



REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF INFORMATION AND  
COMMUNICATIONS TECHNOLOGY

# ***THE PHILIPPINE IT-BPM INDUSTRY: Its Economic Impact***

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Huawei Asia-Pacific Innovation Day  
Kuala Lumpur  
09 November 2017

*Monchito B. Ibrahim*  
*Undersecretary*

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- **Mainly North American Market**



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- Almost 50-50 Ratio of Contact Center vs High End BPM + IT Services
- Has created a bigger middle class
- Operations in 23 cities
- Career of choice for most graduates





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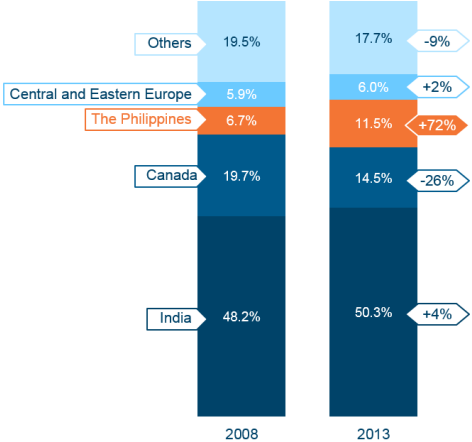
## Market Reach

- North America : 67%
- Australia – New Zealand : 12%
- Japan: 15%
- Europe – UK: 5%

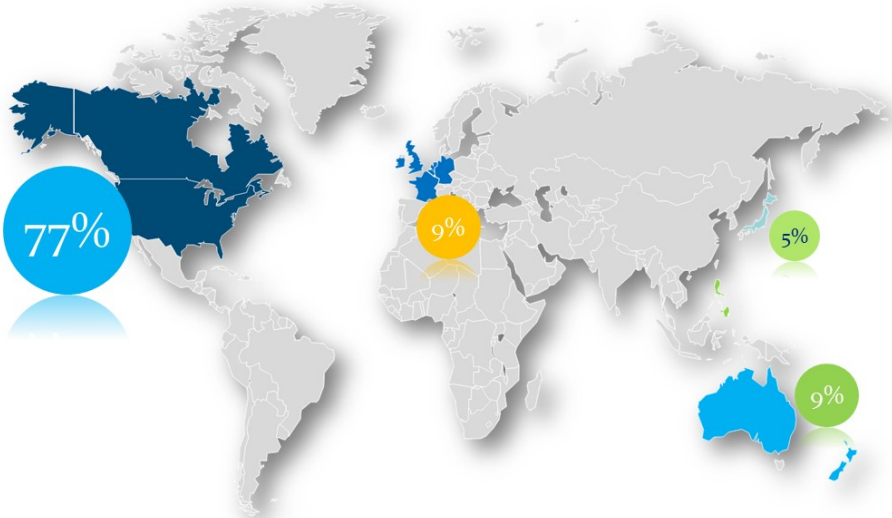


# GLOBAL PROVIDER OF SERVICES

**Philippines records a 72% increase in global services market share in 5 years**



Everest Group *Is the Philippines Stepping Up to Lead the Industry into the Next Horizon of Global Services?*



Source: Everest Group

# THE RIPPLE EFFECT

**~USD6.7 billion annual salaries and benefits**

## Food USD2,000 million

- 1.7 billion Chickenjoy meals
- 1 billion Big Mac meals

30%

## Housing USD670 million

- 90,000 middle-class houses

10%

## Transportation and Communications USD335 million

- 1.7 billion jeepney rides
- 34 million P500 prepaid cards

5%

## Others USD1,340 million

- 34 million Bench jeans
- 6.7 million iPods

20%

## Savings USD1,000 million

- Investments
- Financial institutions

15%

## Taxes USD1,340 million

- 1 million classrooms
- 7 billion days of nutrition program

20%

\*Based on consumption of average Filipino family; savings of 80th and 90th percentile

Source: National Statistics Office; team analysis

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- **7.6Mn Total Direct + Indirect Employment**



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- 7.6Mn Total Direct + Indirect Employment
- Significant growth in the Creatives Sub-sector



# BY END 2022 ...

- National Broadband Program
- National Free WiFi in Public places Program
- National Government Portal Project
- Legislative Reforms to bring down barriers to telecommunication investments



# Thank you!



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