

## Executive Summary

### Demand from the Education and Training Market in Mexico

The demand for education and training in Mexico is robust and complex. This report attempts to break down the complexity for Virginia exporters to understand opportunities to enter and add value to the market.

Demand in this report is examined primarily through the lens of the job market, for two reasons. Employers and employees are the thirstiest for improvement in skills development, which includes more traditional educational concepts like critical thinking and communication as well as 21<sup>st</sup>-century job skills. So immediacy of demand from them is the first reason. The second reason is that the private sector has proven more accessible to Virginia exporters despite the state's strong experience with government. Services and products benefiting the public sector are of course critical in Mexico as they are in the US, but they are most efficiently delivered by international sellers through a private-sector partner in Mexico.

The demand itself stems from two areas in which Virginia is historically very strong at managing. Aside from improvement of the general quality of education itself, which is addressed, employers, employees, and all of the organizations, companies, and agencies trying to link them together, need assistance in introducing process management to the national workforce. Evaluation, classification, matching and combining information regarding the skills and interests of workers and employees in the market are in various ways all in demand. The list of concrete demand areas identified is below.

By offering products and services in Mexico to assist in training and education, Virginia exporters offer support in an area that is not only very valuable to Mexico in economic terms, but also near to the hearts of many and the subject of great political and social focus. The report offers some avenues for entering the market with these capabilities, focusing on events and associations to assist with networking as well as guidance on different models for market entry. Consideration is included for the possibility of exporting to Mexicans willing to travel or send personnel to Virginia for training.

- Technological tools to enhance productivity, training, accountability
- Certification
- Quality assurance
- Remote learning
- Apprenticeship models, tools and services
- Adaptable skills programs / tools
- Vocational education equipment
- KPI/metrics services and tools
- Process modeling and management
- Continuing professional development for teachers / professors / instructors
- Train-the-trainer
- HR support tools and services
- Graduate employability tools for schools
- Support linking employer feedback to educational centers