



Towards a **National System of Competency Standards for Persons (1)** which will contribute to the country's economic competitiveness and the educational development and social progress of all Mexicans.

a new  
**Conocer**  
in Mexico



**conocer**

knowledge • competitiveness • growth



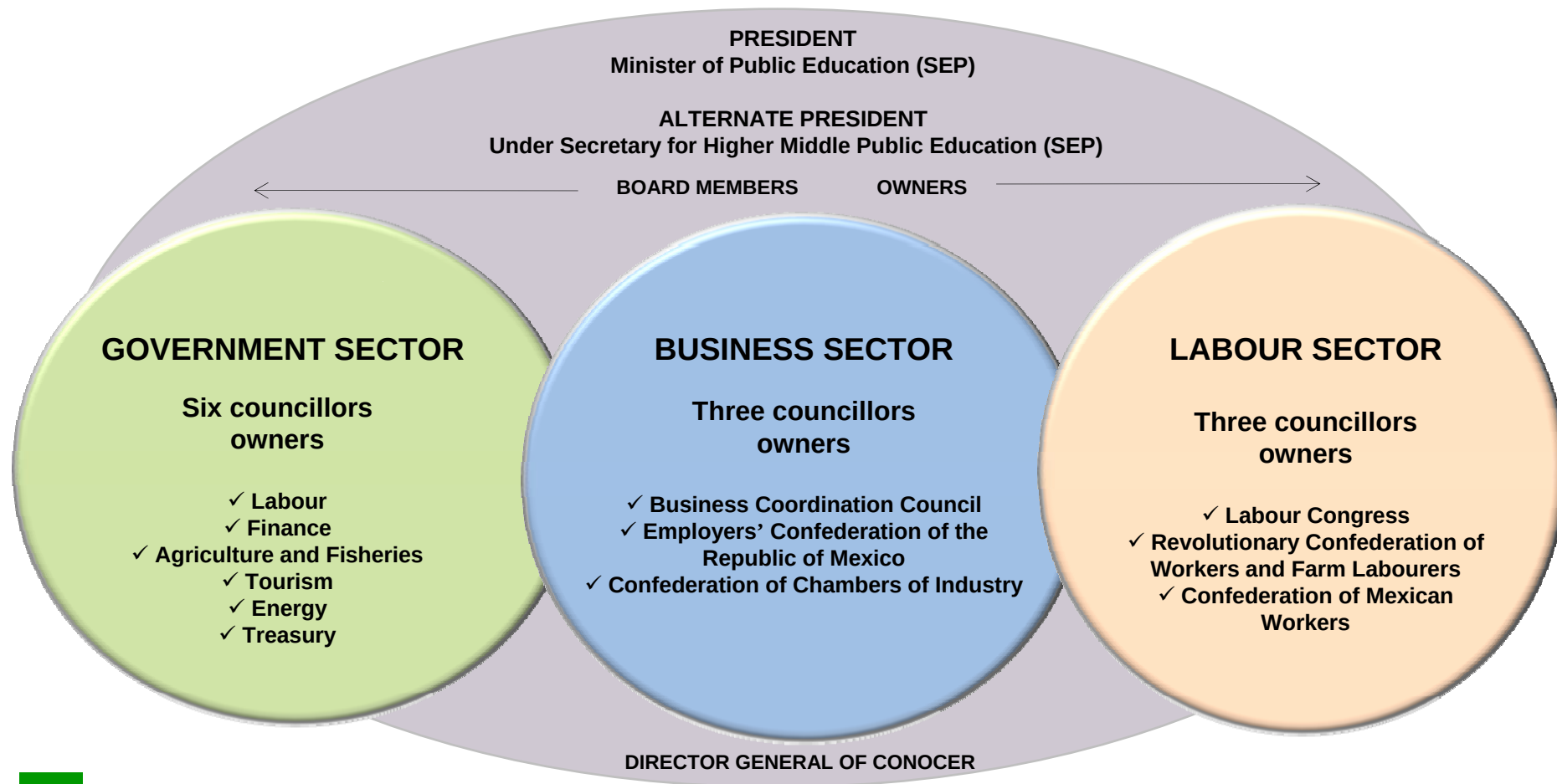
**Vocational training, enterprise sustainability and decent work**

(1) Refers to the SNCL (Standardized System of Labour Competency) and the SCCL (Certification System for Labour Competency), and includes both.



**CONOCER is a Ministry of Education organization which answers to the Mexican government and is run by a tripartite board of directors**

CONOCER is a Federal Government of Mexico organization, with a senior board of directors and tripartite participation



**Vocational training, enterprise sustainability and decent work**



Its mission is to contribute to Mexico's economic competitiveness on the basis of the National System of Competency Standards for Persons <sup>(1)</sup>



CONOCER is the federal government body responsible for promoting, coordinating and consolidating in Mexico, a

**National System of Competency Standards for Persons <sup>(1)</sup>**

...in order to contribute to a **higher level of economic competitiveness, educational development and social progress** for all Mexicans.

**Vocational training, enterprise sustainability and decent work**

*(1) Refers to the SNCL (Standardized System of Labour Competency) and the SCCL (Certification System for Labour Competency), and includes both.*

 **conocer**

knowledge competitiveness growth



## Mexico's competitive position must be strengthened

Global Competitive Index World Economic Forum

| Global Classification |           |
|-----------------------|-----------|
| China                 | 29        |
| Chile                 | 30        |
| Spain                 | 33        |
| India                 | 49        |
| <b>Mexico</b>         | <b>60</b> |
| Russia                | 63        |

Mexico is 30 places below Chile (the leader in the region) and in 2008 dropped from the 52nd to the 60th position, which it maintains in 2009

Source: World Economic Forum  
The Global Competitiveness Report  
2008-2009

## 2008 Global Competitiveness Indices

IMCO  
Mexican Institute for Competitiveness

| Global Classification |           |
|-----------------------|-----------|
| Chile                 | 18        |
| Costa Rica            | 29        |
| Brazil                | 30        |
| Colombia              | 32        |
| <b>Mexico</b>         | <b>33</b> |

In 2004, Mexico was surpassed in the region only by Chile; at present, four countries are better placed.

