



Press Release
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PHL, A Creative Outsourcing Hotspot



(Photo credits: Joss Leño)

09 September 2020, Los Angeles – The Philippine Consulate General (PCG) in Los Angeles participated in the mid-sequel of the *Global Business Processes Webinar Series*, jointly organized by Philippine Foreign Service Posts and Philippine Trade and Investment Centers in the United States.

The fourth installment of the series was held on 03 September 2020 with the theme, *“Outsourcing Creative Work: Leveraging on Cultural Similarities between the Philippines and U.S. to Deliver Timely and Useful Content.”*

Resource speakers were Carlos Mori Rodriguez, Chief Innovation Officer of the EON Group; Anthony Layug, Co-Founder and CEO of Key Discovery Consulting, Inc. (KDCI); and Mike Larcher, Founder and CEO of Outsourced. The session was moderated by Raymond Batac of PTIC-Washington, D.C.

EON Group, a communications consultancy established in 1998 in the Philippines, has recently expanded its office in the United Arab Emirates. From five personnel originally, it has now 150 employees, and has been

tapping on Filipino creativity in developing content for Spotify and Netflix.

EON’s Chief Innovation Officer Mr. Rodriguez introduced a 4-C Framework portraying four distinctive characteristics of Filipinos, which make the country an ideal creative outsourcing hotspot. These 4 Cs are colorful, collaborative, caring and creative.

Adding to that framework, Mr. Rodriguez cited EON’s 2017 brand audit of the PHL IT-BPM Sector, revealing that it is Filipino talent that makes this sector in the country attractive. The Filipino workforce is “determined, agile and adaptable,” according to him.

KDCI is a digital outsourcing company based in the Philippines, providing services on design and marketing, e-commerce outsourcing and offshore staffing. It has clients based in the U.S., namely Cyvatar in California and Betterment in New York.

Mr. Layug, KDCI's CEO, underscored that virtual/remote work in this time of pandemic is in demand. He said that "outsourcing reduces risks and helps develop operational agility, adaptability and resilience."

The third speaker was Outsourced's Australian CEO, Mr. Larcher, who recognized that his offshore staffing in the Philippines resulted a breakthrough in his company, which currently serves international well-known organizations, including Fox Sports, Klaplan, Genesys, D-Link, Yamaha, HP, Rio Tinto and ANZ Bank.

In the creatives, the company provides web design, graphic design, creative writing, animation, industrial design, 3D modeling among many others.

Mr. Larcher lauded the Filipinos' proficiency in the English language, and assimilation with Western culture and values, which are few of the factors that make the Philippines an ideal outsourcing destination in the creatives and the business process management sector as a whole.

The Philippines has been a key player in the IT-BPM industry for the past two decades, particularly for voice-related services. With rapid advancement in the area of information technology, the country has increased its capability to offer non-voice BPM and IT services.

The *Global Business Processes Webinar Series* started on 13 August 2020 and will continue to run until 01 October 2020.

The Consulate General was represented by Consul Rea G. Oreta, Information Officer Mary Grace "Joss" D. Leaño and Trade Commissioner Eric C. Elnar.