

## **BPOC Membership Pack**

Congratulations on becoming a member of The British Philippine Outsourcing Council (BPOC). We are happy to have you as a member! In this document, we will explain a little more about BPOC and how you can be involved.

### **The History and Future of The British Philippine Outsourcing Council**

The idea for BPOC was first thought in 2008 at The National Outsourcing Association Summit in London. For a considerable period of time, there has been huge interest in outsourcing to The Philippines among British companies. In 3 of the last 4 years, The Philippines has won the Outsourcing Destination of the Year at The National Outsourcing Association Awards in London. We felt that there was an opportunity to turn this strong reputation into expanding the number of British companies outsourcing to The Philippines. The founders of BPOC decided that we should work together to enable The Philippines to achieve its true potential within British companies. We thoroughly examined how others associations operated and what we liked about them and what we thought could be improved. We wanted to form an organisation which would be credible, vendor neutral and work in a co-operative way to achieve its aims. We spent a number of months developing the model and finally founded The British Philippine Outsourcing Council in June 2009. BPOC has already undertaken some highly successful activities and with our ever-growing membership base, we are looking to develop this further into 2011. We are also looking at other ways that we can bring tangible benefits to both our members and those companies considering The Philippines. BPOC members are invited to contribute to ways the council can improved within the principles upon which we were founded.

## **Status and Funding**

The British Philippine Outsourcing Council is registered at Companies House in England & Wales. The founders of BPOC were keen to operate on a limited budget so as not to restrict companies from joining who had little money to spend on such activities.

Our legal status is that of a “Company limited by guarantee”. This is in contrast to most profit making organisations which operate as a “Company limited by shares”. The status of “limited by guarantee” is the same status used by most UK-based charities. A company limited by guarantee does not have a share capital or shareholders.

The term “council” is a restricted term by Companies House in England & Wales. This means that companies choosing to use this term in their name have to demonstrate that the way in which they operate meets certain criteria. We were able to demonstrate to Companies House that we met these criteria.

The day to day operations of BPOC involve very minimal funding in order that we don't have to charge for membership. Meetings take place in public venues or the offices of board members. Any costs associated with meetings are funded by one, some or all of meeting attendees. Any activities undertaken by BPOC members on behalf of the group have always been done on a volunteer basis. Where funding is required for a specific event, the board of BPOC decide on where money should be spent and how this money is obtained. It is possible that some events will only be accessible to members who are paid to contribute a proportionate share of the costs.

BPOC is governed by a strict set of principles which guide our decision making progress. These principles along with our status and the way we are funded and operated have contributed greatly to the high level of credibility given by leading industry professionals to both The Council and all its members. As of today, this now includes your organisation!

## The Board of BPOC

Ian McGowan



Ian has been a Sales Professional for the last 20 years and has considerable experience in delivering Sales Strategies, Managing Sales Teams and achieving results in a range of organizations, mainly within the IT and Business Process Outsourcing Industries.

His most notable successes have come whilst working with companies such as IKON Plc, Yell and iGate Corporation. Aswell as working with these established organizations, Ian has also delivered successful results for startup companies such as Merit Outsourcing and Mastech. Client relationships that Ian has gained include GE Aircraft Engines, Cisco Systems, Electronic Arts, Trinity Mirror Plc, emap plc, GE Healthcare and Hospital Corporation of America to name a few.

Ian is a Graduate from London University and lived in Malaysia for 21 years gaining an extensive knowledge of the SE Asian region. Ian enjoys family life; beating his colleagues at squash and watching Chelsea Football Club grow from strength to strength! He now works for Merlin who have operational facilities in Metro Manila

Rob O'Malley



Rob has been in the outsourced call centre industry for 16 years. He has held senior level positions within SITEL, Teleperformance and Infish. He is a regular contributor to industry magazines and is considered one of the industry's thought leaders. He is passionate about The Philippines as an outsourcing destination having spent 5 years living in Manila where he contributed extensively to the industry's development. He currently works for Aegis, a provider of call centre services in The Philippines and elsewhere. He is the current chairman of BPOC. His other passions include his 2 year old boy Alfie and Coventry City Football Club.

Michael “Mike” Ignacio



Michael assumed office as Commercial Attache of the Embassy of the Philippines to London, United Kingdom and Director of the Philippine Trade and Investment Center in London in April 2009. His main mandates are the promotion of trade and investments from the United Kingdom to the Philippines, trade policy representation with the United Kingdom and protection of Philippine business interests in the UK. Immediately prior to this current Assignment, Michael served as Commercial Attache and Director of the Philippine Trade and Investment Center in Brussels for over a year.

Prior to joining the Philippine government's corps of commercial diplomats, Michael's work in the private sector centered mainly on International Business Development and opening new markets.