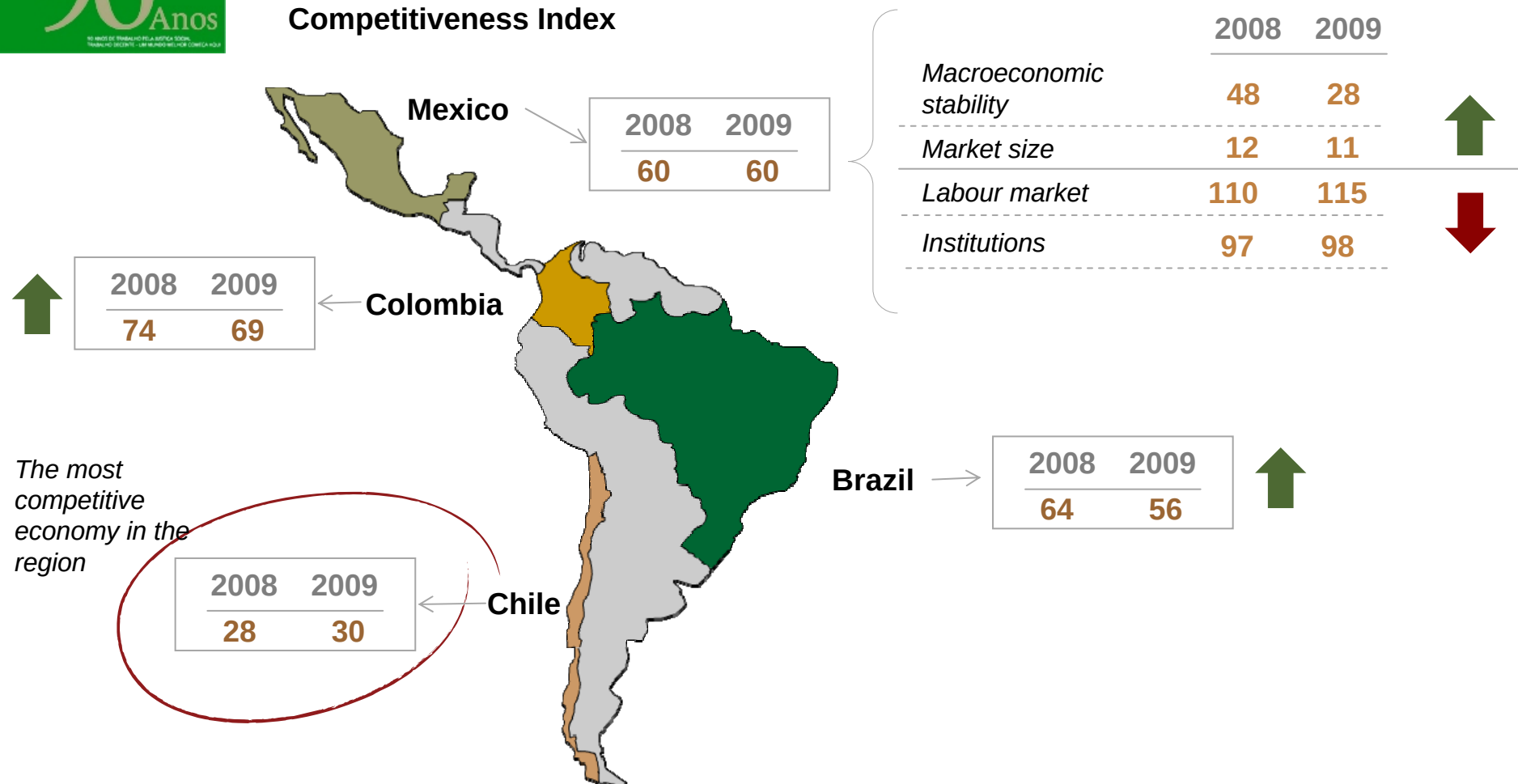
Source: Mexican Institute for Competitiveness

Vocational training, enterprise sustainability and decent work

**conocer**  
knowledge competitiveness growth

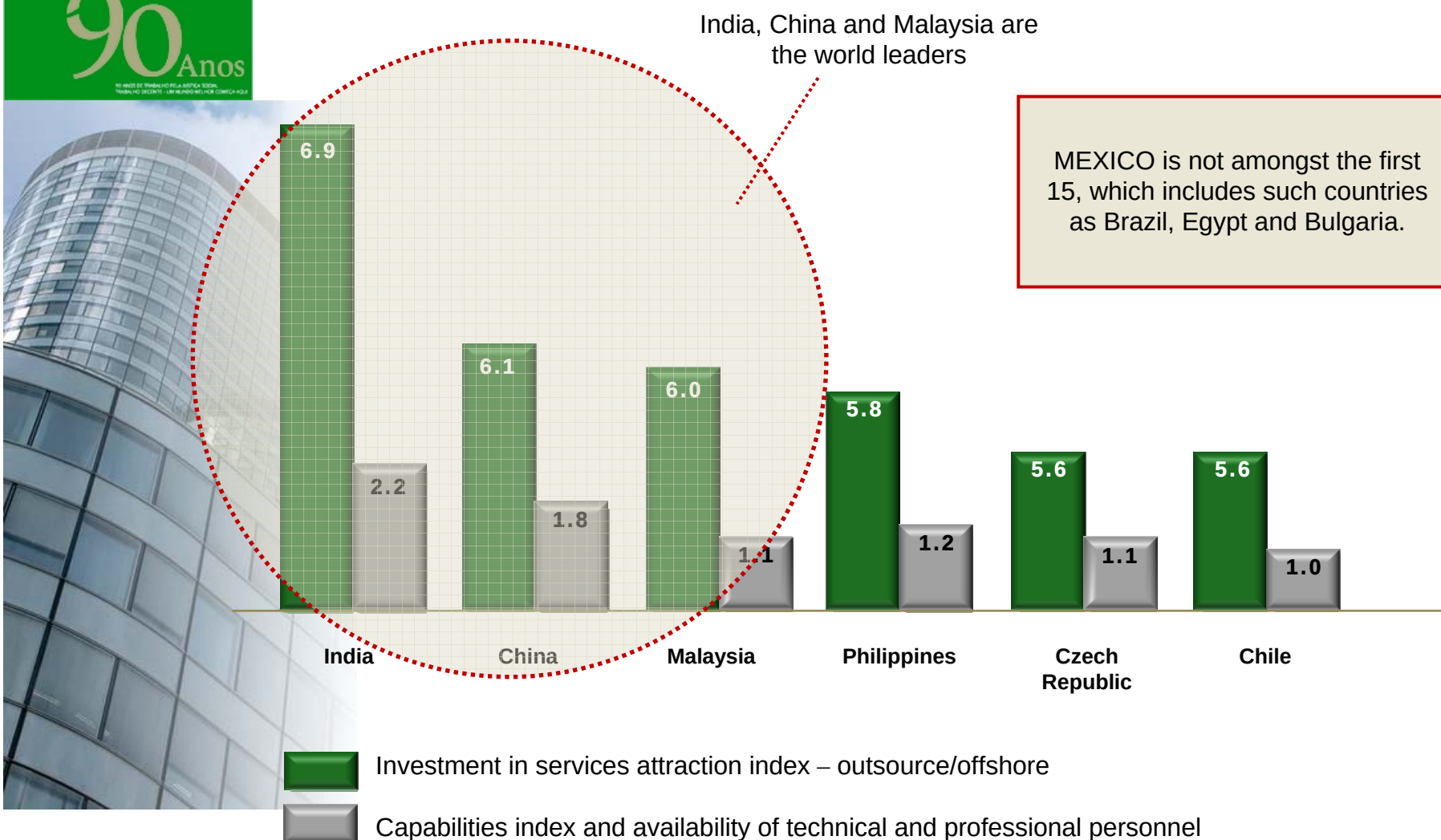
## In order to keep abreast of the progress achieved by other countries in Latin America

