



Asia Pacific Contact Centre Association Leaders

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Media Release

New regional industry body to drive more than 1 million jobs

Singapore, 8 April 2008 – In a first for the Asia Pacific contact centre industry, Asia Pacific Contact Centre Association Leaders (APCCAL) was launched today at a formal ceremony in Singapore.

APCCAL aims to actively share best practices, knowledge and experience across the region as well as network with peer groups in Europe and the Americas. This will drive growth and opportunity for over one million contact centre agents, their managers and the broader community through better customer interactions. APCCAL's members include recognised industry associations from China, Taiwan, Hong Kong, Australia, Singapore, Indonesia, Korea, Philippines, Malaysia and Thailand.

Says Mr Simon Kriss, spokesperson for APCCAL: "many multi-nationals are expanding in Asia or have a strategic plan to do so. The opportunities in this region have never been more obvious and attainable; however many are seeking unbiased support and information to help them make strategic decisions and APCCAL will be in a position to provide that information". Bringing together the most senior industry leaders from ten of the prominent markets in Asia is unparalleled in the contact centre industry".

The official launch coincides with a two-day forum between APCCAL members to discuss issues affecting the contact centre industry across the region.

APCCAL members have already commenced building a pool of industry data never before gathered or validated. Association supplied data shows that the contact centre industry in Asia accounts for more than 1 million direct jobs and a market value in excess of US\$20 billion.

The Chairmanship of APCCAL will be held by a different association each year, with the inaugural Chair being the Contact Centre Association of Singapore.

Mr Sam Haggag, CCAS President says: "Singapore is proud to be the inaugural Chair for APCCAL. We know that there will be direct benefits not only for our members but for all companies with contact centres located in Singapore."

"CCAS is proud to host the industry leaders for this milestone event, and we know that the reach and membership of APCCAL will grow as a direct result of the first APCCAL forum", says Haggag.

Issued by APCCAL

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ICCA (Indonesia)	Mr Andi Anugrah	
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About Asia Pacific Contact Centre Association Leaders (APCCAL) – pronounced as “App-Kell”

APCCAL is a non-financial cooperative between in-country contact centre associations with all members participating on a volunteer basis, for the development of the industry regionally. For more information, visit www.APCCAL.com

APCCAL members include:

- Australian Teleservices Association (ATA)
- Contact Centre & CRM Association of Malaysia (CCAM)
- Contact Centre Association of Philippines (CCAP)
- Contact Centre Association of Singapore (CCAS)
- Contact Centre Industry Association – Thailand (CCIA)
- Customer Contact Management Association – Australia (CCMA)
- Call Centre Information & Research Centre – Korea (CIRC).
- China Contact Centre & CRM Association (CNCCA)
- Hong Kong Contact Centre Association (HKCCA)
- Indonesia Contact Centre Association (ICCA)
- Taiwan Contact Centre Development Association (TCCDA)