

[Doing Business in Brazil | Sourcing Brazil](#)

- [HOME](#)
- [ABOUT](#)
- [CONTACT](#)



- [The IT wave](#) Service Innovation
- [Interviews](#) Answers & insights
- [Columnists](#) Expert perspectives
- [Brazil Beat](#) Culture, Color, Life
- [Global](#) International News

You are here: [Home](#) » [Global](#) » **Genpact Opens BPO Facility in Bogotá**

Global

[Genpact Opens BPO Facility in Bogotá](#)



BOGOTÁ — Genpact Limited, a global leader in business process and technology management, in conjunction with the Minister of Trade, Industry and Tourism of Colombia Sergio Diaz-Granados, today announced the opening of its operations in Colombia, its second location in South America. In its new facility in the center of Bogotá, Genpact will begin providing business process management services to clients in several different industries.

Out of its new Colombia location, Genpact plans to provide large-scale finance and accounting (F&A) services as well as procurement and supply chain business process services. This location will also be established as Genpact’s Latin American hub for its rapidly expanding Smart Decision Services business, encompassing analytics, reengineering and risk management services. Genpact expects to grow the center to 1,000-1,500 employees over the next three to five years as business dictates.

At its press conference today announcing the opening of the center, Genpact Vice Chairman Pramod Bhasin stated, “Colombia offers a favorable business climate for Genpact and for our clients – a rich talent pool with a high literacy rate and complementary skill sets, a healthy and growing economy, a number of universities with strong business curricula, a diverse array of industries, and open trade practices. Genpact is honored to establish its roots here in Colombia and become a part of its culture and thriving business community.”

Genpact is currently recruiting for employees in Bogotá and has established strong relationships with the local government, universities, and business and trade organizations including Proexport and Invest in Bogotá. This

announcement is part of the efforts that the Colombian National Government has been developing as part of the Productive Transformation Program, which seeks to promote the outsourcing services sector as one of the 12 economic sectors that make up the national production portfolio, and are the pillars of industrial policy.

Expressing his satisfaction with the arrival of Genpact to the Colombian market, Mr. Diaz-Granados reiterated that, “the challenge in business process management services is to generate 72,700 new jobs to reach 142,280 in 2014, and increase exports from US\$200 million to US\$1.025 billion in the same period.”

The president of Proexport, María Claudia Lacouture, said, “Since 2008, we have been working with Genpact to have all the tools to make the decision. We provided them information about the workforce, operating costs, incentives, legal framework, the duty free zone regime, and carried out various exploratory investment agendas to validate the Colombian market. Therefore, we are convinced that this decision not only confirms the confidence that foreign investors have in the country, but the great potential of the business process management sector.”

“Genpact’s expansion of operations into Colombia further supports our strategy of bringing our global business process expertise to rapidly growing economies to serve global corporations expanding there as well as the domestic market. Colombia and the broader Latin American market provide exactly this opportunity,” said Tiger Tyagarajan, president and CEO, Genpact. “We look forward to growing our Colombia business with a number of our existing clients as well as helping Latin American corporations attain global best-in-class business processes.”

Source: [Business Wire](#)

- Published: October 4th, 2011
- Author: [Dennis](#)
- [0 Comments](#)
-

Tags: [Bogota](#), [BPO](#), [Colombia](#), [Colombia BPO](#), [Colombia outsourcing](#), [F&A services](#), [financial services outsourcing](#), [Genpact](#)

Written by [Dennis](#)



More posts by: [Dennis](#)

Leave a comment

Name:

Email:

Website:

Message:

Submit



Translation

 [English](#)
 [Português](#)
 [Español](#)

Popular Posts

1. 43% [Startup Aims to Help Brazilians Improve English Skills](#)
2. 42% [U.S. a Giant Piece of Brazil's IT/BPO Export Market](#)
3. 23% [Amazon to Open Cloud Operations in Brazil](#)
4. 22% [Tablet Tax Cut: Game-Changer for Brazil IT?](#)
5. 21% [Global IT Score: Brazil R&D Advances, Bureaucracy Marches On](#)

[BPO Outcomes | Outsourcing Intelligence for the Global Finance Executive](#)

- [Social Media ROI – The Debate is Officially Over](#)
- [Need for Higher Revenue, Lower Losses Fuels FAO Boom](#)
- [Implementing Shared Services: A Functional Approach](#)
- [Reducing Staff the Right Way](#)
- [Creating Meaningful and Effective Service Level Agreements](#)

[IT Outsourcing | Nearshore Americas](#)

- [Creating Effective SLAs: Pay Attention to Productivity and Data Accuracy](#)
- [Why Brazil's 'Jeito' has Value in the Workplace](#)
- [Latin American Exports Grew 26% in 2011](#)
- [COUNTRY PROFILE: Belize Gets Serious about Becoming a BPO Player](#)
- [Sourcing F&A: One Crucial Step that Too Many Customers Miss](#)

[The View from Brazil](#)

- [IT Consumerization – What It Is, and What It Means for Nearshore](#)
- [Why Nearshore Mobile App Development Is Here to Stay](#)
- [Using Nearshore, Agile, and Lean to Get the Most Out of Software Projects \(Part 2\)](#)
- [Using Nearshore, Agile, and Lean to Get the Most Out of Software Projects \(Part 1\)](#)
- [Thinking Lean to Achieve Nearshore Success \(Part 2\)](#)

[Doing Business in Mexico | Global Delivery Report](#)

- [Wanted: Empowered Scrum Product Owners](#)
- [Tips for Creating Effective SLAs](#)
- [Can the Man in the Street Outsource the Outsourcer?](#)
- [IBM Creates Guadalajara Smarter Cities Center](#)
- [Urban Oasis: Guadalajara's Blue Water Park](#)

Categories

- [Brazil Beat](#)
- [Columnists](#)
- [Featured](#)
- [Global](#)
- [Interviews](#)
- [The IT wave](#)

About Sourcing Brazil

Sourcing Brazil is an independent publication dedicated to providing business leaders, strategists, CIOs, and IT professionals the information they need to make viable outsourcing decisions. We also aim to help facilitate the conversation between Brazilian technology providers and prospective buyers.

CONTACT

- Submit articles, video, and guest commentary
- Send news tips and press releases
- Obtain a media kit on sponsorships and advertising

- Tell us about your solution

For general inquiries:

- Contact chief editor Dennis Barker: dennis@nextcoastmedia.com | barker_skype
- Contact Brazil editor Filipe Pacheco: filipe@nextcoastmedia.com

- [Home](#)
- [ABOUT](#)
- [CONTACT](#)

© Copyright 2011 Sourcing Brazil | Brought to you by [Nearshore Americas](#) • [Web Development.](#)

☺