### World Economic Forum Competitiveness Index





## We must also improve in terms of international assessment of the capabilities of our technical personnel and workers

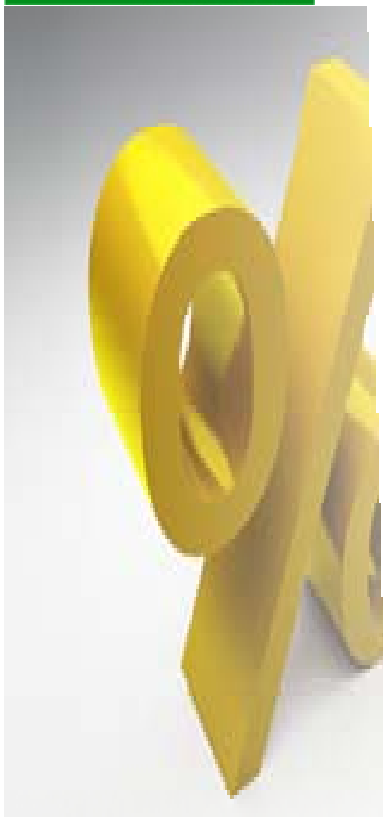


**Vocational training, enterprise sustainability and decent work**

Source: AT Kearney - 2008



Particularly in the face of the global financial crisis, as Mexico is one of the hardest hit countries in the region



## Expected Economic Growth

|               | 2009 (e)     | 2010 (e)    |
|---------------|--------------|-------------|
| Panama        | 2.3%         | 4.5%        |
| Brazil        | 0.0%         | 4.0%        |
| Chile         | -1.5%        | 3.5%        |
| Colombia      | -0.5%        | 2.5%        |
| <b>Mexico</b> | <b>-7.5%</b> | <b>2.5%</b> |
| Argentina     | -2.0%        | 1.0%        |

*e: Expected / Source: S&P*

Vocational training, enterprise sustainability and decent work

# The levers of education and labour training are essential for economic competitiveness ...

## The pillars of economic competitiveness according to the World Economic Forum

### Basic Requirements

1. Institutions
2. Macroeconomic stability
3. Health and basic education
4. Infrastructure



Are key factors in economies driven by **basic factors**

### Efficiency promoters

5. Advanced education and training
6. Labour market efficiency
7. Efficiency of goods and services markets
8. Sophisticated financial markets
9. Availability of technology
10. Market size



Are key factors in economies driven by **efficiency**

### Innovation and sophistication factors

11. Business sophistication
12. Innovation



Are key factors in economies driven by **innovation**

**Vocational training, enterprise sustainability and decent work**

Source: World Economic Forum  
The Global Competitiveness Report 2008-2009





## ... and must be guided by some of the world trends in National Systems of Competency Standards

### Some of the world trends in National Systems of Competency Standards

- Evolve from an approach focusing only on government public policy with an emphasis on job education, towards an approach focusing on the **concerted action of workers', employers', social, academic and government sectors**, to achieve economic competitiveness and social progress.
- Ensure the existence of a development approach with a **high level of interlocation** amongst the productive, social, academic and government sectors.
- **Align educational options with the requirements of the productive sectors**, through the instruments of the national competencies systems, such as a National Competency Standards Registry.
- Guarantee **access to the national systems of competencies for all workers** including those in large corporations, SMEs, micro-businesses, independent workers and self-employed workers, workers in the social sector and at all levels of government.
- ... as well as **for all students** requiring competency certification, in order to strengthen their chances of successful insertion into the labour market.
- Develop the educational paradigm from teaching and knowledge assessment based on “information” examinations, towards a paradigm **of teaching and competency evaluation, on the basis of “knowing, knowing how to do and knowing how to be” portfolios**.
- Make progress in the **recognition of national and international certification**, in order to ensure labour mobility within the country and between countries, on the basis of education and competency training.



## In CONOCER we support, through the consolidation of a National System of Competency Standards (1) in Mexico:

*Societies become competitive because they are composed of competent persons*

Training human capital, as well as evaluating it and certifying its competence, is essential in order to accelerate economic competitiveness and social development and must be consolidated within the strategic agenda of labour, business, social, academic and government sectors, in order to achieve the economic and social progress our country requires.

