

Private schools, on the other hand, have more financial resources and have a reputation for offering a better quality of education. Many target their programs to industry needs. As a result, they represent a growing market for advanced education and training programs and technologies. Computer based training is gaining in popularity.

By law, all companies in Mexico must provide job training to their employees. The combination of an employed labour force of more than 30 million, free trade, privatisation and deregulation has created an unprecedented need for skills upgrading. Business education is growing rapidly, especially in management and technical training. The best prospects are in management, total quality, advanced production techniques, human resources administration, safety and security, and training in English as a Second Language (ESL).

Within the industrial sector, companies are starting to invest in employee education and training at all levels. With the implementation of the NAFTA and the opening of the Mexican market to competitive products, industry is making greater efforts to attain high levels of productivity and competitiveness, thus increasing the demand for training in advanced technologies and management. The two "side agreements" implemented under the NAFTA will likely have a direct impact on training trends. The agreement on labour standards means more attention to occupational health and safety. The agreement on environmental standards is expected to lead to the use of new equipment and technologies to reduce pollution, which in turn will create a need for environmental training.

The market for training services in Mexico grew 70 percent from U.S. \$26.4 million in 1991 to U.S. \$44.8 million in 1993 (the most recent year for which these data are available). Domestic companies provide approximately 70 percent of the value of training services in Mexico, but the high demand for advanced technologies and modern management systems has allowed foreign suppliers to gain a larger market share. Imported training services are mainly used to train trainers, executives and advisors, which is normally the most expensive training. In 1993, the import market represented U.S. \$13.4 million. The United States held 75 percent of the import market, mainly with training in management, languages, environmental protection, biotechnology and analytical chemistry. Japan was second at 15 percent, mainly in total quality and