

market. The company has taught U.S. workers such diverse subjects as sales, customer service and presentation skills. The firm has even developed a program to train airline employees to load thoroughbred horses onto planes. Company President Alan Brisco says U.S. corporations have been supplying him with large amounts of business in recent years. Past customers include Merck and Co. Inc., Ralston Purina Co., and American Airlines Inc. In 1997, he expects to sell more than \$2 million worth of training materials in the United States.

A 1997 study by the University of Southern California found "that only one in five companies made training available through computers. However, they expected to double the amount of computer-based training by the year 2000. The International Data Corporation estimates that interactive courseware is the fastest-growing training method, growing at an estimated 31 per cent. The market is expected to increase fivefold between 1996 and 2000, exceeding U.S. \$1.75 billion, or 15 per cent of total Information Technology (IT) training and education revenues. A more conservative estimate from American Society for Training and Development's State of the Industry report projects only 20 per cent growth by the year 2000.

Senior training and technology executives from Fortune 500 companies and major software companies interviewed in 1997 anticipated creating a learning intranet within their organisation, but more than 50 per cent of the intranet projects were still at the conceptual level. The Masie Center found that 80 per cent of training professionals surveyed in February 1998 expected demand for Web-based training to increase in their organisations this year compared to 75 per cent for CDROM based training and 60 per cent for classroom-based training.

4.3.1.2 Mexico

In Mexico, the market for education and training services is growing rapidly. About half the population is under the age of 20, creating a large potential market for learning systems. Within the public education system, efforts will focus on making education more accessible in regional areas and on training programs for primary and secondary school teachers. The public schools, however, are generally poorly funded and offer only limited, short-term opportunities for training suppliers. There is some potential here for companies offering innovative products that respond to a growing need for cost effectiveness as enrolments continue to grow and limited resources are stretched.