

## M&Y Global Services Publishes “The Rise of China BPO” Whitepaper

**New whitepaper presents China’s growth and viability as a BPO services location**

Cardiff, United Kingdom, 16 November 2010 - M&Y Global Services, a leader in Chinese BPO, today issued a new whitepaper that examines China as a BPO destination. The whitepaper, “The Rise of China BPO”, highlights China’s continued focus to fuel growth in the BPO space and its potential as a leading BPO player amongst other global locations.

The whitepaper coincides with the recent visit by British Prime Minister David Cameron with the largest British trade delegation to China in more than 200 years. The visit has boosted bilateral trade with contracts valued at millions of pounds reportedly being signed as a result.

“China is seeing tremendous growth in general and its BPO sector is no exception. Choosing China is not considered a risky proposition anymore as China BPO is no longer in its infancy. The key is to pick the right processes and to work with the right providers that adhere to global standards,” commented Matthew Cule, M&Y’s CEO.

The whitepaper discusses China as a viable alternative to India for BPO work, China’s prominence as an East-Asian hub, and recent actions China has taken to mitigate its previous challenges to foreign investment.

A free copy of the whitepaper can be downloaded at:

[http://www.myglobalservices.com/pdf/wp\\_Rise\\_of\\_China\\_BPO\\_1110.pdf](http://www.myglobalservices.com/pdf/wp_Rise_of_China_BPO_1110.pdf)

### About M&Y Global Services

M&Y Global Services is a global provider of BPO services focused on the U.K., Australasian, North American and Chinese markets. Founded in 2001, M&Y pioneered the BPO offshore outsourcing industry in China becoming the first Chinese company to offer true BPO services to international clients such as HSBC and Nielsen Group. Today, at 2200+ employees, M&Y is the only Chinese BPO with a credible track record of servicing the international outsourcing community. M&Y was recognized in the Global Services 100 in 2010 and Global Outsourcing Top 100® for 2009 and 2010, while its CEO, Matthew Cule, was named a “Rising Star” by Wales Business Insider. M&Y works with a variety of customers worldwide in the financial services, manufacturing, retail, construction, transportation, telecommunications, logistics, utilities, and non-profit sectors.

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