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## CEO Forum to discuss challenges in BPO sector

Updated March 14, 2012 - 12:00am

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MANILA, Philippines - Projected to generate close to \$20 billion in revenues by 2016, the offshoring and outsourcing (O&O) industry has become a key driver to Philippine economic growth. According to a study by Jones Lang LaSalle Leechiu, the industry is also estimated to directly employ 900,000 individuals. Nevertheless, industry insiders are detecting a growing complacency within this industry which includes business processing outsourcing firms.

Representing the largest provider of contact center services on the planet, David Rizzo, president of Teleperformance Asia Pacific, has been invited by the Asia CEO Forum to discuss challenges faced by the industry in the next few years on March 15, at 7:45 a.m. at the Dusit Thani Hotel in Makati City.

The Asia CEO Forum is the largest regular meeting of business leaders in the country focused on key issues that cut across various industries. Previous to Rizzo, economist Bernie Villegas discussed key drivers to the country's economic growth including the growing perception outside the country that corruption is now being seriously addressed by the current administration.

Rizzo was an early believer in the Philippine contact center industry. In 2003, he set up the company's operations in the country. One of the nation's largest and most prominent employers, Teleperformance was recently awarded as the "BPO Employer of the Year" by the International ICT Awards, a Southeast Asia-wide event organized for the O&O sector.

Those interested in the Asia CEO Forum on March 15 are advised to confirm their attendance and make their payments at [www.asia-ceo.org/register.htm](http://www.asia-ceo.org/register.htm). Breakfast is included in the event presented by PLDT ALPHA Enterprise and sponsored by Jones Lang LaSalle Leechiu and Northgate Arinso.

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