



SYDNEY REMAINS NUMBER ONE

(Embargoed 5am) October 30, 2009

Sydney has retained its position as the Australia's only global city by securing a multilingual Asia Pacific customer contact centre in Pyrmont.

Mr Rees said the NSW Government had delivered an assistance package to ensure BlueLink's customer contact centre was set up in Sydney.

"The new contact centre will initially employ 37 people, growing to at least 122 full-time jobs within five years," Mr Rees said.

"Despite strong competition from Asian countries like India, China, the Philippines and Malaysia, Sydney is the premier destination for companies like BlueLink.

"This 122-seat centre will also provide training for employees in customer service."

BlueLink International Australia Pty Ltd, owned by the BlueLink Group based in France, will establish the customer contact centre to handle existing Asia Pacific call centre activities and expand into new business areas.

Mr Rees said that Sydney has many advantages as a business location, including:

- a multilingual workforce,
- competitive costs,
- reliable technology infrastructure,
- a stable business environment, and
- a time zone that allows multinationals to provide quality 24-hour customer services to global markets.

"The availability of non-English language speakers in our State, many with university qualifications, is a key advantage for global firms wanting to establish regional operations hubs or customer service centres in the Asia Pacific," Mr Rees said.

"The contact centre will deal with activities for various clients, including accommodation and air ticket reservations, loyalty programme and client relationship management, lost luggage and commercial claims, incoming and outgoing calls."