- Employers and workers will **jointly develop** standards of competency for people. (2)
- Workers will **train, be evaluated and certified** according to these standards of competency (2) – workers with knowledge based on experience will be evaluated and certified.
- Workers **will increase their knowledge, productivity and labour mobility**, both nationally and internationally.
- Employers will obtain **greater confidence** with regard to the labour quality and productivity ...
- ... and will increase their productivity, **the value generation potential** of their businesses and investments and, eventually, the institutional effectiveness of their social or government functions.
- The **quality and productivity of the labour and business force, of the social sector and of the government**, will become key factors in national and international investment decisions.
- Additional instruments will be developed to **strengthen the alliance for productivity** between companies and workers.
- Technical and vocational education will become **aligned with the competency standards (2)** developed by the productive, social and government sectors.

### Vocational training, enterprise sustainability and decent work

(1) Refers to the SNCL (Standardized System of Labour Competency) and the SCCL (Certification System for Labour Competency), and includes both.

(2) At present Technical Labour Competency Standards (NTCLs).

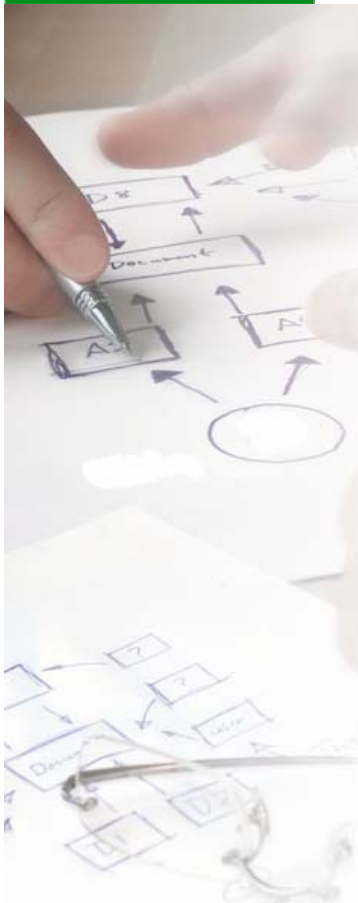


knowledge competitiveness growth

## On the basis of five key factors for strategic transformation

### Key Factor 1

A plural approach including employers, workers, the government and the educational sector, in order to achieve strategic agreements as a country.



Vocational training, enterprise sustainability and decent work

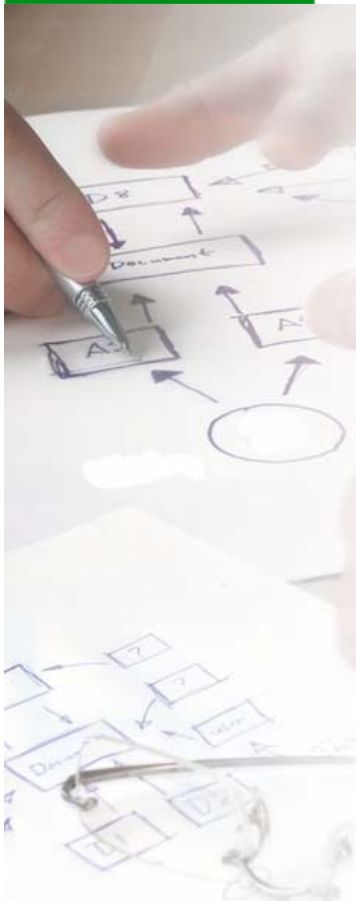
## On the basis of five key factors for strategic transformation

### Key Factor 1

**A plural approach including employers, workers, the government and the educational sector**, in order to achieve strategic agreements as a country.

### Key Factor 2

**Management with emphasis on demand**, guided by the requirements of the productive, social and government sectors.



**Vocational training, enterprise sustainability and decent work**

## On the basis of five key factors for strategic transformation

### Key Factor 1

**A plural approach including employers, workers, the government and the educational sector**, in order to achieve strategic agreements as a country.

### Key Factor 2

**Management with emphasis on demand**, guided by the requirements of the productive, social and government sectors.

### Key Factor 3

**A high level of interlocation** with workers, employers, and the social, academic and government sectors, for the development of relevant competency standards <sup>(1)</sup> with a real impact.

**Vocational training, enterprise sustainability and decent work**



## On the basis of five key factors for strategic transformation

### Key Factor 1

**A plural approach including employers, workers, the government and the educational sector**, in order to achieve strategic agreements as a country.

### Key Factor 2

**Management with emphasis on demand**, guided by the requirements of the productive, social and government sectors.

### Key Factor 3

**A high level of interlocution** with workers, employers, and the social, academic and government sectors, for the development of relevant competency standards <sup>(1)</sup> with a real impact.

### Key Factor 4

**A national evaluation and certification model**, according to which we shall promote an increase of supply, more options for users, price deregulation, and instruments to ensure service excellence.

**Vocational training, enterprise sustainability and decent work**



## On the basis of five key factors for strategic transformation

### Key Factor 1

**A plural approach including employers, workers, the government and the educational sector**, in order to achieve strategic agreements as a country.

### Key Factor 2

**Management with emphasis on demand**, guided by the requirements of the productive, social and government sectors.

### Key Factor 3

**A high level of interlocution** with workers, employers, and the social, academic and government sectors, for the development of relevant competency standards <sup>(1)</sup> with a real impact.

### Key Factor 4

**A national evaluation and certification model**, according to which we shall promote an increase of supply, more options for users, price deregulation, and instruments to ensure service excellence.

### Key Factor 5

The establishment of means of **promotion and marketing, as well as user-service channels**, so that the National System of Competencies <sup>(2)</sup>, becomes widely known and available to all workers and all enterprises in the country, including SMEs and micro-enterprises.

**Vocational training, enterprise sustainability and decent work**



## In order to achieve a national and comprehensive system of competencies on three levels: structural...

### I. Structural Level

#### CONOCER and its governmental entity

**National** Workers'  
Representatives

Government

**National** Employers'  
Representatives

#### Action Areas in each level

- The system's direction
- Regulatory Framework
- Incentives
- Promotion and drive
- Regulation
- National legitimacy
- Official Recognition
- Sectoral / national / state/  
municipal / international  
agreements

Vocational training, enterprise sustainability and decent work



knowledge competitiveness growth



In order to achieve a national and comprehensive system of competencies on three levels: structural, strategic...

