

CAGAYAN DE ORO

Northern Mindanao's Emerging Outsourcing Hub



WHY COMPANIES ARE CHOOSING CAGAYAN DE ORO

A strategic overview of talent, cost, and regional scalability

Cagayan de Oro (CDO) is rapidly emerging as a preferred outsourcing destination in Northern Mindanao, offering a strong combination of talent, cost efficiency, and regional accessibility.

Why CDO?

Strengthen your cost efficiency with access to skilled talent at lower operating costs. Average salary in CDO is **12% to 20% below the national average**.



KEY ADVANTAGES INCLUDE:



Established reputation as a commercial and logistics hub in Northern Mindanao



Consistent pipeline of educated, job-ready graduates



Access to a broader regional talent pool beyond the city



Competitive operating costs compared to major metropolitan centers



Strong workforce stability and retention environment

As outsourcing demand grows across healthcare, finance, and customer operations, the city continues to position itself as a scalable and reliable delivery location.



Access to a multi-province talent pool across Northern Mindanao
Extending workforce reach beyond CDO into surrounding regions

Talent and Workforce Pipeline

Population and Workforce Profile

CDO serves as the economic center of Northern Mindanao and attracts workers and graduates from across the region.

Key workforce indicators include:



Population: **728,000+** residents



Employable workforce: **420,000+**
working-age population

+additional talent pool from nearby provinces



The city also draws talent from **Northern Mindanao's 5+ million regional population**



Strong English proficiency, reflecting the Philippines' national education system and international service industry experience

Many professionals working in CDO originate from neighboring provinces and relocate to the city for education and employment, creating a **continuous pipeline of talent entering the local labor market each year**. This steady influx of graduates and early-career professionals helps maintain a workforce environment that supports long-term scalability for outsourcing operations.

University and Graduate Pipeline

 **10,000+**

Job-ready graduates annually across key disciplines

 **20**

Major colleges, universities, and higher education institutions

CDO functions as a regional education hub, hosting several well-established universities that supply graduates across business, technology, healthcare, and engineering disciplines.

Prominent institutions include:



Xavier University –
Ateneo de Cagayan



University of Science
and Technology of
Southern Philippines



Capitol
University



Liceo de Cagayan
University

Regional Talent Expansion

Access to a Broader Northern Mindanao Talent Market

One of CDO's strategic advantages is its proximity to surrounding cities and provinces that expand the potential talent pool available to employers.

Key nearby labor markets include:

● ILIGAN CITY

Approximately 90 kilometers away and known for its strong engineering and technical workforce

● MALAYBALAY

A regional center in Bukidnon province with a growing pool of university graduates

● VALENCIA

An agricultural and education hub contributing additional skilled labor

● METRO DAVAO

A major metropolitan hub in Mindanao with a mature BPO industry and a large, skilled talent base, accessible via air travel

● CARAGA

Contributing an additional labor force within reachable distance



Because many professionals relocate to CDO for employment opportunities, companies operating in the city often recruit from across multiple provinces in Northern Mindanao.

This regional connectivity enables organizations to expand hiring beyond a single metropolitan area and supports workforce scalability as operations grow.



BPO Ecosystem and Industry Track Record

A growing outsourcing ecosystem with proven industry presence

CDO has built a strong and steadily growing outsourcing ecosystem over the past two decades, supported by a reliable talent pipeline and continued infrastructure development.

WHAT SUPPORTS DELIVERY IN CDO:

✓ **7 PEZA-registered IT parks and centers**
Structured environments for outsourcing and shared services operations

✓ **Thousands of professionals employed**
Across customer experience, technical support, finance, and back-office functions

✓ **20+ years of BPO industry presence**
Established track record supporting global service delivery

✓ **Continuous industry expansion**
Driven by growing talent supply and ongoing infrastructure investment



Growth in the local outsourcing sector continues to be driven by a combination of **expanding talent supply and ongoing infrastructure investment**, positioning the city to support scalable operations across multiple industries.

Infrastructure and Accessibility

Reliable connectivity supporting seamless business operations

CDO benefits from infrastructure that supports both business operations and workforce mobility.



Accessible via Laguindingan Airport

Direct connections to major hubs including Manila and Cebu



Developing transport infrastructure

Ongoing improvements supporting workforce mobility and business activity



Reliable telecommunications network

Supports consistent delivery for voice and non-voice operations



Lower congestion, shorter commutes

Enables better employee accessibility and retention



Growing commercial and business districts

Supporting expansion of outsourcing and shared services operations



These factors can contribute to improved employee retention and operational continuity for outsourcing organizations.

Business Environment and Investment Support

A business-friendly environment supporting long-term investment

The local government of CDO actively supports business investment and economic development, reinforcing the city's position as a regional commercial hub.

