

Rwanda: Africa's Emerging Global Business Services (GBS) Hub



Rwanda

Rwanda, known as the land of a thousand hills, is fast becoming one of Africa's top destinations for Global Business Services (GBS). The country's growth is driven by strong macroeconomic stability, pro-investment reforms, and a dynamic digital economy.

Ranked 3rd globally for operational efficiency (World Bank Business Ready Report, 2024) and the safest investment destination in East Africa (Africa Risk-Reward Index, 2024), Rwanda offers a secure and efficient business environment.

Rwanda's digital infrastructure includes nationwide broadband, Tier III data centers, and advanced cloud connectivity. It ranks among Africa's top 10 in network readiness and top 5 in AI readiness, showcasing its ability to integrate automation and data-driven solutions.

With over 50,000 university graduates annually many bilinguals in English and French and institutions like Carnegie Mellon University Africa, Rwanda produces a highly skilled, tech-oriented workforce.

Coupled with political stability, and a future-ready digital agenda, Rwanda is positioning itself as one of Africa's most competitive and scalable hubs for GBS.

The Rwanda Global Business Services Growth Initiative (GBS GI)

Launched in September 2023, the Rwanda Global Business Services Growth Initiative (GBS GI) is a dynamic industry association dedicated to positioning Rwanda as a leading destination for Global Business Services (GBS), established by the Rwanda Development Board (RDB) and the Ministry of ICT and Innovation, in partnership with the Harambee Youth Employment Accelerator and Invest for Jobs, an initiative of the German Federal Ministry for Economic Cooperation and Development (BMZ).

GBS GI drives export growth, strengthens public-private collaboration, and promotes Rwanda as a globally competitive GBS hub. Through strategic guidance and coordination, it supports both new and existing investors to scale operations, create sustainable jobs, and accelerate inclusive growth within the sector.

Mission

To accelerate sustainable growth in the sector by stimulating demand, developing a skilled and inclusive workforce, creating an enabling environment, and enhancing ecosystem collaboration.

Vision

To position Rwanda as Africa's premier GBS destination, offering a vibrant ecosystem that attracts investment, generates meaningful employment, and drives long-term economic growth.

Pillars

The GBS GI is anchored on 3 pillars

Investment Promotion

Drive Rwanda's GBS growth by attracting international and domestic investment, showcasing sector opportunities, and simplifying investor support with tailored incentives and streamlined processes.

Skills & Talent

Develop a competitive, work-ready, and inclusive workforce by aligning skills with investor needs, building advanced digital and AI capabilities, promoting diversity, and partnering with higher education institutions.

Policy Advocacy

Position the GBS GI as the industry's central coordinating body, fostering public-private collaboration, enabling data-driven decisions, and establishing itself as the authoritative voice for the sector.

Operator Testimony

"Being part of the GBS GI has unlocked new growth opportunities for our business. Through its network, we've gained international clients and connected with fellow IT outsourcing entrepreneurs, enabling collaboration and expanding our market reach."

Yannick Kabayiza

CEO and Co-Founder, Awesomity Lab

Unique Selling Proposition

Bilingual Capability:

Over 400,000 bilingual English French speakers, with 75,000 B2-level English speakers available

World-Class Tech Institutions:

Carnegie Mellon University Africa and University of Rwanda anchor advanced training in AI, cloud, and cybersecurity, producing highly employable STEM graduates aligned with global digital trends.

Massive Digital Upskilling Drive:

Rwanda aims to train 1 million coders and 1.5 million digitally skilled citizens by 2029 under its national digital strategy.

AI Readiness:

One of Africa's top 3 AI-ready nations (Oxford Insights 2024), with the first national AI policy in Sub-Saharan Africa co-developed with UNESCO and WEF.

Recognition for Excellence:

Ranked 10th globally for Technical & Helpdesk Support in the 2024 GBS World Competitiveness Index, reflecting Rwanda's service quality.

Plug-and-Play Facilities:

Kigali offers >80% occupancy in Grade A/B offices with move-in-ready GBS spaces in the Kigali Innovation City and Special Economic Zones (SEZs).

Global Governance Ranking

Ranked 1st in Africa and 17th globally in the 2024 World Bank Business Ready Report, and 4th for low corruption in Africa.

Cost Advantage:

Rwanda's fully loaded monthly GBS seat cost (\$502-\$638) is among the lowest in Africa.

Size

 40+ companies

 4000+ Jobs

Composition

7 service categories

BPO: 47% ITO: 53%

Market served

North America: 40%

Europe: 45%

Australia: 10%

Other markets: 5%

Key offerings

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|  <p>Pillar 1: Investment Promotion</p> | <ul style="list-style-type: none"> End-to-End Investor Facilitation Global Market Engagement Domestic Market Development |
|  <p>Pillar 2: Skills & Talent</p> | <ul style="list-style-type: none"> National Work-Readiness & Language Programmes Advanced Digital & AI Capability Development Inclusive Talent Acceleration Initiatives |
|  <p>Pillar 3: Policy Advocacy</p> | <ul style="list-style-type: none"> Central Convening & Governance Platform Data-Driven Policy Intelligence Hub Strategic Policy Advocacy & Reform |