## I. Structural Level

### CONOCER and its governmental entity

Action Areas  
in each level

**National** Workers' Representatives ↔ Government ↔ **National** Employers' Representatives

## II. Strategic Level

### Sectoral Committees for Competency-based Management (1)

**Sectoral** Workers' Representatives ↔ **Sectoral** Employers' Representatives

- Human capital agenda for competitiveness
- Competency standards (2)
- Standards applicability
- Incentives and consequences
- Evaluation and certification solutions
- Certification regularity

Vocational training, enterprise sustainability and decent work

- (1) Currently Standardization Committees  
(2) At present Technical Labour Competency Standards (NTCLs)



knowledge competitiveness growth



# In order to achieve a national and comprehensive system of competencies on three levels: structural, strategic and operational

## I. Structural Level

### CONOCER and its governmental entity

Action Areas  
in each level

**National** Workers' Representatives ↔ Government ↔ **National** Employers' Representatives

### Sectoral Committees for Competency Management (1)

## II. Strategic Level

**Sectoral** Workers' Representatives ↔ **Sectoral** Employers' Representatives

### Employers' and Workers' Associations, Social, Government, Educational and other Service Provider Institutions

## III. Operational Level

Training → Evaluation → Certification

- Development of training programmes aligned with standards of competency(2)
- Evaluation on the basis of evidence portfolios
- Certification which generates credibility for the users of the system: employers and workers
- ... and which increases the labour and wage mobility of workers based on productivity

**Vocational training, enterprise sustainability and decent work**

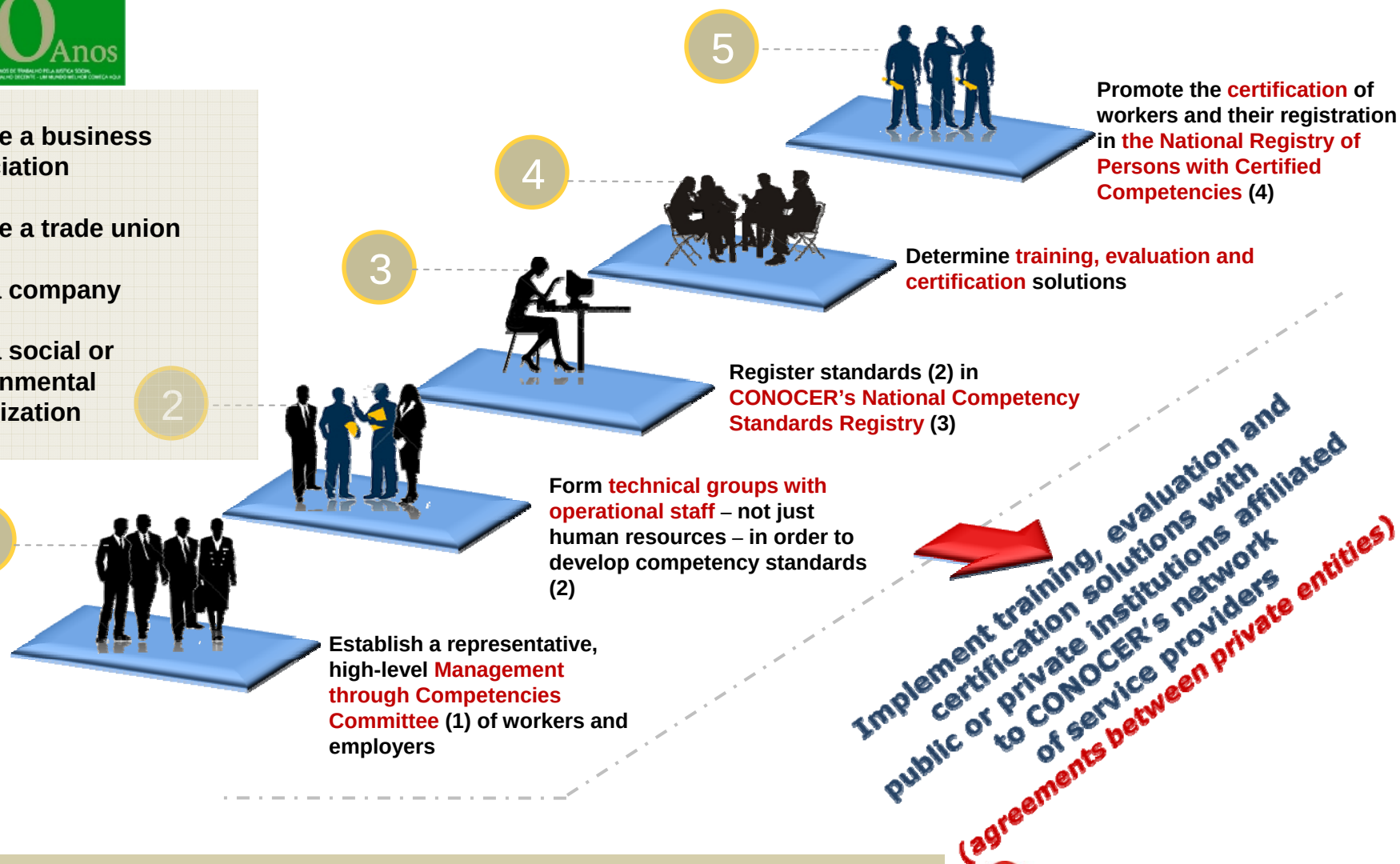


knowledge competitiveness growth

(1) Currently Standardization Committees  
(2) At present Technical Labour Competency Standards (NTCLs)

# How to obtain the benefits offered by CONOCER

- We are a business association
- We are a trade union
- I am a company
- I am a social or governmental organization



