



OUTSOURCE2LAC VIRTUAL WEEK JULY 13-22

The Inter-American Development Bank, through its Integration and Trade Sector and ConnectAmericas, presents the **Outsource2LAC Virtual Week 2020 (O2LAC Virtual 2020)**, which will take place July 13-22, 2020.

Building on the success of its past seven editions, and in light of the current state of the world, we are pivoting our in-person summit to an online, 8-day experience with a compelling and dynamic agenda that will include one-on-one business matchmaking opportunities for global digital service companies, as well as online sessions featuring renowned experts in global digital services from Latin America and the Caribbean (LAC) and beyond.

Why now?

The economic slowdown predicted to follow the COVID-19 crisis will adversely affect global businesses. Nonetheless, digital companies are exceptional in their ability to take advantage of the opportunities that emerge. Any suppliers of digital services will experience unexpected growth. Many business firms are accelerating their digital transformation. All support companies, and especially SMEs from the Latin American and the Caribbean (LAC) region, have been impacted, from having to transition to telework, to pivoting to an e-commerce channel, to considering cloud-based contact centers. In the long run, as a result of this crisis, we expect the digital services to be an integral and permanent component of global trade.

The event

In this context, the O2LAC Virtual Week 2020 will provide a space where LAC's global services companies can a) explore new business opportunities through B2B and B2G virtual matchmaking meetings, and b) learn from industry experts about the latest developments and challenges amid the coronavirus pandemic. O2LAC Virtual 2020 will consist in a virtual 8-day event that will cover over 16 key topics that will be explored in panel discussions, future flash presentations and breakout sessions.

Trends and Sectors of Interest

Emerging Technologies

- Digital economy and digital transformation
- Cloud computing
- Artificial intelligence and machine learning
- Blockchain
- Internet of things
- Augmented, mixed, and virtual reality
- Data geolocation, mining, and analysis

ITO (Information Technologies Outsourcing)

- Software as a Service (SaaS)
- Applications (Desktop & Mobile)
- E-Commerce Solutions
- Cloud & network management
- Website design and management
- Cybersecurity

BPO ((Business Process Outsourcing)

- Contact centers
- Automation
- Fintech
- Logistics and supply chain management
- Enterprise resource planning (ERP)
- Human resources management
- Marketing

KPO (Knowledge Process Outsourcing)

- R&D
- Multimedia animation
- Videogames
- Telemedicine
- Architecture & engineering
- Distance learning services
- AgTech
- Biotechnology

Outsource2LAC 2019 in Buenos Aires (MITA GDS) in numbers

Attendees in numbers

- 55 panelists
- 1110 participants
- 37 participating countries from Asia, Europe, North America, Latin America and the Caribbean
- 50 trade and investment promotion agencies
- 8500 live streaming followers

Matchmaking in numbers

- 750 participants in the Business meetings
- 120+ buyers and investors from around the world
- 1500+ business meetings
- US\$63.5 million in closed deals projections
- 75% of participants held business meetings during the event, both planned and impromptu
- 60.23% of the participants that held business meetings said that they expected to close business deals for the services they offered over the next 6 months



DATA SHEET

Name of the event: Outsource2LAC Virtual Week 2020 (O2LAC Virtual 2020)

Format: Web seminars (webinars) and one-on-one business matchmaking meetings

Place: Online, hosted in a virtual platform

Editions: 7 in-person editions of the Outsource2LAC series

Latest edition: Made in the Americas Global Digital Services Summit (MITA GDS) powered by Outsource2LAC in Buenos Aires, Argentina on July 2019 (in-person)

Organizer: The Inter-American Development Bank through its Integration and Trade Sector and [ConnectAmericas.com](https://connectamericas.com)¹.

Background: Outsource2LAC is part of a strategy that the Integration and Trade Sector at the Inter-American Development Bank has been executing since 2011 to support the Latin American and Caribbean (LAC) countries to position themselves in the global digital services sector. This sector has brought important Benefits to the LAC economies, such as high value-added job creation, technology transfer, an increase in foreign direct investment and diversification of the export portfolio, among others.

Business matchmaking: Participants interested in participating in the one-on-one business meetings can: offer products/services, seek products/services, seek strategic partners, seek investment opportunities, seek potential investors.

The business meetings are booked online directly by participants, and they are matched based on the commercial interest on both ends, based on a compatibility percentage calculated by the matchmaking software used by the IDB.

Matchmaking results to date: Throughout its 7 past editions, over 11,000 B2B meetings have taken place, with projected business deals of around US\$300 Million.

Matchmaking participant profile

a) Small and medium enterprises (SMEs) and startups that are carefully selected by the IDB based on their export potential, innovation of their digital products and services, and certifications that:

- a. Belong to one the 26 borrowing countries of the IDB in Latin America and the Caribbean
- b. Belong to the global digital services sector, as mentioned above (BPO, KPO, ITO, LPO, etc., including contractors and suppliers of these sub-sectors, specialized firms providing outsourcing and subcontracting services, law firms, etc.)
- c. Have experience doing business at an international level

b) Global companies with interest in importing global digital services (BPO, KPO, ITO, LPO, etc.). These international buyers are personally invited and handpicked by the IDB, based on their relevance in the sector. They usually come from North America, Latin America, Europe, and Asia.

c) Trade and investment promotion agencies from Latin America and the Caribbean

d) Representatives from public sector institutions, chambers of commerce and business association in the global and digital services sector

¹ ConnectAmericas is an online business platform created by the IDB with the support of Google, Mastercard, Sealand, DHL and Facebook to help small and medium enterprises from Latin America and the Caribbean internationalize their business by connecting them to more than 360,000 users from 110 countries to explore business opportunities, and by offering them training tools that enhance their ability to secure this new business.