

MicroSourcing Inaugurates Bogotá Delivery Center, Expanding Its Latin America Presence

The company inaugurates Casa Andina in Bogotá, its first delivery center in Latin America, connecting Colombian talent with global companies.

BOGOTÁ, COLOMBIA, September 2, 2026 /EINPresswire.com/ -- The opening marks [MicroSourcing's](#) entry into the Latin American market and expands a global operation that includes more than 10,000 professionals, over 1,000 client success stories, and 13 service delivery locations across the Philippines and Colombia.

[From left to right: Laura Valentina Hernández Parra (Investment Intern for Asia, ProColombia), Elena Hoyos Ramirez (Senior Investment Advisor for Asia, Procolombia), Manuel Salgado Pardo (Investment Manager for Asia - ProColombia), Haidee Enriquez (CEO - MicroSourcing Group), Johanna Andrea Valenzuela (BPO Project Manager, Colombian BPO Association (BPro)), Jose Vasquez (Country Leader, MicroSourcing Colombia)]

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We see Bogotá as a strategic platform for continuing our growth in Latin America and getting even closer to our clients in international markets.”

*Haidee Enriquez, CEO of
MicroSourcing Group*



MicroSourcing Group's CEO and Country Leader for Colombia, alongside ProColombia's Investment Representative for Asia and the Colombian BPO Association (BPro)'s BPO Project Manager.

Bogotá was selected as part of the company's strategy to strengthen its nearshore services model for organizations across the Americas and Europe, leveraging Colombia's geographic location, time-zone alignment with North America, multilingual talent pool, and broad base of specialized professionals across multiple industries.

MicroSourcing's Colombia operation currently has more than 120 professionals supporting clients in North America, making Bogotá the company's newest service delivery center and a key part of its international growth strategy.

"Our arrival in Colombia represents much more than the opening of a new delivery center. It is an opportunity to connect our clients with a highly skilled talent market while creating meaningful career opportunities for Colombian professionals." said Haidee Enriquez, CEO of MicroSourcing Group.

COLOMBIA: A TALENT PLATFORM FOR GLOBAL MARKETS

With its entry into the country, MicroSourcing aims to tap into an ecosystem that combines professional talent, technology infrastructure, and connectivity with international markets. The Colombia operation is designed to serve organizations across both the Americas and Europe through the company's build-to-scale and managed services model.

Among the advantages identified by MicroSourcing are Colombia's UTC-5 time zone, which enables real-time collaboration with North American companies and overlapping work hours with Europe; a network of more than 200 universities; and a multilingual talent pool with capabilities in Spanish, English, Portuguese, German, and Mandarin.

The company also sees opportunities to build specialized teams in areas such as accounting and finance, customer service, back office and administration, marketing, technology, software development, data analytics, healthcare, supply chain, and sales, among others.

"Colombia brings together the elements international companies are looking for when building high-performing teams: talent, cultural affinity, connectivity, professional experience, and a location that enables near real-time collaboration with North America. From Bogotá, we want to create quality jobs and develop teams that can integrate directly into our clients' global operations." said Jose Vasquez, MicroSourcing Country Leader for Colombia.

CASA ANDINA: MICROSOURCING'S NEW BOGOTÁ DELIVERY CENTER

The new site, named Casa Andina, is located at the CE Colina Building on Avenida Boyacá in Bogotá. Its name combines "casa," reflecting a place of connection, and "andina," inspired by the



Haidee Enriquez (CEO - MicroSourcing Group) and Jose Vasquez (Country Leader, MicroSourcing Colombia) together with the MicroSourcing Colombia Team

Andes.

The center features 230+ production seats, three boardrooms, four huddle rooms, a training room, uninterrupted electricity and water supply, 24/7 security and engineering support, and highly stable internet connectivity.

Its location also provides access to major transportation routes, the TransMilenio public transit system, and El Dorado International Airport.

A MODEL DESIGNED TO BUILD SCALABLE TEAMS

Unlike traditional outsourcing models, MicroSourcing operates under a structure in which clients maintain control over talent selection, roles, strategy, targets, and the day-to-day management of their teams.

MicroSourcing serves as the local support backbone for recruitment, employment, human resources, payroll, labor compliance, facilities, technology security, and connectivity, allowing clients to start with even a single role and expand their teams as business needs evolve.

Under this model, 60% of the company's clients started small and later scaled their teams. With the opening of Bogotá, MicroSourcing adds its first service delivery platform in Latin America to its established operations in the Philippines, where it has had a presence since 2006.

The company aims to position Colombia as a new hub connecting Latin American talent with global organizations while expanding meaningful career opportunities for Colombian professionals.

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.

MEDIA CONTACT

Katherine Sy
MicroSourcing
+1 646-215-0878

[email us here](#)

Visit us on social media:

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