

Nicaragua Will Host Outsourcing Business Forum in Barcelona

Written by Australian Business

MANAGUA, NICARAGUA, November 22, 2014 **/24-7PressRelease/** -- PRONicaragua, the official investment and export promotion agency of Nicaragua, will visit Barcelona and Madrid on November 24th-28th to meet with outsourcing companies interested in exploring business opportunities in the country. The agency will also host a business forum in Barcelona on November 26th with the support of the Chamber of Commerce of Barcelona.

Spain has become a market of interest due to the growth of its outsourcing industry in recent years. Spanish companies from the sector that are interested in expanding operations and servicing markets in the Americas may find plenty of opportunities in Nicaragua, with advantages that include generous fiscal incentives, a qualified labor force, a competitive cost structure, a modern telecommunications network and top-tier technological facilities.

A similar initiative was organized last year in Madrid to promote the country's business opportunities through the forum "Investment and Trade Opportunities in Nicaragua", organized by PRONicaragua with the support of Nicaragua's embassy in Spain and the Spanish Confederation of Business Organizations (CEOE, for its acronym in Spanish). As a result of this mission, the Spanish company PeopleWalking started evaluating Nicaragua as a potential site to expand operations and is now currently operating in the country. PeopleWalking will be sharing their investment experience during this year's business forums.

Nicaragua is featured in the 2014 Tholons Top 100 Outsourcing Destinations ranking, where the capital city Managua climbed eight spots to occupy the 87th position to become one of the three destinations in the world that most improved in the ranking. This upgrading in the ranking highlights the country's improving strengths as an outsourcing destination.

Currently, approximately 30 companies operate in the outsourcing industry of Nicaragua, which have generated more than 5 thousand jobs, including major players such as Sitel, Convergys, Transactel, Concentrix, Rain, and PeopleWalking.

PRONicaragua is the official investment and export promotion agency of the Government of Nicaragua, established in 2002. It is a non-profit, public-private institution whose mission is to generate economic growth and job creation in Nicaragua by attracting high-quality foreign direct investment. The agency provides complimentary support services to qualified investors seeking investment opportunities in our country. For more information visit www.pronicaragua.org or contact us at pr@pronicaragua.org