



**April 12<sup>th</sup> - Jamaica's Outsourcing Sector – The Nearshore Opportunity in the New Digital Era**

8:00am – 9:90am	<b>CONFERENCE REGISTRATION</b>
9:00am-9.45 am	<b>WELCOME &amp; OPENING</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> National Anthem</li> <li><input type="checkbox"/> Invocation –</li> <li><input type="checkbox"/> Opening Remarks</li> <li><input type="checkbox"/> Greetings:</li> <li><input type="checkbox"/> Government Remarks</li> <li><input type="checkbox"/> Delegates Welcome Performance</li> </ul>
9.45 am – 10:15 am	<b>OPENING KEYNOTE: “The Role of Technology in BPO”</b> This opening presentation will provide a general overview of the role of technology in the transformation and evolution of the outsourcing industry. An introduction to current contact center and CRM industry trends and opportunities worldwide.
10:15 am – 10:30 am	<b>Networking Coffee Break</b>
10:30 am – 11:15 am	<b>CASE STUDY: The Future of Nearshore in the Digital Age</b> Key market dynamics in the context of Jamaican BPO delivery



<p>11:15 am-12:30am</p>	<p><b>PLENARY SESSION: “Jamaica’s Emerging Role in the Region”</b></p> <p>Jamaica outsourcing sector is improving in quality, the brand is well positioned and the country is becoming a world player in outsourcing as the leading English-speaking destination in the Caribbean and Latin American region. The Government of Jamaica and the private sector demonstrated a quiet determination to promote information technology enabled Services (ITeS) and other the various outsourcing vertical industries across the country. A series of initiatives have been developed to enhance the supporting infrastructure to facilitate further growth. This discussion will showcase that Jamaica has continuously lead the way in advancing its outsourcing industry in the region and is strategically poised to embark on executing next wave outsourcing services.</p> <p><u>Panelist:</u></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Critical factors incorporated into evaluating &amp; selecting a contact centre provider</li> <li><input type="checkbox"/> Jamaica’s competitive advantage as a location in the region.</li> <li><input type="checkbox"/> <b>BPO Role within Jamaica’s Services Sector</b></li> </ul>
<p>12:30 – 1:30 lunch</p>	<p>Lunch</p>



<p>1:30am:2:00am</p>	<p>OPENING Keynote “Enabling collaboration and social technologies to drive an innovative and high performing labour pool”</p> <p><b>PLENARY SESSION: Enhancing The Labour Pool</b>        This session will focus on enhancing the employability of labour pool to ensure that the skills match the labour market needs; more so, enhancing vocational profiles and enhancing the competencies to enable a high-performing workforce. Through greater public-private sector partnership, we hope to promote and make more attractive the job opportunities within the industry particularly to the young populace</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Comprehensive overview of initiatives underway to enhance the competences and introduction of transferable skills from secondary &amp; vocational level.</li> <li><input type="checkbox"/> Current talent composition in industry; areas of improvement to foster growth in the sector.</li> <li><input type="checkbox"/> An overview of its targeted skills development programme and success to date.</li> <li><input type="checkbox"/> Labour Market Specialist, Inter-American Development Bank – Finishing School &amp; Apprenticeship model to enhance labor pool</li> </ul>
<p>2:30 pm: 2:40 pm</p>	<p>Networking break</p>
<p>2:30 – 2:50 pm</p>	<p>Keynote Presentation - Buyer’s Selection – the New Calculus in Site Selection</p>



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<p>2:50 pm-3:20pm</p>	<p><b>PANEL DISCUSSION: Buyer’s Conversation</b></p> <p>This session is expected to give a review from the client’s perspective of the reason and value of partnering with outsourcing providers in Jamaica. In detail, attendees will get an insight from existing clients, as well as acknowledgement and indication of how value is received from outsourcing customer relationship management.</p> <p><u>Panel Discussion</u></p>
<p>3:20– 4:00</p>	<p><b>INVESTOR CONVERSATION</b>  <i>“Operating in Jamaica’s Outsourcing Sector”</i></p> <p>The key headline of this session is a prompt for current operators in the industry to share their thoughts on the sector; its business climate, government-sector relations, and industry challenges. It is intended to be an interactive session and exchange amongst operators, sharing their experience with the audience on how they’ve found operating in Jamaica to date, the changing priorities of the industry and needs of investors that cannot be overlook; thus facilitating and enabling future growth and development in the industry.</p> <p><u>Panel Discussion</u></p>
<p>4:30 – 6:30</p>	<p><b>Concurrent Activities</b></p>
	<p>Transfer to Site Visit -          Official Opening of Expo          Guest Speaker – <i>Building Linkages with other Sectors</i></p>
	<p>Site Tours - Expo Official Opening</p>



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