

Business Process Outsourcing Sector Profile

Fiji's renowned culture of hospitality and resourcefulness delivers exceptional value for investors. There are many examples of commercial success resulting from investment ventures by international partners.

Fiji offers a compelling investment proposition and has a stable political environment that encourages economic growth and development. As the regional business hub for online-enabled services, such as business process outsourcing (BPO), Fiji has a young, well trained, qualified, workforce has demonstrated competency in complex and specialized areas such as finance, insurance, IT and marketing. Companies have realized that Fiji can offer much more than simply answering a phone call.

The three key ingredients to a successful BPO operation are the People, the Location and the Legislation. With respect to the People, the Fijian work culture aligns well with the contact centre industry. Fijians are known for their friendliness and hospitality and have a relatively neutral accent for voice-based operations, such as call centres.

Aside from the people, Fiji also offers superb location-based advantages. Fiji's strategic location on a time zone 12 hours ahead of GMT, making the country's location ideal for "overnight" processing. Fiji has a state-of-the-art telecommunication infrastructure with the Southern Cross cable linking Fiji directly to the United States, Australia and New Zealand.

From a legislative perspective, Fiji offers highly competitive tax incentives for operators in the BPO Industry. Moreover, driven by the requirement to operate 24/7 Fiji's simple hourly wage structure has become a competitive advantage in its own right.

Currently, the BPO industry employs around 3,000 Fijians and contributes approximately FJ\$70 million in foreign exchange every year.

Why Fiji?

- Fiji offers a market friendly business environment, sound macroeconomic policies, tax free zones, low inflation, a relatively stable foreign exchange rate and modern commercial contract laws.
- Natural English-speaking labour force with literacy rate of 94%.
- Renowned international back office processing companies are already operating in Fiji.
- Fiji is located within a convenient time zone (GMT +12) between Asia and the US, this places Fiji in a very strong position that continues to draw international business to its door step.
- Fiji won the 2014 European Outsourcing Association (EOA) Awards: Off-shoring Destination of the Year.
- Fiji offers a quality workforce at a competitive cost, while also providing lucrative incentives to support investors' interests.
- Duty free importation of computers, parts & accessories, plant, equipment & fittings, and specialised furniture for initial establishment and during its operations to approved BPO operators.
- Fiji offers high-quality Information Communication Technology (ICT) infrastructure – The Southern Cross cable provides fast, direct and secure high capacity services between Australasia and the United States West Coast, with a landing point in Suva.
- Fiji has a highly competitive Telecommunications sector and enjoys one of the highest rates of ICT penetration in the region. 95% of our population have access to 3G and 4G technologies, and soon 5G will be rolling into the country.
- Fiji offers quality and quantity of talent, supporting young Fijians to enter into the education system throughout Primary and Secondary schooling and providing scholarships for tertiary education.

BPO Council of Fiji

In 2017, a BPO council was established to create awareness in internationally recognizing Fiji as a world class BPO destination, with the vision to provide BPO services with highly skilled agents and outstanding customer satisfaction.

What do we Offer?

- There are a number of well-established BPO companies in Fiji, with a total capacity of over 1,100 seats that offer the following services below:
 - Call Centre Services;
 - Airline Reservations;
 - Back Office Administrative Support;
 - Accounting & Bookkeeping;
 - Back-End Transactional Support;
 - Data Entry;
 - Debt Collection;
 - Helpdesk Services;
 - Software Support;
 - Website development;
 - Graphics Design;
 - Telemarketing;
 - Social Media & Web Marketing;
 - Services are offered in multiple languages (Fijian, Hindi, Spanish, French, Italian, Dutch, German, Swiss German, Portuguese and Tamil).

Incentives

BUSINESS PROCESS OUTSOURCING SERVICES

The income of any new operator who is granted a licence from 1 January 2009 to be exempt from tax for a period of **13 years**. The qualifying ICT businesses include software development, customer contact centres, engineering and design, research and development, animation and content creation, distance learning, market research, travel services, finance and accounting services, human resource services, legal procedure, compliance and risk services and other administrative services (e.g., purchasing, etc.)

