



PERÚ

Ministerio
de Comercio Exterior
y Turismo



Promotion of Services Exports in Peru

Call Center Sub Sector

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Integration Strategy

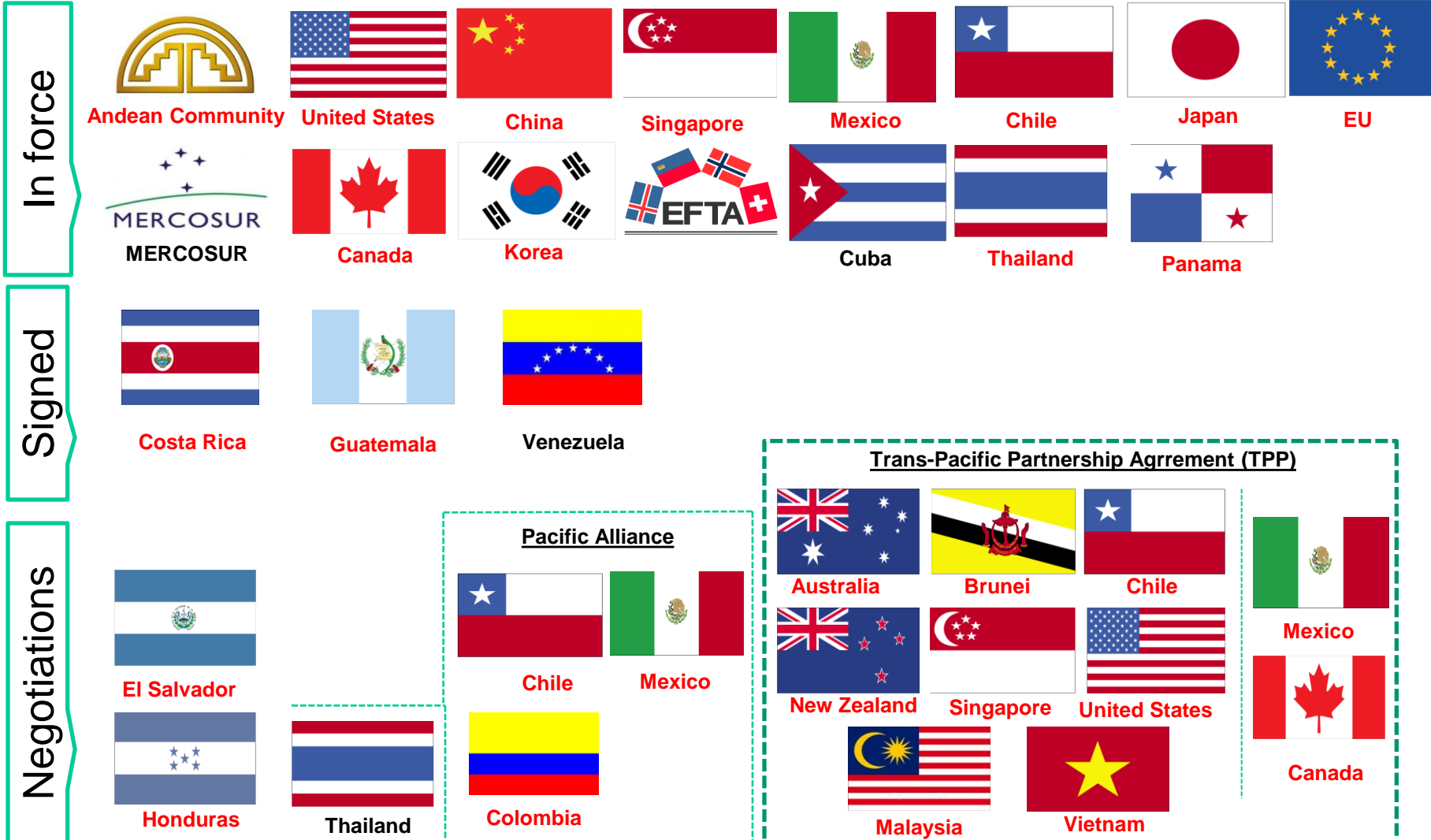
International Trade Negotiations

- To improve the access to foreign markets
- To establish clear and predictable rules and disciplines for the foreign trade
- To create an attractive framework for private investments
 - Multilateral, regional and bilateral

Development of Trade

- Identification of key sectors for exportation
 - **Markets:** trade promotion
 - **Trade Facilitation:** infrastructure, financing
 - Development of human capital
- **Regulatory Framework:** Services Exports Law

