

CA1  
EA89  
94E27  
ENG  
DOCS

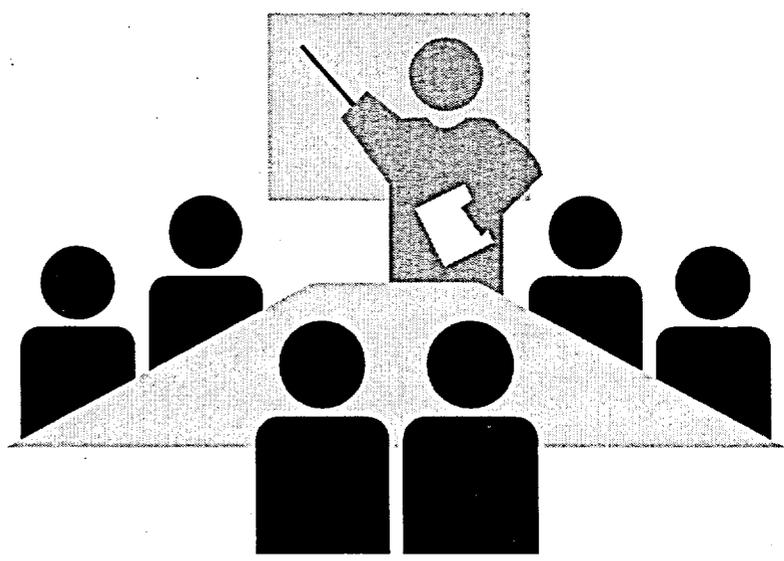
MEXICAN INDUSTRY MARKET AND LOGISTICS PROFILE

# Education and Training Services

## MEXICO'S GROWING NEED FOR SKILLS

Mexico is a nation of young people: half of them are under 20 years old, and almost three-quarters are under 30. This is creating a huge market for all kinds of learning systems. Mexico is also becoming highly urbanized. By the turn of the century it is expected to match the 70 per cent urbanization rate of the U.S. This means that large numbers of potential learners are concentrated in a few areas, facilitating training delivery. Mexico City is already home to about one-quarter of the total population, and close to half the nation's urban dwellers.

Mexico's efforts to liberalize trade and modernize industry is also contributing to strong demand for education and training and the NAFTA will continue this trend. The needs of employers are becoming a more important force driving the public education system. Most employers are expanding their own training efforts, often using outside assis-



tance. At the same time, individuals are advancing their own career prospects through privately-delivered adult education programs.

The growing demand for education and training has led to increased allocation of government resources.

The *Solidaridad* program, for example, built more than 20,000 new school facilities in 1991 alone. This program also provides scholarships, food rations and medical care as a means of reducing the school drop-out rate. Under the National Agreement to Modernize Basic

### SECTORAL REPORT

The Department of Foreign Affairs and International Trade has prepared this summary report on the **Mexican Education and Training** industry sector. It has been produced and published by Prospectus Inc. under the Access North America Program, along with other sector profiles and summaries on business opportunities in Mexico. It is available from:

InfoCentre  
Tel: 1-800-267-8376 or (613) 944-4000  
Fax: (613) 996-9709

© Minister of Supply and Services Canada 1994  
Cat. No.: E73-9/17-1994E  
ISBN: 0-662-99967-3

### HIGHLIGHTS

Mexico's market for education and training services is growing rapidly as a result of several factors:

- about half the population is under 20;
- sustained economic growth is creating increased demand for skilled labour;
- trade liberalization, privatization and deregulation are creating pressure for industry to adopt new technology and increase labour productivity;
- adult education is perceived as a good way of improving an individual's economic situation; and
- The NAFTA is fostering a renewed interest in both environmental and occupational health and safety issues.

These trends are creating opportunities for Canadian companies which can provide specialized training products properly adapted for Mexican needs.