WHAT ENABLES GROWTH IN CDO:

✓ Supportive local government environment

Pro-business policies that encourage investment and job creation

✓ Access to national incentive programs

Including support from the Board of Investments (BOI) and PEZA

✓ Investment-friendly regulatory landscape

Designed to facilitate business expansion in regional locations

✓ Growing regional economic hub

Positioned as a center for commerce and business activity in Northern Mindanao

✓ Established outsourcing ecosystem in the Philippines

Backed by decades of industry experience and global delivery capability



boi BOARD OF INVESTMENTS
PHILIPPINES



Combined with the Philippines' long-standing outsourcing expertise, these factors create an environment that supports sustainable, long-term business growth.

MICROSOURCING IN CDO

A strategically located delivery site in the city's central business district

Location Profile

MicroSourcing CDO is located at SM CDO Downtown Premier, within the city's central business district, offering convenient access to transportation, business establishments, and government offices.



6th floor, SM CDO Premier
C.M.Recto Avenue cor. Pres. Sergio Osmena St., Cagayan De Oro, Misamis Oriental

FEATURES



MicroSourcing is situated on the sixth floor with a total of **300 production seats**



1 boardroom



2 sleeping rooms



1 training room



Pantry



2 huddle rooms



24/7 security and engineering support



Clinic



Uninterrupted electric and water supply

Located in a prime central business district site with 300-seat capacity and 24/7 operational support



What sets the location apart:

PRIME CENTRAL BUSINESS DISTRICT

Easily accessible via major transport routes across the city

INTEGRATED WITHIN SM CDO DOWNTOWN PREMIER

Owned and operated by SM Prime Holdings, the Philippines' largest mall developer

PROXIMITY TO KEY ESTABLISHMENTS

Walking distance to hotels and government offices including Pag-IBIG, PhilHealth, and BIR

24/7 ACCESS TO AMENITIES

Surrounded by dining, retail, and essential services supporting round-the-clock operations

Proximity to Essential Services

Strategically located within reach of essential services that support operations, workforce wellbeing, and business continuity



RETAIL AND DINING

SM CDO Downtown Premier
On-site / walking distance

Centrio Mall
5 to 10 mins

Limketkai Center
10 to 15 mins



ACCOMMODATIONS

Seda Centrio
5 to 10 mins

Limketkai Luxe Hotel
10 to 15 mins

Mallberry Suites Business Hotel
10 to 15 mins



UNIVERSITIES

Xavier University – Ateneo de Cagayan
Liceo de Cagayan University
Capitol University
5 to 10 mins

University of Science and Technology of Southern Philippines (USTP)
10 to 15 mins