**Vocational training, enterprise sustainability and decent work**

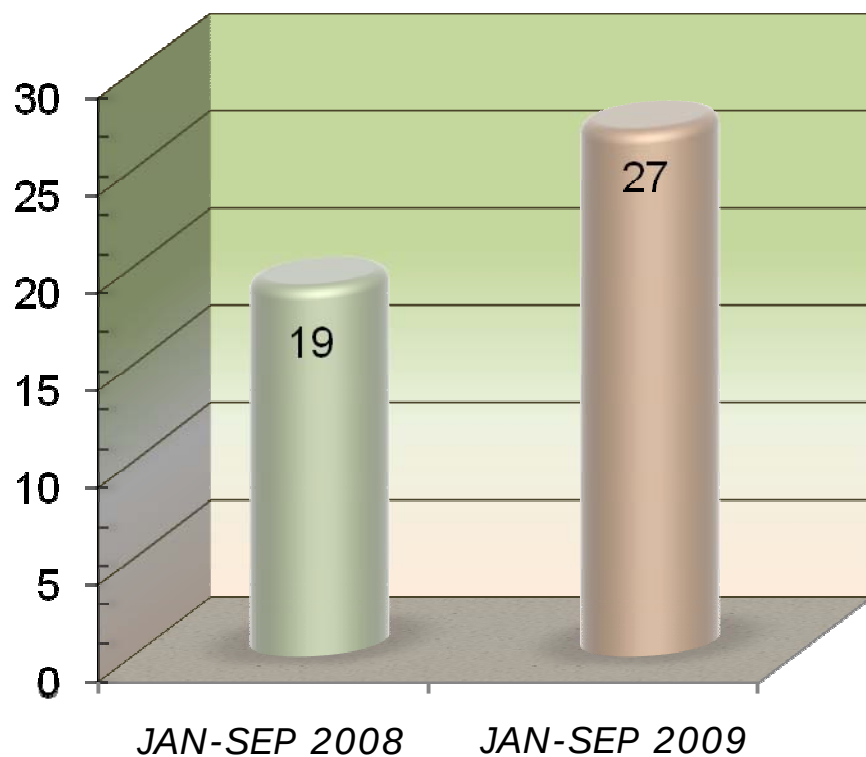
- (1) Currently Standardization Committees  
 (2) At present Technical Labour Competency Standards (NTCLs)  
 (3) Currently National NTCL Database  
 (4) This Registry can be operational once the competent agents and authorities approve the necessary modifications to CONOCER's Rules of Procedure.


**conocer**

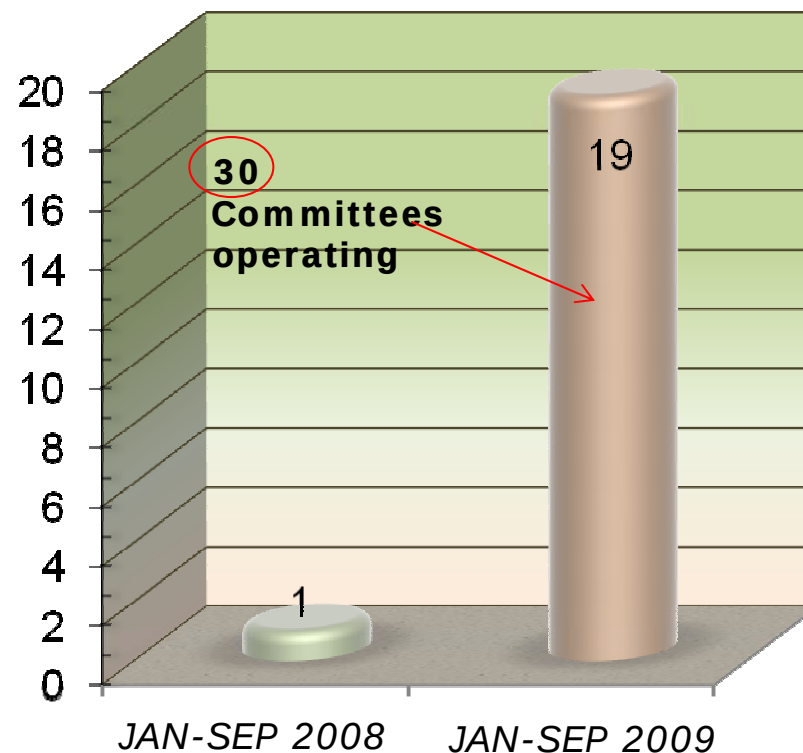
knowledge competitiveness growth

We are achieving our intended outcomes regarding the development of value-generating demand

New Competency Standards



New Competency-based Management Committees







## Competency-based Management Committees operational by September 2009

### Productive sectors:

|                                                |                  |
|------------------------------------------------|------------------|
| 1. Tourism                                     | 2 August 2006    |
| 2. Trade in department stores and supermarkets | 6 September 2006 |
| 3. Cable communication                         | 28 June 2007     |
| 4. Optical Sector                              | 27 November 2007 |
| 5. Real Estate development and services        | 11 December 2007 |
| 6. Auxiliary financing for bank employees      | 13 May 2008      |
| 7. Electrical Household Appliances             | 9 October 2008   |
| 8. Collection services                         | 28 January 2009  |
| 9. Private Security Services                   | 25 March 2009    |
| 10. Sugar Industry                             | 31 March 2009    |
| 11. National Restaurant Industry               | 21 May 2009      |
| 12. Foreign Trade Services                     | 10 June 2009     |
| 13. People's Savings and Credit                | 30 June 2009     |
| 14. Information and Communication Technology   | 5 August 2009    |
| 15. Cleaning Services and Products             | 14 August 2009   |



## Competency-based Management Committees operational by September 2009

### Government Sector:

|                                                   |                  |
|---------------------------------------------------|------------------|
| 16. Rural sector                                  | 16 July 2007     |
| 17. CONOCER                                       | 20 February 2009 |
| 18. Directors of Basic Education Schools          | 27 March 2009    |
| 19. Public Works Auditing                         | 16 July 2009     |
| 20. Indigenous Languages                          | 7 November 2008  |
| 21. Inclusion of and for Disabled Persons         | 11 February 2009 |
| 22. Civil protection                              | 25 February 2009 |
| 23. Social Welfare                                | 29 May 2009      |
| 24. Gender Equality                               | 11 June 2009     |
| 25. Public Administration of the State of Chiapas | 1 September 2009 |
| 26. Labour Regulatory Surveillance                | 26 August 2009   |

### Social Sector:

|                               |              |
|-------------------------------|--------------|
| 27. Mexican Red Cross         | 4 March 2009 |
| 28. Guides and Scout Movement | 15 July 2009 |

