
press **go** on
mexico



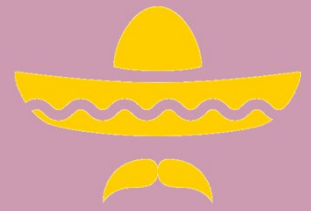
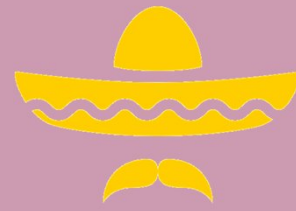
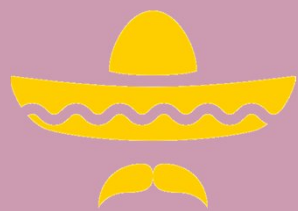
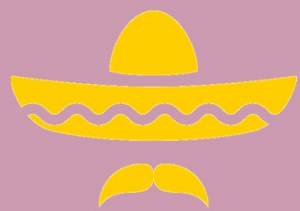
1 you'll be ecstatic
about the
demographics

128 million population*

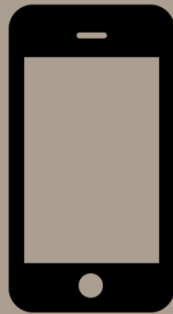


* Economist Intelligence Unit 2015

US\$16,501.94
mexico's GDP per capita
by purchasing power parity in 2015*



26.7 median age
in mexico



millennial hotspot

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

Australia **Unlimited**

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

3 lift diversity within your university*

* ...or VET college, school or any other type of education institution for that matter



4 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

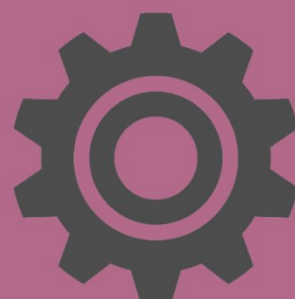
* UNESCO Institute for Statistics, *Global flow of tertiary level students*, 2014

supply < demand

**only 2 in every 3 applicants
can be absorbed into the
public higher education system**

4%

m e x i c a n s h o l d a
v o c a t i o n a l
o r t e c h n i c a l
q u a l i f i c a t i o n *



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

digital mexico



77% of Mexicans watched online video content in 2015



82% of Mexicans use social media

6th

highest number of computing graduates in the world



23.6 million Mexicans will purchase online by 2019



there are 33 million millennial digital users in Mexico



there were 62.5 million smartphone users in Mexico in 2015

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

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

5 local market local rules

**local cost
structures apply**

\$A ≠ \$MXN

DORAT(O)

TRAINING PROGRAMS | JOB OPPORTUNITIES

Executive

Operations

ENERGY NETWORK OF COLLABORATION

<p>1. Academic – Technical curriculum insertion</p> <p>Technical High Schools</p> <p>CONAFEP</p> <p>GBTIS</p>	<p>DUAL model</p> <p>Study - Internship</p>
<p>2. Government Partners – Personalized Training</p> <p>SEGOB</p> <p>Secretary of Energy</p> <p>Secretary of Commerce</p>	<p>Career and development opportunities:</p> <p>Youth</p> <p>Women</p> <p>Retiring / Re-tooling</p>
<p>3. Private Executive Partners – Energy Technical Institute</p> <p>National & International Companies</p> <p>Technical support, Software & Programming,</p> <p>English language, Project management,</p> <p>Administration, On-demand courses</p>	

LABOR CERTIFICATIONS

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: \$6.5 - 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% mexicans
>18 have a
bank account*

* ENIF, Survey on Financial Inclusion, 2015

6

You'll never
know if you
never go



market of many suitors



sweetspot briefs



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**

1



The New York Times and RentaUnDron

Mexico City

Mexico

A metropolis that has it all.

