

The Mekele Institute of Ethiopia

When highly respected, and now retired, General Electric CEO Jack Welch began offshore outsourcing jobs to India in 1997, the results were most impressive and are now legendary. Under his leadership the market value for GE soared to \$250 billion. Such an outcome has not gone unnoticed in the business world and many companies are scrambling to find pathways that will lead to similar results.

However, it is not that easy. Labor costs in India are rising, people are switching jobs quickly and the competition for talent is heating up. This leads to concerns about data security. India is also involved in a regional conflict with Pakistan, and there has been some political instability, such as the scandalous resignation of the duly elected Prime Minister, Sonia Gandhi, bowing to political pressure almost immediately after she won the election.

Yet, outsourcing remains an unchangeable and natural outgrowth of capitalism and the free market. Outsourcing means higher profits for American companies, thus, an increase in research, development, productivity, innovation and benefits. For the host countries the positives are even more compelling - jobs, economic stability, education, housing, and participation in the world economy. In addition, these new “income-producing” families provide an important market for the consumption of American products, culture and lifestyles.

In recognition of this extraordinary opportunity for mutual benefit, Ethiopia, one of the oldest nations in the world, has established the Mekele Institute of Technology (M.I.T.). This unique institution accepts only the brightest and most promising of all Ethiopian students (4.0 G.P.A.) and trains them with the assistance and supervision of British and American faculty members in preparation for American offshore outsourcing jobs.

As one can imagine, the Ethiopian graduates will be a highly motivated, English speaking, I.T. specialized work force. In addition, one must consider the time zones, assignments issued at 5pm in New York or California will be completed by the start of the next business day. Therefore, those who take advantage of this service will have an enormous productivity advantage over their competitors.

Ethiopia is determined not to repeat, and in fact to capitalize on the lessons of India. Data safety and integrity will be among the highest priorities, as will customer satisfaction and a product (labor) that is consistently of the highest quality. Ethiopia will provide an organized, national offshore outsourcing procedure, as Government, Education, Corporations and the citizens are all working together to create opportunities for American businesses. Integrity is the bottom line, and you will enjoy numerous powerful checkpoints to ensure your satisfaction.

The time to get on board is now. The institute will graduate its first class in 2006. However, we need your help, either financial or technical to ensure that our students can meet your needs immediately upon graduation. We are of course prepared to offer long-

term favorable labor contracts in consideration of your assistance in helping to seed this project.

When you consider the example of GE, and the enormous impact that low cost quality Information Technology labor (programming, database management, quality control, etc.) can have on the productivity, potential and competitive edge for your corporation; then it becomes hard to imagine how you can afford to miss this opportunity.

Please call or email us today, so that we may train your workers for tomorrow.

For the Mekele Institute of Technology,
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