

## Outsourcing Malaysia, Setia Haruman and i2M Ventures Form Institutional Partnership to Boost Local Sourcing Industry

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Outsourcing Malaysia (OM), an initiative under PIKOM, together with Setia Haruman Sdn Bhd and i2M Ventures Sdn Bhd (i2M) formed an Institutional Partnership at the Smart Sourcing Summit 2014. The Institutional Partnership is expected to increase the value-spread of sourcing industry through access to multiple stakeholders around the nation and in other markets.

Commenting on the Partnership, David Wong, the Chairman of OM, said, "OM, as the Malaysian representative of a fast-paced dynamic sourcing industry, aims to leverage the access and reach of its Institutional Partners, while offering tangible value and returns to such partners as deemed appropriate from their own business and representational standpoint. Collectively, the ability to cross-populate value creation and enhancements in today's world of border-less environment creates a significant opportunity for Malaysia to leverage and be a part of. OM strongly and firmly believes that its Institutional Partners are clear and present strengths that would enable creation and growth of such collaborative ecosystems".

Wong further elaborates, "The current state of the sourcing industry in Malaysia is approximately USD1.9 billion and expected to hit USD3.4 billion by the year 2017 at the CAGR of 15% in revenue terms. The market size of the industry is approximately USD5 billion based on reports from approximately 300 companies in Malaysia. Besides, the industry currently employs 65,000 workers and is expected to achieve 88,000 by 2017. With the formation of this partnership, I am confident the targets are within reach."

Both Setia Haruman and i2M Ventures are key partners to the Institutional Partnership to create a collective pooling of organizational and sectorial competencies which would help to establish an inter-dependent and matrix support environment. Setia Haruman Sdn Bhd is the Master Developer of Cyberjaya entrusted with the responsibility of ensuring that Cyberjaya is properly planned and developed with world class infrastructure and amenities to make it a sought after location to attract Multi-national Companies to locate their businesses in Cyberjaya. On the other hand, i2M is a wholly-owned subsidiary of Khazanah Nasional Berhad, established to focus on the development of strategic investment promotion initiatives for the Business Services / Shared Services and Outsourcing sector in Nusajaya, Iskandar Malaysia.

Following the formation of Institutional Partnership is the 4<sup>th</sup> Outsourcing Malaysia Excellence Awards. The Outsourcing Malaysia Excellence Awards recognised the best practises in the outsourcing industry and aimed at furthering the cause of sourcing as a key strategic driver for value creation, as Malaysia endeavours to become a world-class location for sourcing services. The Awards Presentation is hosted in conjunction with the Smart Sourcing Summit 2014 themed **Global Visibility, Regional Impact**.

## Winners of Outsourcing Malaysia Excellence Awards 2014

<b>NO</b>	<b>Awards Category</b>	<b>Winners</b>
1	BPO Project of the Year	iTalent Management Sdn Bhd
2	ITO Project of the Year	Emerio (Malaysia) Sdn Bhd
3	Contact Center Project of the Year	HSBC Electronic Data Processing (M) Sdn Bhd
4	Best Shared Services Operation of the Year	UOB Centre of Excellence (M) Sdn Bhd
5	Best Data Center Project of the Year	Freenet Business Solutions Sdn Bhd
6	Outsourcing Leader of the year	Datuk Badlisham Ghazali