

AMAZON IN CAPE TOWN

THE WORLD'S LARGEST online retailer – Amazon – says it plans to expand its customer service centre in Cape Town. The investment is expected to create 1 000 new jobs as it bulks up the company's existing presence. A combination of time zone that aligns with central Europe, good language competencies and a favourable business climate for business process outsourcing (BPO) have all contributed to international companies increasingly looking to SA for their service centre needs.



Fagri Semaar, interim CEO at BPeSA Western Cape, which promotes BPO in Cape Town and its surrounding areas, said the Amazon centre is testament to the blooming of SA's BPO industry. The centre is scheduled to open in October this year. Amazon reported sales of around US\$7bn in first quarter of 2010. Its operations in SA are restricted to customer services and don't include local shipping and currency for its retail services.