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PRESS RELEASE

Inception of Belize's First Global Digital Services Investment Policy to Enhance BPO Sector Growth

Belmopan, February 15, 2025.

The Office of the Prime Minister and the Ministry of Investment launched Belize's first Global Digital Services Investment Policy and Strategy, with a focus on the Orange Economy project. This initial meeting marked the official launch of the project, which is being funded by the Inter-American Development Bank (IDB).

This consultancy project aims to develop a strategic approach to transform Belize's Business Process Outsourcing (BPO) industry into a global digital services sector, offering higher-tier services to ensure long-term growth. The project will identify policies, legislation, business cases, programs, and activities that will create an enabling environment for the development and expansion of global digital services, while adapting to future global demand.

Belize's BPO sector employs approximately 20,000 people, and advancements in artificial intelligence (AI) present opportunities for the industry to move up the value chain. The Government of Belize seeks international expertise to assess the current landscape, analyse growth trends, and develop a strategy and action plan. This strategy will develop business cases to promote higher-value services and position Belize's BPO industry as a competitive global digital services sector. The focus on the Orange Economy is driven by its inclusion of activities such as animation, software development, digital art, social media entertainment, and gaming – areas that show significant growth potential in the global digital services market.

Present at the meeting were CEO Narda Garcia, Chief Executive Officer in the Office of the Prime Minister and Investment, along with representatives from the Ministry of Investment and the Ministry of Economic Development. Also present were Mr. Gonzalo Recio Cordova, Director of Congenia CYL, SL, from Spain, and his team of foreign and local experts. This was the first of many meetings and focused on planning consultations and engaging industry stakeholders.

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