Peru's Trade Agreements

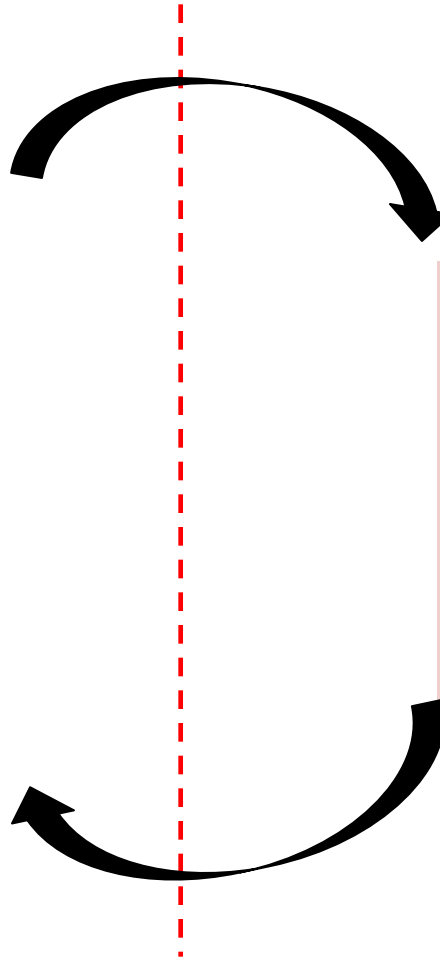
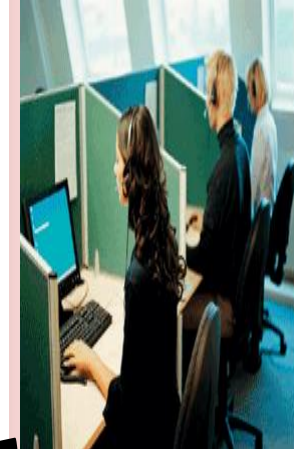


Call Centers Sub-Sector



The "call center" contacts the clients of the enterprise located abroad

Enterprise located abroad contracts the "call center" services from an enterprise located in Peru



Opportunities in the Call Center Sub Sector



- **Competitive real state costs**

Opportunity to perform activities outside the capital.

- **Neutral accent for spanish**

Also important when making phone calls in english

- **Availability of telecommunication equipments**

Non restrictions in the importation of equipments

- **Creation of jobs**

Each enterprise demands hundreds of workers -
opportunities for university students, adults, etc.



Strategy in the Call Center Sub Sector



- **Exemption from the General Sales Tax**

Services Exports Law exempts several services sectors, including the “call center” subsector, from the IGV – 19% on sales.

- **Personal Data Protection Law**

Enterprises located in Peru can be considered “safe harbour” – necessary when making business with enterprises from the EU.

Opportunities also for data processing and other activities.



Strategy in the Call Center Sub Sector



- **Attraction of Foreign Investments**

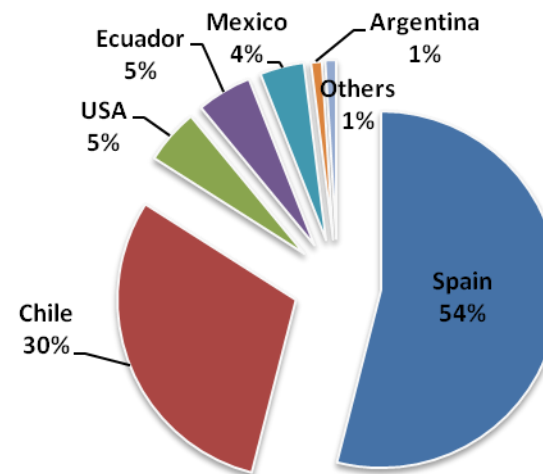
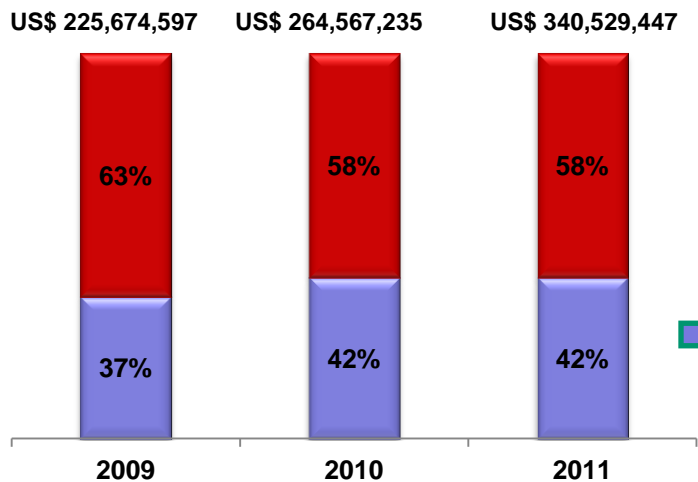
The Agency for Promotion of Investments (PROINVERSION) started a very dynamic campaign to invite, encourage and support foreign investments in this sub sector. Participation in specialized fairs and road shows. Visits to the main call centers headquarters.

- **Creation of the Peruvian Association of Contact Centers**

Ensures a fluent communication between the government and the private sector



Call Centers Sub-Sector



- The percentage sold abroad rose from 1% to 42% (2005-2010).
- From 2010 to 2011, the off shore services increased in 35%. Sales over US\$ 146 millions.
- The main market is Spain and Chile, USA is raising

Companies: 35

Positions: 15,574

Employees: 29,665

Source: I Sectorial Research on Contact Centers 2010
Sample: 32 companies, PROMPERU



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