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# Kenya BPO Sector Proves Versatile

A few years ago, Kenya's burgeoning business process outsourcing sector enjoyed strong growth potential and international support. The World Bank even allocated a grant that was expected to help the industry flourish; while the government created the Kenya ICT Board to help vet government contracts and attract private investment.

While the market is still very much alive, it has hit a few obstacles in recent years - setbacks that, although frustrating, may turn out to strengthen its long-term appeal.

One of the problems has been culling the necessary expertise to staff a BPO industry focused on customer care, data entry and IT. Now, officials are shifting market horizontals to BPO training, software certification and business incubation.

"The sector now enjoys good infrastructure and the government continues to fix the legal issues that are often cited as setbacks; the board has also devised innovative ways to market the industry, leveraging on existing World Bank funded projects," Eunice Kariuki, marketing director at the Kenya ICT Board, told PC Advisor.

There's also the development of a new BPO business park in Machakos, which is expected to be completed in 2015.

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