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**After Football, Now IT's Outsourcing for Brazil!**

*The economic and political leader of Latin America, Brazil, is a leader in IT and outsourcing industry also. The country has proved its position in the sector and is all set to fortify it in future.*

**/24-7PressRelease/** - NEW DELHI, INDIA, January 31, 2008 - RNCOS, the leading market research company, has done an extensive research on the IT and outsourcing industry of the major Latin American country Brazil and has compiled the results in the form of a market research report, "Brazil IT and Outsourcing Industry Forecast to 2011".

As per the report, Brazil is the dominant IT market in Latin America and account for one out of every two dollar expended on the IT products and services in the region. Underpinned by this scenario, the Brazilian IT market is projected to maintain its double-digit CAGR during 2007-2011. However, this CAGR growth will be less than the CAGR recorded during 2004-2006. The report has tried to find out the reasons for the slump in CAGR of IT market in Brazil.

The report has identified Brazil as one of the top country in some industries, including IT nearshore outsourcing services. There are certain factors, analyzed by the report, that give Brazil a competitive edge over other countries in outsourcing services sector. The report has evaluated how time zone similarities enable the Brazilian software companies to increase their turnover.

Both the public and private sectors in Brazil are working together to put the country on international map as the best destination for players interested in outsourcing their IT operations. And the participation of Brazil's IT in Gartner Symposium/ITxpo 2007 held from October 8 to 12, 2007 in Orlando was part of this joint effort. Currently, Brazil is anticipated to export just 4% output of its IT industry, equating \$700 Million. However, the country aims to raise this value beyond \$5 Billion (covering both IT products and services) by 2010.

The Brazilian government and private players, as put forth by the RNCOS report, are bolstering their efforts to realize the goal. The government has, and is planning to, incorporate some changes in the tax system to multiply investment and revenue. Private players too are increasingly investing in R&D and offering customized products to lure foreign clients.

A Senior Research Analyst at RNCOS said, "By providing customized solutions and contracts that precisely meet the clients' requirements, Brazilian outsourcing providers can gain tremendously."

"Brazil IT and Outsourcing Industry Forecast to 2011" has cited other opportunities also for the Brazilian service providers coupled with the factors propelling the Brazilian IT and outsourcing industry towards growth.

About RNCOS:

RNCOS, incorporated in the year 2002, is an industry research firm. It has a team of industry experts who analyze data collected from credible sources. They provide industry insights and analysis that helps corporations to take timely and accurate business decision in today's globally competitive environment.

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