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MEDIA SYNOPSIS

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Will Madagascar become the next BPO hub?

Madagascar boasts the fastest internet speeds in Africa and the 33rd fastest in the world in 2019 – an average of about 23 Mbps. Leon Perera, Chief Executive Officer of Spire Research and Consulting, shared his thoughts with CIO Online on the growth of Madagascar as a Francophone Business Process Outsourcing (BPO) hub.

Leveraging its investments in telecommunications infrastructure, Madagascar has emerged as a disruptive force in the competition for business process outsourcing (BPO) hubs for the Francophone (French-speaking) world.

Leon observes that as Francophone markets expand in population, the Madagascar government will enhance its investment in BPO infrastructure to boost GDP growth and create job opportunities.

In order for Madagascar to outperform other players in the outsourcing space, Leon highlighted that it needed to also ensure good infrastructure quality in areas other than telecommunications.

Click [here](#) for the official coverage on CIO's website.

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About Spire Research and Consulting

Spire Research and Consulting is the leading research consultancy in global emerging markets. Spire's competitive advantage lies in its ability to deliver actionable intelligence on the external business environment in support of its clients' strategic decision-making in marketing and business development. Spire's clients include 50 Global Fortune 1000 companies and government agencies in 15 countries. For more information, please visit www.spireresearch.com.

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