



New partnership aims to actively promote Fiji's business outsourcing potential

MEDIA RELEASE – FOR IMMEDIATE RELEASE

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[Suva] Fiji

The Australian funded Market Development Facility (Fiji) and Nadi-based outsourcing company, BTR (Fiji) Limited have signed a partnership which aims to actively promote Fiji as an attractive Business Outsourcing destination in the Pacific and in turn generate more jobs for Fijians.

With offices in Nadi and Suva, BTR (Fiji) Limited is a Fijian owned business which provides outsourcing services in many sectors including reservations, payroll processing, PA duties, outbound sales, recruitment processing, appointment setting and accounts support.

In signing the agreement, BTR (Fiji) Limited's Director and Co-Founder, Brad Russell, said international demand for outsourcing services is growing, with opportunities for Fiji to market its services as an alternative to traditional locations in Asia used by Australian and New Zealand markets.

"A number of factors such as close geographic proximity and similar time zones, gives us a comparative advantage in the near-shore Australian and New Zealand markets and even more so now as they will be re-evaluating their global outsource providers due to COVID-19 in an effort to reduce future risk and build business resilience. This presents an opportunity for Fiji," said Mr. Russell.

The World Bank's *Pacific Possible* report (2017), which looked at outsourcing services' market potential in Australia, New Zealand, USA and the UK, indicates that the OS sector has the potential to provide up to 15,000 jobs and add up to USD400 million to Fiji's GDP by 2040, provided appropriate steps are taken in areas such as marketing, upskilling and infrastructure investment.

A key challenge for the Fiji outsourcing industry is limited visibility of Fiji as an outsourcing destination, particularly in the Australian and New Zealand markets. Increasing awareness in these markets could allow Fiji to capture jobs that traditionally go to Philippines and India.

As part of the partnership agreement, MDF Fiji will work with BTR (Fiji) Limited on a sales and marketing strategy to attract prospective clients.

"BTR recognises the potential growth for outsourcing services in Fiji and have identified the need to invest in direct marketing to reach new clients and we're delighted to work alongside them to support this initiative," said MDF Fiji Country Director, Malcolm Bossley.

According to a recent report on Business Process Outsourcing in Australia published by IBISWorld, Australia's outsourcing business is currently valued at AUD37 billion dollars annually, with the biggest beneficiaries being India and Philippines. If Fiji secures a proportion of the Australian outsourcing market, the returns to the economy would be significant.

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Market Development Facility

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We connect individuals, businesses, governments and NGOs with each other, and with markets at home and abroad. This enhances investment and coordination and allows partnerships to flourish, strengthening inclusive economic growth.

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