Vocational training, enterprise sustainability and decent work



## Competency-based Management Committees in the process of being set up by September 2009

### Productive sector:

1. Pharmacies
2. Graphic Arts Industry
3. PEPSICO
4. Microsoft Mexico
5. Information Technologies
6. Telecommunications
7. Electronics Industry
8. Mexican Publishing Industry
9. National Provincial Group (GNP) – Labour Congress – Insurance
10. Industrial workers from the State of Nuevo León
11. Construction Industry
12. Human Resources Operations
13. National Council of Tourist Enterprises
14. Refrigeration Industry
15. Training Services
16. Logistics Services
17. SME Consultancies
18. National Farm Labourers Confederation
19. Confederation of Mexican Workers



## Competency-based Management Committees in the process of being set up by September 2009

### Government Sector:

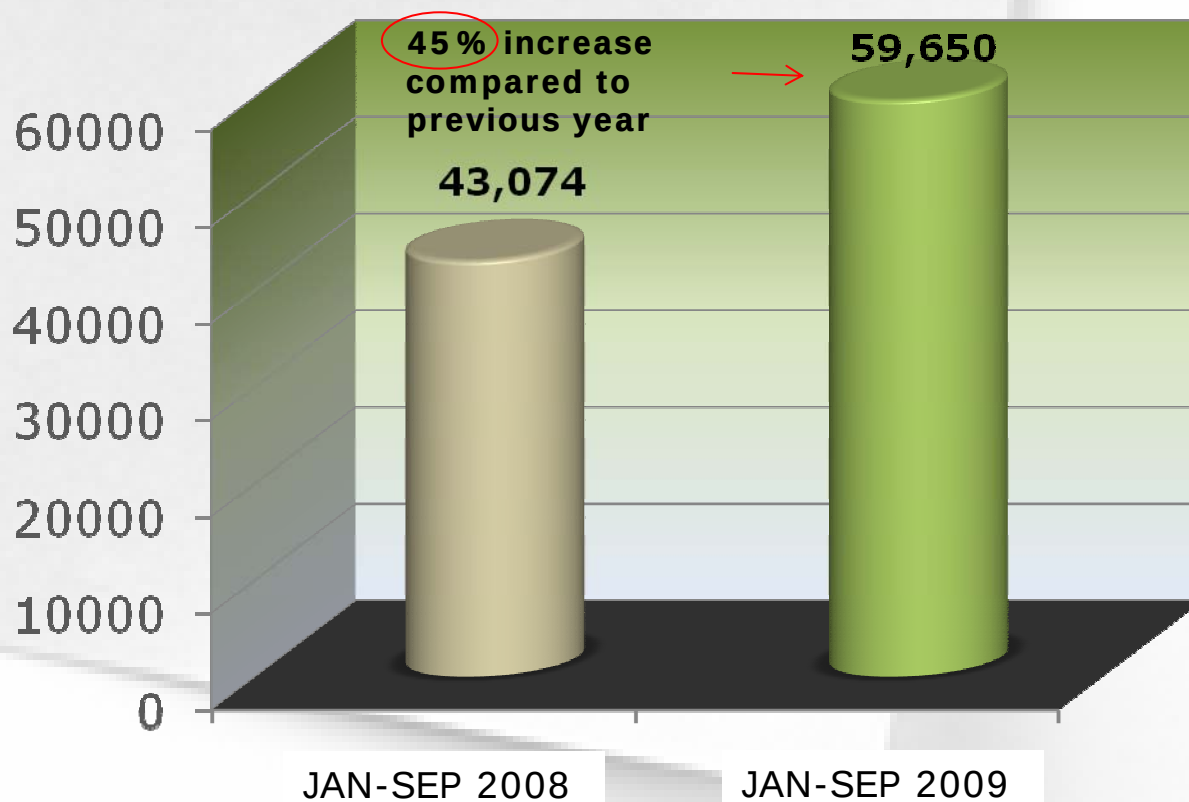
- |                                                                                 |
|---------------------------------------------------------------------------------|
| 22. Comptrollership and Good Governance – Excellence in Citizen Services        |
| 23. Comptrollership and Good Governance – Purchases and Acquisitions            |
| 24. Labour Ministry – Labour Productivity                                       |
| 25. Access to Public Information – the State of Yucatán                         |
| 26. Ministry of Tourism at state level – CROC – Bahía de Banderas               |
| 27. Ministry of Public Education – Basic Education Teachers                     |
| 28. PEMEX – Survival at sea                                                     |
| 29. Ministry of Social Development – Day Care for Children                      |
| 30. Health Services – Labour Congress                                           |
| 31. Public transport system                                                     |
| 32. Development poles                                                           |
| 33. Ministry of Education of the State of Jalisco                               |
| 34. Professionalization Institute for Civil Servants of the State of Nuevo León |

### Social Sector:

- |                                       |
|---------------------------------------|
| 35. Marista University of Guadalajara |
|---------------------------------------|

