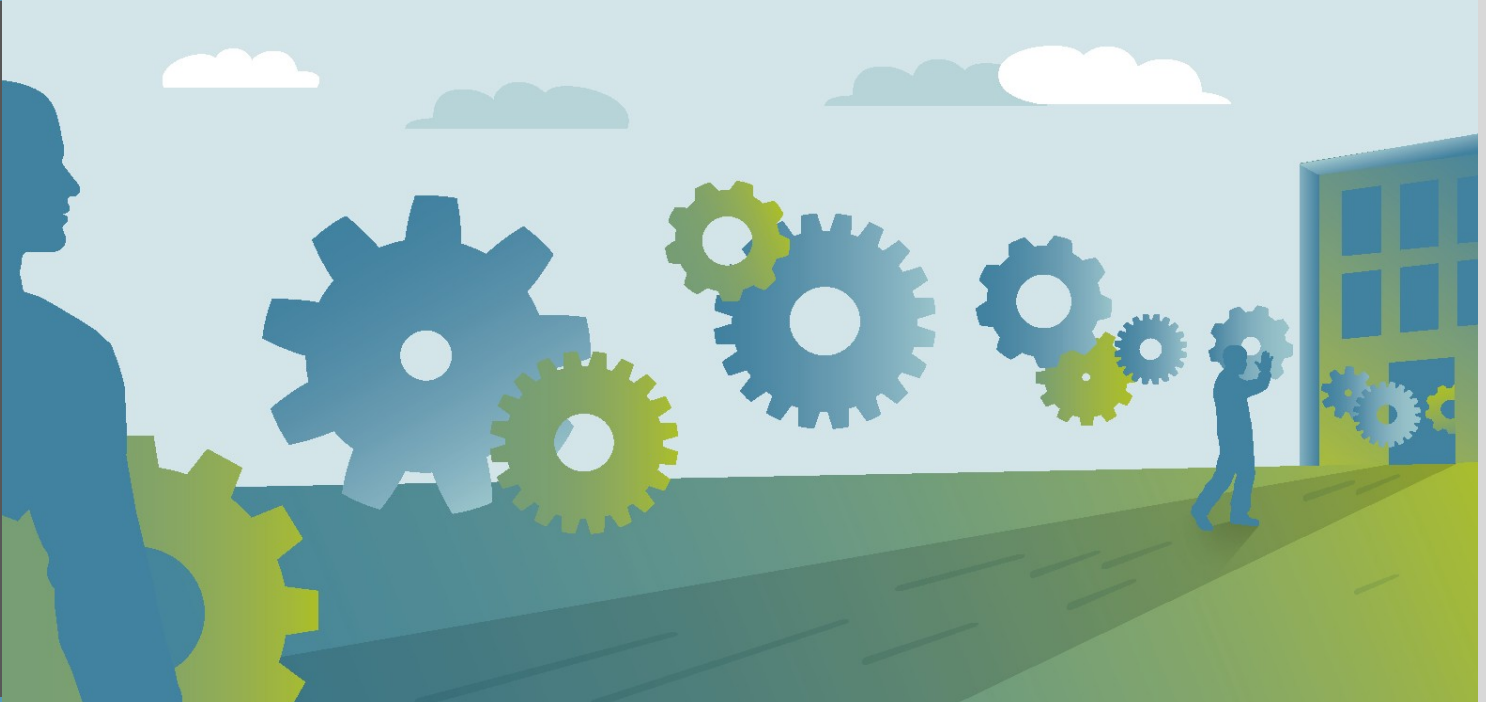


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Study Ranks Latin American Outsourcing Markets

While the Asia/Pacific region is usually promoted as one of the chief global destinations for IT and business process outsourcing demand, a new study evaluates the burgeoning Latin American outsourcing markets and its top locations.

According to the report, released this week by consulting firm ThinkSolutions, Mexico is the top outsourcing hot spot in central and South America for U.S. demand. Analysts point to the nation's inclusion in the North American Free Trade Agreement as contributing to its substantial investment potential. The proximity and shared border also allow for easier cultural relations.

Mexico retains some 2,000 IT companies, 550,000 trained IT professionals and a growing labor market, the study points out. Chile, Costa Rica and Argentina were also cited as top outsourcing destinations, particularly in the fields of IT and BPO. Nicaragua, Bolivia and Ecuador rounded out the bottom of the list, according to CIO magazine.

When companies seek nearshore alternatives for sourcing, the main benefits they expect are "increased cultural compatibility, skilled labor, and proximity benefits of shorter travel time and time zone alignment," said ThinkSolutions partner Tony Mataya in explaining the research method.

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