

## JB group paves the way for Chindia BPO with lifewood Hong Kong, China and Hong Kong productivity council

*China Government to provide incentives to BPO companies setting up base in China; Hong Kong Government is sponsoring the promotion of outsourcing alliance through HKSOA*

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The JB Group (3 billion USD turnover) is a multinational corporation founded in India in 1965, which now operates in markets spanning 13 countries. It has a broad and rapidly expanding portfolio of businesses in Property & Real Estate, Mining, Oil & Gas & Alternative Energy, International Trade & Consultancy and Diamonds & Jewelry.

JB Group India has organised visits for delegates from Lifewood Data Technology Limited HK/China, a pioneering 'Knowledge Factory' BPO player, Hong Kong Productivity Council and Hong Kong Software Outsourcing Association to meet Indian BPO players in different cities (mainly Delhi in north and cities in South) of India this week. This is to enable India and China to take on the Globalization.

**'We truly believe India and China (People's Republic of China, PRC) have many common corporate values' explained Vijay Shah Head of JB Group India. 'We are very glad to invite delegates from Lifewood and HKPC/HKSOA to make this Chindia implementation successful, The Hong Kong Government is sponsoring the promotion of any Outsourcing alliance with overseas (including India) through the HKSOA, all their activities are financed by the Government. Also The China Government has provided incentives to the formation of BPO companies and we want the Indian companies to benefit from this and expand their business in these countries.**

'We were impressed with the 'Knowledge Factory' of Lifewood when we visited China recently' commented, Nikhil Bhuta, CFO of JB Group, 'this concept would be good for Indian tier three cities to adopt'. 'India is the leader in BPO, ITO and now KPO. For every country in the world, India is the model for the outsourcing business' added Ronald Cheung, CEO of Lifewood Data Technology Limited. 'We have full confidence that in the coming years there will be more cooperation between our countries to take on the BPO Globalization market' he added.

**Srirajan Rajagopalan, COO of Lifewood, commented 'Lifewood's Knowledge Factory in China would be complimentary to Indian BPO players by extending their market reach to Japan, Korea, China and other ASEAN countries by the way of proximity and Language Capabilities as well as in the North to UK, Germany, France and EU'.**

**'Hong Kong is a small place but has large influence' remarked Fritz Chiu, principal consultant of Hong Kong Productivity Council and Secretary of Hong Kong Software Outsourcing Association and We are supported by Office of the Hong Kong Government Chief Information Officer, OGCIO, and we are eager to see Hong Kong being one of the freest economies in the world with excellent infrastructure which can provide a bridge for Chindia cooperation. HKPC/HKSOA is keen to develop both BPO and ITO partnership between India and China.**

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### **About Lifewood Data Technology**

Lifewood is a BPO provider pioneering 'Knowledge Factory' in China specializing in Insurance, Medical, Pharmaceutical, e-commerce and Legal industries. Lifewood's strength is to combine Industrial Engineering Lean Management with balance score card to offer accuracy and speed of delivery. With 24x7x365 operation and multilingual capability for Chinese, Japanese, French, German and Arabic, Lifewood is also certified for SOX and HIPAA compliance.

### **About Hong Kong Software Outsourcing Association**

The PRC's "eleventh five-year plan" highlights that software outsourcing is strategic in the development of the IT industry and strongly encourages the mainland IT companies going out for software outsourcing business. In view of the rapidly increasing global software outsourcing business and the complementary competency of Hong Kong (HK) and Guangdong (GD), the software industry of both sides considers that it is beneficial for greater HK/GD collaboration in this area. Hong Kong Information Technology Federation (HKITF) has taken lead to discuss with Guangdong Software Outsourcing Council (GDSOC) on the cooperation model between HK and GD. At the same time, a Hong Kong Software Outsourcing Alliance (HKSOA) has been established under the support from the Office of the Government Chief Information Officer (OGCIO) established by the Hong Kong Information Technology Federation and implemented by the Hong Kong Productivity Council as GDSOC's counterpart for further collaboration.

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