ICT ACCREDITED TRAINING INSTITUTIONS

The income of any new operator setting up an internationally accredited ICT training institution who is granted a license from 1 January 2015 shall be exempt from tax for a period of **13 years**. Duty free imports and VAT exemption on all items required for the establishment of the business.

DESIGN & SOFTWARE DEVELOPMENT

The income of any new operation setting up ICT businesses involved in Application designing and Software development who is granted a licence from 1 January 2015 to be exempt from tax for a period of **13 years**;

- Duty free and VAT exemption on the importation of all items required for the establishment of the business.

A 250% tax deduction is applicable on any expenditure incurred by an eligible ICT company investing in research and Development.

Comparative Cost of Outsourcing to Fiji

Wages and Salaries

Staff wages are undoubtedly one of the key costs to consider when determining a BPO destination, and salaries and wages in Fiji are undeniably much lower than that in Australia and New Zealand.

Occupation	Fiji (AU\$)	Australia (AU\$)	New Zealand (AU\$)
Accountant	\$ 17,885	\$ 57,690	\$ 51,664
Finance Manager	\$ 31,583	\$ 95,367	\$ 87,354
Customer Service Representative	\$ 7,887	\$ 49,357	\$ 42,395
Administrative Assistant	\$ 9,520	\$ 49,579	\$ 41,929
Operations Manager	\$ 31,280	\$ 82,568	\$ 73,359
Network Engineer	\$ 17,000	\$ 78,487	\$ 65,927
Software Developer	\$ 25,840	\$ 68,934	\$ 60,251
Support Technician, IT	\$ 11,220	\$ 54,163	\$ 43,287
IT Manager	\$ 28,560	\$ 103,788	\$ 91,252

Cost of Living

The cost of living in Fiji is only a fraction of the cost of living in Australia and New Zealand. The cost of living for a family of four in Fiji is estimated at AU\$3,200.78 a month, while the cost of living for the same-sized family in Australia and New Zealand is AU\$6,072.00 and AU\$6,557.23 a month, respectively.

Basic Items	Description	Fiji (AU\$)	Australia (AU\$)	New Zealand (AU\$)
Public transport	1-way bus ticket	\$ 0.75	\$ 4.40	\$ 3.29
Meal	Inexpensive restaurant	\$ 6.79	\$ 20.00	\$ 16.91
Domestic beer	0.5L from supermarket	\$ 3.69	\$ 5.52	\$ 4.40
Rent per month	1 bedroom in city centre	\$ 823.38	\$1,704.80	\$ 1,465.29
Basic (Electricity, Heating, Cooling, Water, Garbage)	85m ² Apartment (Monthly)	\$ 116.72	\$ 217.34	\$ 166.18

Stats from Payscale.com, Expatistan.com and Numbeo.com

Who can Help?

Investment Fiji was established as the Economic Development Board (EDB) in 1980 and is guided by the Foreign Investment Act. As a statutory organization, Investment Fiji operates independently as the marketing arm of the Fiji Government, providing services and assistance to promote, and stimulate investments and exports. As such, Investment Fiji carries out three primary roles, Investment Promotion, Investment Facilitation and Export Promotion.

The Investment team provides in depth market intelligence, identifies potential investment projects and assists investors and delegations by arranging suitable meetings and introductions - in addition to promoting Trade and Investment opportunities overseas.

The Investment Facilitation provides post-establishment after-care facilitation services enabling and assisting both foreign and local Investors in establishing their business and providing information, support and assistance during the growth phases – and through to developmental support to retain investment, encourage follow-on investment and achieve greater economic impact.

The purpose of our Trade and Export team is to increase exports in general, but particularly of entities, whose products and services add value and contribute to employment.

For more information, contact us on investment@investmentfiji.org.fj or call us on (+679) 331 5988

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