He worked for a Spanish company for four years, opening new markets in Asia. Thereafter, he worked with mobile communications leader Chikka, bringing state of the art mobile communications technology from the Philippines to Europe and the Americas, targetting inter-continental SMS communication among the world's migrants and their families. He has also worked for Business Development and Lease Portfolio Management for the property arm of San Miguel Corporation in the Philippines.

Mike holds a Masters in International Business from the IEI' (Instituto de Economia Internacional) of the Universidad de Alicante in Spain.

Mike speaks fluent Spanish and French. He is also conversant in Italian, Catalan and Portuguese and speaks 4 Filipino Languages/Dialects.

Richard Patterson



Richards career started with 2 years management training at the Lely Group, a Dutch Agricultural Manufacturer, before moving into sales with a number of UK Agricultural companies.

In 1983, with the advent of the IBM Personal Computer, Richard moved into the computer industry working for one a London based IBM reseller. Promoted to Sales Director in 1987, Richard was influential in moving the company into the corporate market and helping it grow to be the 4<sup>th</sup> largest IBM distributor in the UK. In 1991, with most companies focused on selling hardware, Richard set-up Merlin, creating one of the first truly 'service focused' IT businesses. Nineteen years later, Merlin has grown into a global company with offices in UK, USA, Hungary and the Philippines, delivering Managed IT and Customer Support services to some of the worlds' largest and most respected companies.

*Further additions to the board will be made in Q1 of 2011.*

*All board members of The British Philippine Outsourcing Council work in a voluntary capacity.*

## **Types of Members**

All members are equal but our members are made up of 4 different types of organisation.

*Vendor*- This includes vendors of all types of outsourcing services and vendors looking to establish facilities in The Philippines

*End User*- End users are the clients or prospective clients of outsourced vendors in The Philippines

*Consultancy*- These are consultancies and advisory bodies who provide services to companies regarding the use of 3<sup>rd</sup> party suppliers. These can be based in The UK and/or The Philippines

*Supplier* – Suppliers constitutes those companies which provide products and services to existing and potential outsourced vendors. These include providers of telecommunications, technology and all other services used by outsourced vendors and captive facilities.

Most events and activities are available to all members regardless of membership type although some restrictions are applied when appropriate and necessary.

## **Activities of BPOC**

- The board of BPOC meet once a month (normally in London) to discuss the future development and activities of BPOC
- We participate in a number of events run by other organisations such as The National Outsourcing Association and EMRG
- We run very popular networking events in London. Our next such event will be in December.
- In 2011, we will be running a number of our own events in both The UK and The Philippines aimed at promoting The Philippines as an outsourcing destination
- We produce and distribute reports and research related to The Philippines outsourcing industry
- We distribute an email newsletter relating to outsourcing in The Philippines.
- We produce and distribute relevant press releases and articles
- We work alongside other associated bodies to enhance their activities.

- We promote The Philippines through various social media sites including LinkedIn, Twitter and Ning.
- We provide basic advice, information and contacts to companies looking to outsource to The Philippines or to establish captive facilities there. We do not act as paid consultants but can provide contacts of such organisations if appropriate
- We aim to foster best practice among outsourced vendors in dealing with British clients.

### **Membership Criteria**

Where possible, we aim not to restrict the membership of BPOC where possible although we do reserve the right to refuse membership where deemed appropriate by the board.

### **Use of Logo**

The BPOC logo is an official trademark of The British Philippine Outsourcing Council. Companies who have received an email stating that their membership has been approved are welcome to use the logo in their marketing materials including the following:

1. In your corporate website with a link to [www.bpoc.uk.com](http://www.bpoc.uk.com)
2. In presentations made to existing and potential clients.
3. In marketing videos
4. At trade shows
5. In press releases

The use of the logo is not permitted alongside materials or images which might be deemed offensive or inappropriate by others or alongside materials or images which breach legislation in either The Philippines or The United Kingdom

Members are required to restrict the use of the logo if requested to do so by a board member of BPOC

If you are unsure about the use of the logo in any materials you produce, please contact us.

### **General Guidelines for Membership**

BPOC do not act as the sales and/or marketing functions for Philippines based vendors. As with all such associations, the more you contribute, the more you will get out of it and so we encourage participation if appropriate. All members of BPOC are required to consider the

reputation of themselves and their fellow BPOC members. The board of BPOC reserves the right to suspend or terminate members if they deem the actions of a member to be inappropriate or detrimental to the reputation of BPOC and its members. An expanded member directory list will be added to the website in November 2010. Only members with a reference to BPOC on their website will be added. This can be in the form of a text-link or our logo with a Hyperlink to the BPOC website.

**Website:**

[www.bpoc.uk.com](http://www.bpoc.uk.com)

[\*\*twitter.com/BPOCouncil\*\*](https://twitter.com/BPOCouncil)