



# Jamaica

Native English Speaking Talent,  
Supported By Excellent Technology

**J**amaica is the third largest island in the Caribbean with a population of 2.7 million and an English-speaking labour force of 1.3 million. Located in the Eastern Time Zone, it offers a strategic nearshore advantage to the US market by virtue of being only an hour away from Miami and approximately three hours from New York.

The capital city, Kingston, is the heart of the island's economic and financial activity and a cosmopolitan metropolis buzzing with commerce, fine dining and vibrant nightlife. Within the Kingston Metropolitan Region is the municipality of Portmore, which is an up-and-coming nerve centre housing the largest concentration of Jamaica's young middle-class. Over 400,000 Jamaicans call Portmore home, as well as several best-in-class multinational outsourcing operators.

Jamaica's other major city, Montego Bay, is a tourist mecca boasting lavish resorts, pristine beaches and championship golf courses. Beyond its image as a

tropical paradise, Montego Bay is currently the base of operations for the majority of Jamaica's Business Process Outsourcing (BPO) providers, who are clearly impressed by its unbeatable work-play proposition.

Today's Jamaica prides itself as being a highly competitive business destination and the leading contact centre location in the English-speaking Caribbean, with over 10,000 full-time agents in the offshore BPO sector. With an established track-record in finance and accounting, human resource outsourcing (HRO), receivables management, technical helpdesk support, outbound sales and lead generation, Jamaica has been recognised by Gartner as a destination to watch. Additionally, since 2000, notable Fortune 500 BPOs have established Centres of Excellence on the island.

## 20 INTERESTING FACTS ABOUT JAMAICA

1. THE NAME JAMAICA COMES FROM A WORD OF THE ARAWAK INDIANS, "XAYMACA" MEANING LAND OF WOOD AND WATER
2. ENGLISH IS THE COUNTRY'S OFFICIAL LANGUAGE, HOWEVER, JAMAICANS MAINLY SPEAK TO EACH OTHER IN PATOIS; A LANGUAGE MADE UP OF ENGLISH AND AFRICAN CREOLE
3. JAMAICA IS THE FIRST ENGLISH SPEAKING PEOPLE COUNTRY IN THE CARIBBEAN TO GAIN INDEPENDENCE, WHICH WAS IN 1962
4. JAMAICA IS THE FIRST IN THE WESTERN WORLD TO BUILD A RAILWAY – ONLY 18 YEARS AFTER BRITAIN AND BEFORE THE UNITED STATES
5. BESIDES THE UNITED STATES, JAMAICA IS THE COUNTRY THAT HAS WON THE MOST OLYMPIC AND WORLD MEDALS
6. SPRINTER USAIN BOLT, THE THREE TIME OLYMPIC GOLD MEDALIST AND THRICE WORLD RECORD HOLDER FOR THE FASTEST MAN ON EARTH, IS A JAMAICAN
7. JAMAICA IS 3<sup>RD</sup> PLACE ON THE LIST OF COUNTRIES TO HAVE EVER WON THE MISS WORLD TITLES THE MOST BEAUTIFUL
8. THE GOLF CLUB IN THE PARISH OF MANCHESTER IS THE OLDEST HOTEL IN THE WESTERN WORLD AND WAS ESTABLISHED IN 1868
9. JAMAICA IS THE OFFICIAL BIRTHPLACE OF REGGAE AND DANCEHALL MUSIC AND IS HOME OF THE KING OF REGGAE – BOB MARLEY
10. JAMAICA IS THE FIRST TROPICAL COUNTRY TO ENTER THE IOC WINTER OLYMPICS. The BOBSLEIGH TEAM'S EFFORTS INSPIRED THE FILM "COOL RUNNINGS."
11. JAMAICA IS THE FIRST BRITISH COLONIAL TERRITORY TO ESTABLISH A POSTAL SERVICE (IN 1688)
12. JAMAICA IS HOME TO THE SECOND LARGEST BUTTERFLY IN THE WORLD – THE GIANT SWALLOWTAIL
13. THE "DOCTOR BIRD" (TROCHILUS POLYTMUS) – A NATIONAL SYMBOL OF THE COUNTRY – CAN ONLY BE FOUND IN JAMAICA
14. JAMAICA IS THE WORLD'S FIRST COMMERCIAL PRODUCER OF RUM
15. COFFEE FROM JAMAICA'S BLUE MOUNTAINS IS AMONG THE WORLD'S MOST FAMOUS AND EXPENSIVE
16. IN KEEPING WITH THE RELIGIOUS ZEAL OF ITS INHABITANTS, JAMAICA HAS MORE CHURCHES PER SQUARE MILE THAN ANY OTHER CHRISTIAN COUNTRY IN THE WORLD

17. THE NATIONAL TREE OF JAMAICA IS THE BLUE MAHOE (HIBISCUS ELATRUS)
18. THE NATIONAL FLOWER IS THE WOOD OF LIFE (LIGNUM VITAE); ACKEE AND SALTFISH IS THE NATIONAL DISH OF JAMAICA
19. PORT ROYAL (1692) WAS THE UNOFFICIAL CAPITAL OF JAMAICA; BETTER KNOWN AS THE STOREHOUSE OF TREASURE OF THE W.I AND THE "WICKEDEST PLACE ON EARTH."
20. BEATEN ONLY BY BRAZIL AND SINGAPORE, JAMAICA HAS BEEN RANKED WORLD'S THIRD COOLEST COUNTRY AND JIMMY CLIFF DEFINED AS JAMAICA'S "ICON OF COOL" BY CABLE NEWS NETWORK (CNN) IN 2011

21. JAMAICA IS THE THIRD HAPPIEST PLACE  
ON THE PLANET (SOURCE: 2009 HAPPY  
PLANET INDEX)