

## Cross-Border IT and ITES Outsourcing



### SUMMARY

The “Cross-Border IT and ITES Outsourcing” course introduces companies to the internationalization of information technology (IT) and IT-enabled services (ITES). This 2-week long course provides basic concepts, terminology and practical information on exporting IT-related services.

### TARGET AUDIENCE AND OBJECTIVES

The course is aimed at all those who want an overview of the challenges of exporting IT-related services and cooperating with other companies/groups.

**AT THE END OF THIS COURSE, PARTICIPANTS WILL BE ABLE TO:**

- Understand the differences between IT products, IT services, and IT-enabled services, as well as the different trends in these sectors;
- Understand the factors involved in the creation of a successful IT-related export industry;
- Understand the different aspects of IT products, IT services, and IT-enabled services;
- Understand the challenges of exporting IT products, IT services, and IT-enabled services; and
- Understand the topics to consider and the actions to take in order to prepare for exporting IT, IT services and IT-enabled services.

### CERTIFICATION



Participants who meet the course requirements will receive a Certificate of Achievement issued in electronic format. The certificate is verifiable through the SME Trade Academy.

### COURSE STRUCTURE

- Lecture 1: Introduction to the internationalization of IT and ITES
- Lecture 2: An overview of IT and ITES activities
- Lecture 3: Is your company ready to internationalize?
- Case Study Exercise: An IT company from Senegal looks to outsource its products and services

### REGISTRATION



Interested participants can register to this course by going to the SME Trade Academy website at:

[learning.intracen.org](https://learning.intracen.org)

Once on the website, simply create a new account, input your information, and sign up to the course.

### COURSE PARTNER



CBI  
Ministry of Foreign Affairs  
The Netherlands

This course was created with the support of CBI, Netherlands.

#### Sample course slide

**The demand for IT and ITES**

Although cost savings have always been the dominant demand driver in offshore sourcing (for example, during the 2008 economic recession), shortages of skilled IT staff can also cause companies to go looking for talent abroad. A well-known example of a tight IT labour market occurred in the late 1990s due to the technology boom, the Y2K remediation efforts and the Euro currency conversion.

There are several particularly interesting markets with large demand for IT and ITES:

Click on each icon to learn more.

Icons: United States, European Union, Location Pin

ITC logo and 'Side 12 of 18' are visible at the bottom.