



Telecommunication Development Bureau (BDT)

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Subject: **ITU Centres of Excellence Workshop on “Business Process Outsourcing (BPO) Enterprise ” for Africa, Kampala, Uganda, 7-11 November 2011.**

Dear Sir/Madam,

On behalf of the International Telecommunication Union (ITU), we would like to invite your organization to participate in the workshop on **“Business Process Outsourcing (BPO) Enterprise”** to be held in Kampala, Uganda from **7 to 11 November 2011**. The workshop will be kindly hosted by Makerere University. This workshop will be delivered in English only.

The workshop is part of the capacity building partnership entered into between the ITU and Makerere University for the delivery of training programmes under the aegis of the Centres of Excellence network for Africa. This training is part of the 2011 action plan adopted by the Steering Committee of the Centres of Excellence for Africa.

This workshop is targeted at entrepreneurs, business managers, business development consultants, ICT professionals, or staff working in the BPO industry. The workshop is also addressed to staff of regulators, operators and others service providers who are eager to reinforce their knowledge on a number of issues related to BPO.

The workshop will cover a wide range of BPO topics such as:

- Global BPO industry at a glance
- BPO business strategy development
- Business culture in the global marketplace
- Online marketing
- Pricing and cost modelling for ICT services
- Brand development and management
- BPO quality assurance and control
- BPO legal dynamics and regulatory frameworks (Local, National and global)
- Value skills sets in BPO industry
- BPO accounting and internal control principles
- Turning an invention into an innovation (best practices)

You are kindly invited to participate in this workshop by completing the attached Registration Form (Annex1) and return it, no later than **17 October 2011** by fax or e-mail to the contact person indicated on

the form with a copy to oumou.niang@itu.int.

Additional information on this workshop, including the programme of the workshop as well as an information note for participants, can be found on the ITU Academy Portal at: <http://academy.itu.int/index.php/events>.

We look forward to your active participation and invaluable contribution.

Yours faithfully,

[Original signed]

Brahima Sanou
Director



ITU Centres of Excellence Training workshop on
"Business Process Outsourcing (BPO) Enterprise"



Kampala, Uganda
7 - 11 November 2011

Registration Form

Please use **CAPITAL** letters.

Family Name:

Given Name:

Title/Function:

Name of Organization/Company:

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Office Address:

.....

Town: Country:

Telephone Number(s):

Fax Number(s):

E-mail:

Please email this form duly completed by **17 October 2011** to:

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