table. The industry has set a target of US\$ 1 billion in export revenue from the ICT sector by 2016.





What makes Sri Lanka's Workforce Stand Out?

Talent is nurtured at an inspiring young age; from a primary level, students are comfortable in working with technology. The brightest are given opportunities in the ICT stream, where over 50,000 are currently employed. This group of consultative and customer oriented talent, which grows by 20% year on year, is highly adaptable, innovative, and conversant in English - the country's predominant business language. Competency Development Programs are held at a national level which, through focused training, has paved the way to take Sri Lanka to its visionary Centre of Excellence (COE) status in key areas.

In addition, the country's healthy business environment spells even more success for interested investors. Overall infrastructure (including power, modern utilities, roads, and telecommunications and office space) is favourably comparable to other nations and surpasses international standards through its cost-effective rates.

Sri Lankans are multi-lingual, multi-cultural, understanding and appreciates international cultures. Mixing business and pleasure has never been this easy; to the discerning expatriate professionals or frequent business travellers, Sri Lanka offers the best of both worlds.

Sri Lanka, Destination of Choice

- ◆ Sri Lanka will grow to US\$ 1 billion and 100,000 IT jobs by 2016.
- ◆ Global Competitiveness Report (2011-2012) published by the World Economic Forum, reports that Sri Lanka has made an impressive jump of 10 places in the ranking.
- ◆ Ranked among 30 leading locations and included among the top 9 Asia Pacific countries by Gartner.
- ◆ Ranked 6th in terms of Financial Attractiveness on A.T. Kearney's Global Services Location Index (GSLI) 2011.
- ◆ Sri Lanka is ranked among the Top 10 emerging global destinations by Global Services Magazine and Colombo was rated as the 5th most attractive destination globally for F&A by Tholons.



- ◆ New York Times ranked Sri Lanka as the No. 1 tourist destination in 2010.
- ◆ According to the National Development plan IT literacy will reach 75% by 2016.
- ◆ Sri Lanka has the largest pool of UK certified accountants outside of the UK.
- ◆ Tax incentives and ICT industry Capacity Building Grant Program.
- ◆ Sri Lanka is ranked 66th under the Network Readiness Index in the Global Information Technology Report 2010-2011 published by the World Economic Forum.



For Information on

SRI LANKA ICT/BPO INDUSTRY

Please visit

www.srilankaserviceexport.com

SRI LANKA EXPORT DEVELOPMENT BOARD

The Sri Lanka Export Development Board is Sri Lanka's apex organisation for the promotion and development of exports. It was established in 1979 under the Sri Lanka Export Development Act No. 40. EDB is the executive arm of the Export Development Council of Ministers, headed by H.E. the President of Sri Lanka, which is the policy-making body of the EDB.

What We Do

We assist in negotiating business with Sri Lanka, either as an importer or an investor in export production.

Functions of the EDB encompass a range of activities such as promoting exports, organising buyer-seller meets, and exhibitions, providing essential information to both local and foreign entrepreneurs and assisting in the formulation and maintenance of quality standards wherever applicable.

The EDB is manned by a team of professionals, knowledgeable in their own specialized areas, who maintain close personal links with the respective sectors and hence highly competent in providing you helpful advice.

The EDB has on its Board of Management, representatives of both state and private sector organisations involved in export activities. Dedicated to the task of promoting more exports and better exports for the benefit of exporters and importers alike, the full range of its services are provided free of charge.

SRI LANKA EXPORT DEVELOPMENT BOARD



For further information please contact:

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