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## MEXICO EXECUTIVE CALL CENTER REPORT 2007

Published by Zagada Institute Region's Leading Research  
Analytics Firm

New Research from Zagada Institute Focuses on Detail  
10 City Analysis of Mexico's Projected 200,000 Contact  
Center BPO Agents – Completes LATAM Series and  
Launches Subscription Model

FOR IMMEDIATE RELEASE: February 21, 2007

MIAMI & CORAL GABLES, Fla.-(BUSINESSWIRE)-  
Zagada Institute announces the publication of its Mexico  
Executive Call Center Report 2007: "A Bilingual Oasis."  
This executive report format is the third of its three concise  
reports in its South American series with Argentina and  
Brazil already published, and its Central America Call Cen-  
ter Report 2007 published as part of its regional series.

The Mexico Executive Call Center Report 2007 offers  
strategic guidance and detailed decision making cost esti-  
mates and economic handlers to corporate buyers, vendors,  
suppliers, investors and executives about how to compare  
and evaluate Tier 1 and Tier 2 cities such as Mexico City,  
Guadalajara, Monterrey, Puebla and Tijuana for site selec-  
tion, service supplier analysis and investment. The 10 cit-  
ies responsible for 70% of contact center BPO activity in  
Mexico are fully evaluated.

The report highlights that with a 60% market share in  
Spanish agents, Mexico provides the largest number of  
customer care agents serving the Spanish world; has Latin  
America's second largest agent population of over 150,000,  
provides over 33,000 bilingual agents serving U.S. custom-  
ers and creates jobs for close to 1 million workers associated  
with the industry. Over 200,000 agents are projected by  
the end of 2007.

Contact Center BPO revenues are estimated at US\$6.7  
billion - a US\$700 million increase from 2006. Internal  
growth rate in the sector averaged 17% in recent years  
while its international outsource business is growing at  
27% annually. Its main cities have 577 universities with a

graduated stock of 1.7 million and close to 800,000 cur-  
rently enrolled.

Zagada finds, however, that the country faces a number  
of internal and external challenges. The key challenges in-  
clude relatively higher wages and real estate prices, high  
levels of software and intellectual property costs, and the  
need to generate more successful locally grown companies.  
While FDI flows are increasing, existing political tensions  
and social unrest negatively affective the country's percep-  
tion score. Additionally, Argentina, Central America, and  
the Dominican Republic offer effective competition.

Companies are invited to purchase the Mexican report  
online at [www.Zagada.com](http://www.Zagada.com) or [www.SphaeroAlliance.com](http://www.SphaeroAlliance.com).  
Email enquiries should be sent to [Taco@zagada.com](mailto:Taco@zagada.com).  
Companies interested in subscribing to Zagada's complete  
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### About Zagada Institute

The Zagada Institute is the research arm of Zagada Mar-  
kets.

### About Zagada Markets

Zagada is a Business Development Analytics firm. The  
company has three operating units: Research, Capital and  
Advisory. Zagada is committed to producing quality re-  
search and analysis on countries, region, cities, and supplier  
companies operating in key Nearshore and Offshore loca-  
tions under its Zagada Institute brand and co-publishes IT  
reports and benchmark projects with Waagstein Research  
([www.Waagstein.se](http://www.Waagstein.se)). The company has innovated its pub-  
lishing approach by producing short actionable executive  
reports with detailed and supportive data for expedited  
analysis on locating, partnering and acquiring companies  
in offshore and nearshore outsourcing markets. Through  
its SphaeroAlliance.com vendor platform, the company is  
simplifying the vendor-supplier sourcing process. ([www.sphaeroalliance.com](http://www.sphaeroalliance.com)).  
Zagada Capital intermediates and  
brokers financing, working capital, mergers and acquisition  
(M&A) transaction for mid market companies focused on  
the outsourcing service globalization sector. Please visit Za-  
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