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## Riverview centre to hire 150 additional workers

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### Labour: Aditya Birla Minacs to have total of 750 employees at contact centre

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Telegraph-Journal

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Aditya Birla Minacs, a global business solutions company, will be hiring 150 new employees at its Riverview facility.

The jobs will be contact-centre positions, with components of research and back-end processing work, said Andrew Clarke, vice-president, banking and financial services.

The company has already started hiring, and is in the process of holding job fairs.

One of Minacs' customers is expanding and looking for a solution to service its Canadian customers, and the Moncton region has the workforce to meet those demands, Clarke said.

"There's a complexity of work, there's an understanding of the market that the consumer resides in that's an essential ingredient," Clarke said.

Aditya Birla Minacs is a business solutions company that partners with global corporations in the manufacturing, retail, telecom, technology, media and entertainment, banking, insurance, health care and public sectors.

In mid-November, the company announced it was hiring 200 new workers for a contact centre in Bathurst with the help of \$1.5 million in government funding.

The company currently has 600 full-time employees at its contact centre in Riverview.

New Brunswick is an ideal place to expand the company's operations, Clarke said.

"New Brunswick is a great place for us to be operating.

The skill sets that are inherent through New Brunswick, whether it be familiarity with our industry or it's the inherent skill sets that we have to service the type of customers our clients are looking for," Clarke said.

"In addition, the world-class customer service that New Brunswick offers is a great formula for success and it's led to our success to date and we're seeing some exciting growth because of it."

The new expansion is being done through the company, not with government aid, Clarke said.

About 2,000 new jobs have been created in Moncton's economy so far this year, said John Thompson, the CEO of Enterprise Greater Moncton.

Using measures by Statistics Canada, that works out to an extra \$92 million in economic activity, Thompson said.

"It just reconfirms our position of being the contact centre hub, not only of Atlantic Canada, but of the Eastern seaboard of the U.S.," Thompson said.

"It's a very good news story for us here."

A number of contact centres have been expanding in the province. In mid-November, Pivotal Payments said it would hire about 80 new employees for its contact centre in Saint John.

ING Direct opened a call centre in Moncton this summer that promises to create at least 300 jobs.

"This is an important sector, and we continue to support that sector through our efforts," Thompson said.

"The old thinking that these jobs are kind of dead-end jobs, that's gone to the wayside."

In 2010 the contact centre industry made up five per cent of the provincial economy, raking in \$1.5 billion, according to Business New Brunswick.

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