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PHILIPPINE CONSULATE GENERAL

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DTI: “We Bit the Bullet, Now We are Ready to Open,” PH BPO Industry Thrives Amidst CoViD-19



(Photo credits: Joss Leaño)

01 July 2020, Los Angeles – Department of Trade and Industry Undersecretary Ceferino S. Rodolfo presented the Philippines’ strong economic fundamentals pre-CoViD-19 allowing the country to project a sharp V-shaped recovery as early as 2021. “We bit the bullet, now we are ready to open,” he said during the livestream discussion dubbed, “PH IT-Business Process Outsourcing (BPO) Opportunities: Global Business Processes Powered by the Philippines” jointly organized by the Philippine Trade and Investment Centers in the United States on 01 July 2020.

Philippine Ambassador to the United States of America, His Excellency Jose Manuel G. Romualdez, opened the event highlighting the Philippines as a frontrunner in the IT-BPO industry. “The Philippines does anything from animation to healthcare to retail...and has a young and dynamic workforce possessing mastery of the English language,” he said.

President and CEO of the I.T. and Business Process Association of the Philippines (IBPAP), Mr. Rey Untal; President of the Healthcare Information Management Association of the Philippines (HIMAP), Mr. Rogelio G. Salazar, Jr; and the Head of International Business Operations of Dexcom Philippines, Ms. Jessica Shields discussed developments in the industry and its pandemic response strategies. A common theme throughout their presentations was the resilience, tenacity and agility of the industry coupled with strong government support that allowed businesses to continue operation and even grow during the Enhanced Community Quarantine (ECQ).

For Ms. Shields, the strong cultural fit, the maturity of the market and the rich talent pool in the Philippines are what make the country stand out in the global IT-BPO industry.

The Philippines allowed 100% full operational capacity for sectors of IT-BPO, export, banking and capital markets, e-commerce, repair and maintenance, housing and office services, delivery services, mining, and manufacturing even during the ECQ. The country is now in the process of gradually opening up more sectors.

Consul Rea G. Oreta and Information Officer Mary Grace “Joss” Leaño joined PTIC-LA’s Trade Commissioner Eric Elnar in representing the Consulate General in the webinar. END.