HOSPITALS

Capitol University Medical Center
5 to 10 mins

Maria Reyna Xavier University Hospital
5 to 10 mins



SAFETY & EMERGENCY

Cagayan de Oro City Police Station
5 to 10 mins

Bureau of Fire Protection (CDO)
5 to 10 mins



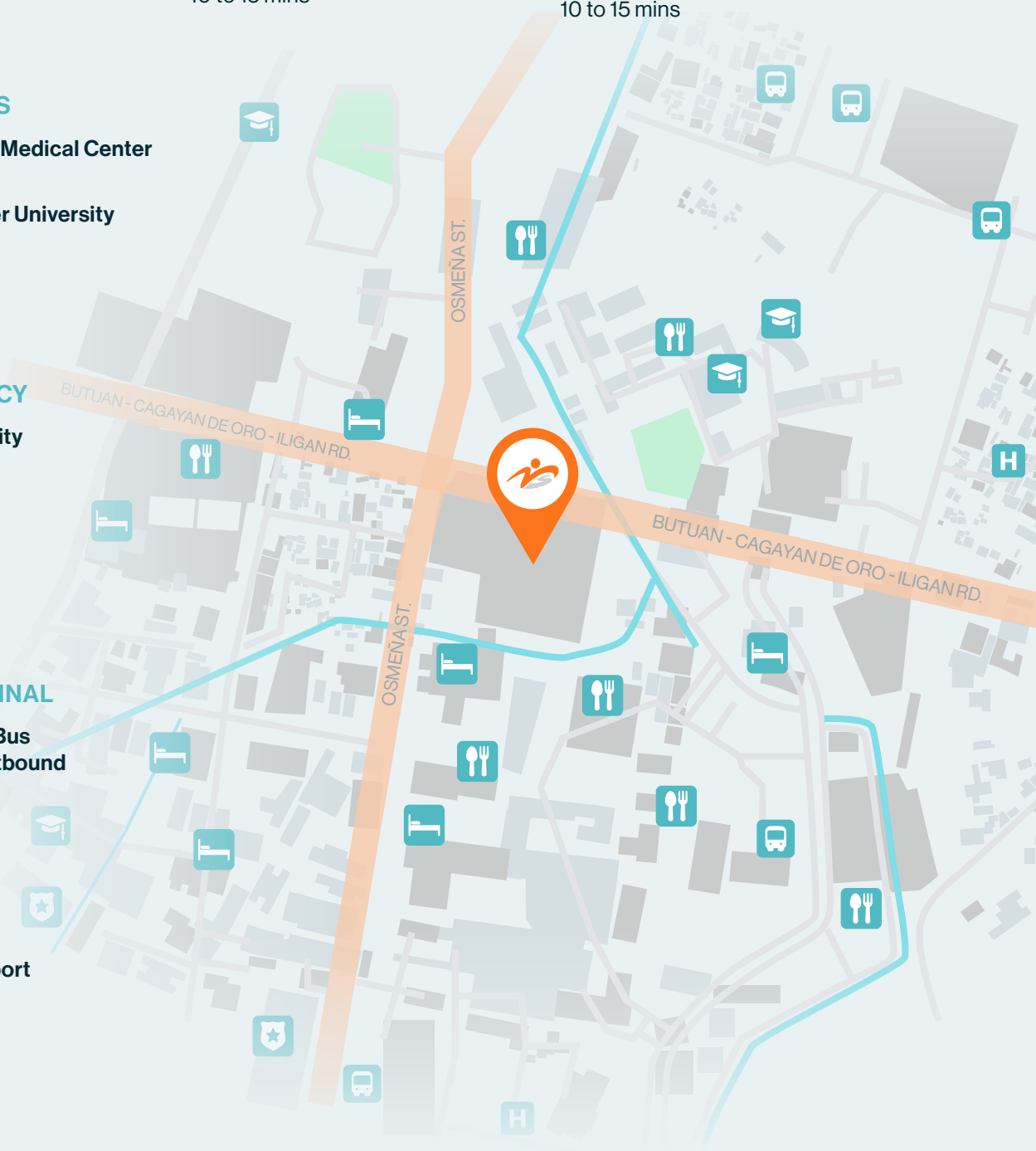
BUS TERMINAL

Agora Integrated Bus Terminal and Westbound Bus Terminal
10 to 15 mins

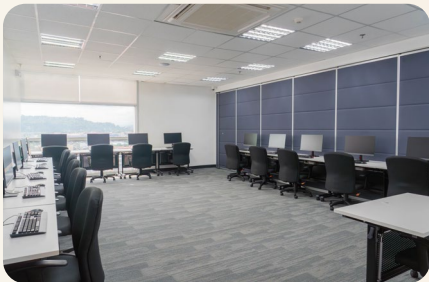


AIRPORT

Laguindingan Airport
45 mins to 1 hr



🕒 A Look Inside MicroSourcing CDO



Step Inside Our CDO Facility

Take a closer look at our Cagayan de Oro delivery site, located in SM CDO Downtown Premier, and see how the environment supports scalable, day-to-day operations.

[WATCH THE SITE TOUR](#) ➔

Executive FAQs

Why are companies considering CDO as an outsourcing location?

CDO offers a combination of workforce availability, competitive operating costs, and regional accessibility. As outsourcing demand expands beyond traditional metropolitan hubs, companies are increasingly exploring regional cities that provide strong graduate pipelines and stable labor markets.

How large is the potential talent pool available to employers?

While the city itself has a population of more than 700,000 residents, its role as the economic center of Northern Mindanao means employers can recruit from a broader regional population exceeding several million people. Many professionals relocate to the city for education and employment opportunities.

Can companies scale operations beyond the city itself?

Yes. CDO's central location allows employers to recruit from nearby provinces and cities throughout Northern Mindanao. This regional workforce mobility enables companies to expand hiring capacity as operational needs grow.

How does the cost structure compare to larger outsourcing cities?

Operating costs in emerging regional locations are often lower than in major metropolitan centers. Labor costs, real estate, and certain operational expenses may be more competitive, allowing organizations to maintain service quality while optimizing overall cost efficiency.

How stable is the workforce in regional cities?

Regional outsourcing locations often benefit from stronger employee retention compared to highly competitive metropolitan labor markets. Shorter commute times and opportunities to build careers closer to home can contribute to longer employee tenure.

Executive FAQs

What industries currently operate outsourcing teams in the city?

Companies operating in the region support industries including healthcare, financial services, e-commerce, technology services, and professional services.

What infrastructure supports outsourcing operations?

The city benefits from reliable telecommunications infrastructure, commercial business districts, and air connectivity through Laguindingan Airport. These factors support both domestic mobility and operational continuity.

How accessible is the city for international clients?

Travel access is supported through Laguindingan Airport, with connections to major Philippine aviation hubs. From there, international travelers can access global routes through Manila or Cebu.

Why are companies expanding into regional outsourcing locations across the Philippines?

As outsourcing demand grows globally, companies are diversifying delivery locations to improve workforce access, manage costs, and strengthen operational resilience. Regional cities provide an opportunity to expand capacity while maintaining the Philippines' established outsourcing expertise.



About **MicroSourcing**

MicroSourcing is an offshore build-to-scale and managed solutions partner to SMEs and mid-market companies, delivering highly skilled professionals by leveraging our deep labor market knowledge and recruitment expertise. As a pioneer in this non-traditional offshoring model, we have a proven track record in building reliable and ethical extensions of global businesses, enabling profitable growth for clients.

MicroSourcing operates in the **Philippines** and **Colombia** across **13** service delivery centers, servicing **1,000+ clients** and over **10,000 employees**.

Give us a call now

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