press go on mexico
1 you’ll be ecstatic about the demographics
128 million population

* Economist Intelligence Unit 2015
US$16,501.94
mexico’s GDP per capita by purchasing power parity in 2015*

* World Bank, 2015
26.7 median age in Mexico

milennial hotspot
4.1 million households to enter upper middle income threshold between 2015 and 2020*

* Frost & Sullivan, Food & Beverages Report, 2014
2 ride the train of a top 10 game
6th largest trading nation by 2050*

* Oxford Economics, HSBC Tradewinds Report, Nov 2015
113,000
graduating engineers in 2015*

* WEF Human Capital Report, published 2015
3rd highest skills and technology intensity in advanced manufactured exports*

* Deloitte Global Manufacturing Index, 2016
Of course, most of us cannot imagine Mexico as a great power. Nor could most people have foreseen the emergence of China or the resurrection of Japan—or even the United States itself—as a great power. This is a failure of imagination masquerading as common sense.

George Friedman, March 2016
lift diversity within your university*

* ...or VET college, school or any other type of education institution for that matter
more or less
it’s about
borderless
0.8 Mexico's outbound tertiary student mobility ratio* compared to

8.8 Singapore  2.4 Vietnam  2.0 Pakistan
5.4 Malaysia  2.1 New Zealand  1.2 Iran
3.5 Korea  2.1 China  1.2 Colombia

supply $<$ demand

only 2 in every 3 applicants can be absorbed into the public higher education system
4% Mexicans hold a vocational or technical qualification

* McKinsey report, Tale of Two Mexicos, 2014
digital mexico

77% of Mexicans watched online video content in 2015

highest number of computing graduates in the world

there are 33 million millennial digital users in Mexico

82% of Mexicans use social media

23.6 million Mexicans will purchase online by 2019

there were 62.5 million smartphone users in Mexico in 2015

* Data is from OECD, comScore, Statista, Competitive Intelligence Unit and the Mexican Government
4.8m directly employed in the tourism industry in Mexico by 2025
135,000 skilled workers required*

* Mexico’s Minister for Energy, Pedro Joaquin Coldwell, 2016
Australia Unlimited

**top 10 producer**

beef, avocado, safflower, sorghum, strawberry, green chile, lime, grapefruit, asparagus, berries, maize, broccoli, cauliflower, orange, sugar cane, beans
97% mexicans graduated from school without required proficiency in English*

* Primeros Mexicanos report, 2014
local market
local rules
local cost structures apply

$A \neq $MXN
### Executive Programs

**1. Academic – Technical curriculum insertion**
- Technical High Schools
  - CONALEP
  - CBTIS

**2. Government Partners – Personalized Training**
- SEGOB
- Secretary of Energy
- Secretary of Commerce

**3. Private Executive Partners – Energy Technical Institute**
- National & International Companies
  - Technical support: Software & Programming,
  - English language, Project management,
  - Administration, On-demand courses

### Operations Programs

**DUAL model**
- Study - Internship

**Career and development opportunities:**
- Youth
- Women
- Retiring / Re-tooling

### Labor Certifications

**Energy Network of Collaboration**
- Study - Internship
- Career and development opportunities:
  - Youth
  - Women
  - Retiring / Re-tooling
EXAMPLE TRANSACTIONS OF IFC IN EDUCATION

IFC is an active investor in education in Mexico and the world.

Global investment ($M)

- **LAUREATE**
  - Educación Terciaria
  - 2013: $100 - incluye capital

- **SANTILLANA**
  - Educación Básica
  - 2013: $32.8 - loan

- **COURSERA**
  - Educación Terciaria
  - 2013 and 2014: $5 - incluye capital

Mexico investments ($M)

- **UNITEC**
  - Educación Terciaria y Básica
  - 2000: $6.8 - crédito

- **FINEM**
  - Educación Terciaria
  - 2005: $15.7 ($700k eq)
  - 2006: $14 – crédito
  - 2011: $10.1 ($2.1 eq)

- **HARMON HALL**
  - Educación Terciaria
  - 2010: $7.8 – capital

- **UAG, A.C.**
  - Educación Terciaria
  - 2012: $45.7 – crédito

- **EDILAR**
  - Educación Básica
  - 2013: $14.7 – cuasi capital

- **FINAE**
  - Educación Terciaria
  - 2015: $2.6 – crédito

*eq: inversión en capital de la empresa.*
44% of Mexicans aged >18 have a bank account*

* ENIF, Survey on Financial Inclusion, 2015
You’ll never know if you never go
market of many suitors
we can provide some initial research to clarify potential opportunities to work with a local partner to deliver education and training services in Mexico. Targets are tourism, resources, agribusiness and manufacturing.
Mexico City

A metropolis that has it all.