

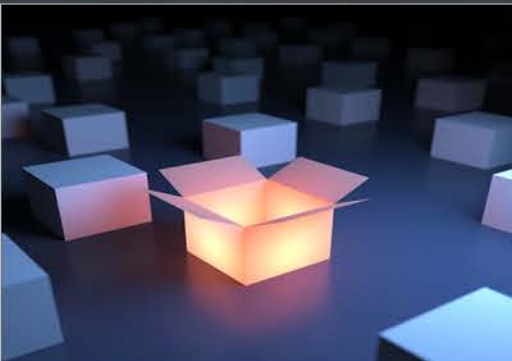


Ministry of Technology, Communication  
and Innovation

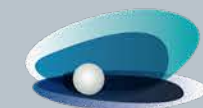


## ICT / BPO Workshop 2015:

*"Catalyzing the ICT / BPO Industry and redefining the vision for the Industry"*



Promotion & Marketing Initiatives



- Current State Analysis
- Branding
- Marketing Mix (segmentation, 4Ps)
- Marketing Channels
- International Alliances/ Accolades/Indices

# ICT/BPO Workshop 2015

## Where we want to be?

2015		2020
Employment: 20000	(50000 unemployed- convert into Skills →	Employment: 40000
Number of Companies: 600	Consolidate →	Number of Companies: 800 (Software Apps, KPO, DC/CC)
Contribution to GDP: 6.5%	Value added +3.5% →	Contribution to GDP: 10%

# ICT/BPO Workshop 2015

## Current State Analysis

### **STRENGTHS**

- Domain Expertise
- High Literacy Rate
- Fiscal System
- Governance
- Government Support
- Global Culture
- Bilingual (French & English)
- Quality of Life
- Efficient Work Permit System

### **WEAKNESS**

- Bandwidth/Connectivity/Pricing
- Language Acumen
- Interpersonal Skills
- Physical Connectivity
- Professional Skills
- Perception as a Tourist Destination

### **OPPORTUNITIES**

- Link to Global Business Sector
- Front office operation
- Innovative centre for Africa
- Attract RHQ Companies
- Preferential Trade Agreement (SADC/COMESA)

### **THREATS**

- Emergence of other centres in Africa
- Poor Internal Brand

# ICT/BPO Workshop 2015

## Branding

---

**BRANDING** : (Value, Knowledge, Professional Skills, Smart Mauritius, Sophistication with Quality of Life)

**EXTERNAL**

**SMART + Quality of Life**

**Bringing Value differently**

(integrated approach, connectivity, connecting talents with system)

**INTERNAL**

(Career Path, Opportunities, Recognition, be part of the building of smart Mauritius)

**Thrive with Smart Mauritius**

### PRODUCT

- Social Media Mobility Analytics Cloud (SMAC) Stack for Africa
- Data Hosting for Global Companies
- E Commerce (Payment Service Providers for Global Companies)
- Centre of Excellence for Mobile Apps (CRM, ERP)
- Aggregator & Integrator of services
- KPO (Financial, Legal, Medical, Hospitality)
- E Government

### PROMOTION

- Attracting Interest- Communication to be top of mind
- Encompassing visibility for Mauritius for the products
- Marketing Intelligence (Specialized Consultancy Firm)
- Targeted approach
- Specialized Conference
- Define and Communicate Value Proposition
- Creation of platforms in Mauritius (bring the people to Mauritius)

### PLACE

- Existing Operators
- GBCs
- Market (Europe/North America/Asia)



### PRICE/VALUE

#### EXISTING OPERATORS

- Competitive in French Market
- Basic Processes: more price sensitive but not sustainable
- Connectivity to price
- Move to complex value proposition – E-Knowledge & High value added services
- Cost of elasticity- Cloud services
- Positioning vs type of markets to be targeted (price of variables will change)

#### GLOBAL BUSINESS

- Better working relationship with existing clients

#### MARKET ( Europe/North America/Asia)

- Europe – more easy to target
- Asia- more competitors
- Shared services for the region

### PEOPLE

- Mismatch between education and training needs
- Profile and skills required
- Holistic approach – Promotion Strategy & HR Strategy and Linkages with Universities
- Short Term: Start with existing verticals
- Align with existing capacity

### MARKETING CHANNELS

#### Awareness

- Multi Channel is Key
  - Targeted magazines and specialized media
  - Conferences

#### Targeting

- One to one

#### Content Marketing Strategy

- Referrals
- Existing companies acting as ambassadors & sending the right message
- Through subscription online to target

Review existing website to add more content and interaction (blog, forum)

### INTERNATIONAL ALLIANCES & PARTNERSHIPS

#### Institutional

- Across all markets
  - Chamber of Commerce/NASSCOM
  - IPA
    - Targeting/networking/benchmarking/capacity building

#### Influences

- Strategic Partnership with consultancy companies
  - Gartner, AT Kearney, McKinsey
- Ranking
  - Most attractive ICT/BPO destinations
- Regional clusters or blocs ( SADC/COMESA/IOR)

**THANK YOU**