



REPUBLIC OF THE PHILIPPINES

PHILIPPINE CONSULATE GENERAL

LOS ANGELES, CALIFORNIA



Press Release
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IT-BPO Client on Virtual Assistants: PHL One of the Most Compelling Places to Hire From

Why the Philippines?

There are unique benefits to hiring a Virtual Assistant in the Philippines. Filipino workers are naturally self-motivated, driven and hardworking, and coupled with the value they place on respect for self-esteem and maintaining polite, meaningful relationships with colleagues, they are model employees.



High level of English proficiency



Reduced cost



Culture that creates a superior workforce

zoom

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26 August 2020, Los Angeles – The Philippine Consulate General in Los Angeles participated in the second installment of the “Global Business Processes Webinar Series” held on 20 August 2020.

The session was entitled, “Accessing Professional Workforce Support: Hiring Virtual Assistants (VA) to Handle Administrative Work” with Trade Commissioner Eric C. Elnar as moderator.

VA is fast becoming a top trend in BPOs and the Philippines is one of the most competitive sources of VAs in Asia.

VAs are trained to provide top business owners and busy professionals the remote support they need in administration, sales and marketing, and finance so they can focus on revenue generating activities, or maintain the proper work and life balance.

For this session, focus was given to hiring business VAs through companies such as The Back Room Outsourced Professionals and CitronWorks.

The Back Room operates offshore and maintains a physical office in Clark, Philippines while CitronWorks is based in Los Angeles and has majority of its

CITRONWORKS
The Freelancer Marketplace

Understanding the Freelance Marketplace

- Over 1.5 million freelancers in the Philippines with 65% women
- Wide range of skills
- Strong work ethic
- Great understanding of American culture and language
- Easy for freelancers and employers to connect



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(Photo credits: Joss Leaño)

outsourced teams based in the Philippines. Both have been tapping Filipino VA professionals for many years now, highlighting how the BPO model in the Philippines matches their company needs.

The Back Room CEO Wayne Findlay has been enjoying working with Filipino professionals who he described as naturally self-motivated, driven, hardworking and always polite. “Productivity is a lot better in the Philippines,” he further commented.

CitronWorks’ Mr. Gestetner, for his part, explained that the Filipinos’ understanding of American culture and their soft English accent are qualities that are unique to them in Asia, making the country “one of the most compelling places to hire from” in the region.

The *Global Business Processes Webinar Series*, jointly organized by Philippine Foreign Service Posts and Philippine Trade Investment Center in the United States, started on 13 August 2020 and will continue to run until 01 October 2020.

Also present in the webinar as observers were Consul Rea G. Oreta and Information Officer Mary Grace “Joss” D. Leaño. END.