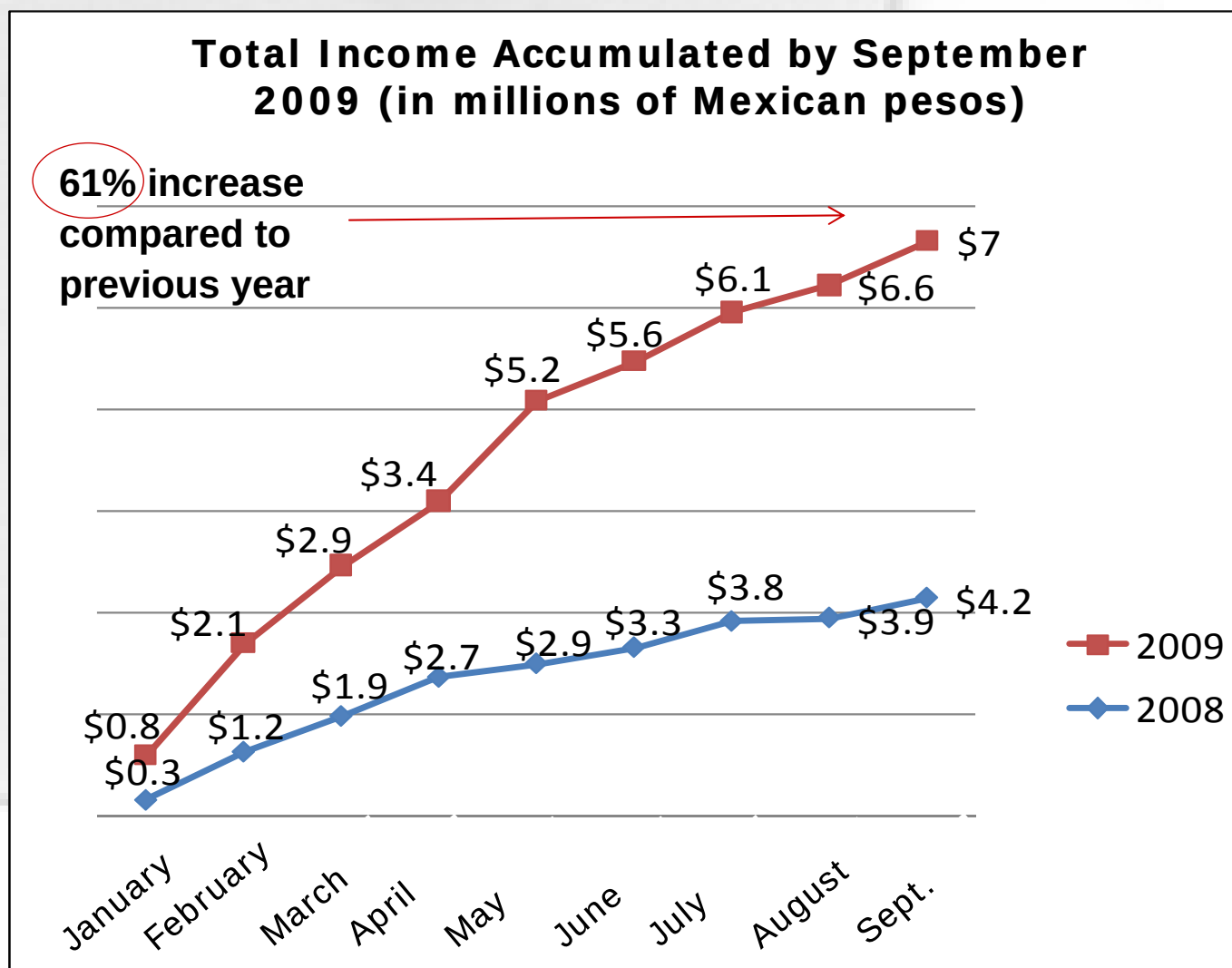
We are also obtaining results in certification growth

Number of Certifications by  
September 2009



Vocational training, enterprise sustainability and decent work

## As well as in earned income







## This is being achieved on the basis of a renewed value proposal for our users <sup>(1)</sup>

- The construction of the human capital agenda for competitiveness is being fostered in key sectors of our economy.
- Consultancies as well as face-to-face and online training available for productive, social and government sector to develop value-generating competency standards.
- A variety of options available for productive, social and government sectors themselves to design training, evaluation and certification solutions in order to ensure the quality they require.
- Official competency certification available for persons, with nationwide validity and the recognition of the country's educational authorities, as well as the seals of approval of the productive, social and government sectors, in order to provide reliability for employers and labour and wage mobility for workers.
- A possible option available of using competency standards (2) developed in Mexico or in other countries, as well as of participating in the international agreements which CONOCER may reach with other countries – internationally valid certification.
- Information regarding:
  - ✓ Competency standards registered at CONOCER
  - ✓ National demand for certification
  - ✓ Persons with certified competency
  - ✓ Training courses in line with competency standards
  - ✓ Evaluation and certification options
- Various training courses and alternatives available for individual functions of the National System of Competency Standards for Persons (3).
- Forums and areas for the transfer of knowledge and national and international best practices.

**Vocational training, enterprise sustainability and decent work**

(1) These benefits will be available to our users once the competent agents and authorities approve the necessary modifications to CONOCER's Rules of Procedure.  
 (2) At present Technical Labour Competency Standards (NTCLs).  
 (3) Refers to the SNCL (Standardized System of Labour Competency) and the SCCL (Certification System for Labour Competency), and includes both.



knowledge competitiveness growth



As well as with decisive and committed actions in order to position our users at the centre of the institution's management activities

At **CONOCER** we provide attention and serve our users:

- o Trade unions
- o Business confederations and associations
- o Workers
- o Enterprises
- o Workers, employers, producers and rural and farm labourer organizations
- o Social and civil organizations
- o Government institutions

in line with **levels of excellence**, on the basis of efficient and modern processes and **advanced technology**, such as our new Internet Portal which can be visited at:

**[www.conocer.gob.mx](http://www.conocer.gob.mx)**

**Vocational training, enterprise sustainability and decent work**

 **conocer**

knowledge competitiveness growth



Towards a **National System of Competency Standards for Persons (1)**, which will contribute to the country's economic competitiveness, and the educational development and social progress of all Mexicans.

a new  
**Conocer**  
in Mexico



**conocer**

knowledge • competitiveness • growth



**Vocational training, enterprise sustainability and decent work**

(1) Refers to the SNCL (Standardized System of Labour Competency) and the SCCL (Certification System for Labour Competency), and includes both.



## The National Competency Standards Registry <sup>(1)</sup> will offer significant advantages to users

Competency-based Management Committees<sup>(2)</sup> which register their standards<sup>(3)</sup> at the **National Competency Standards Registry<sup>(4)</sup>** will be able to:

- ✓ Offer workers **Ministry of Public Education** certification through **CONOCER**, with nationwide scope and legitimacy.
- ✓ Obtain access to **low-cost training programmes**.
- ✓ Register or have access to **national<sup>(3)</sup> and international competency standards**, and have access to the advantages of **international certification agreements** entered into by CONOCER.

*Access and reference to the National Competency Standards Registry <sup>(4)</sup> will be free and available to all through our portal on the Internet, which can be visited at [www.conocer.gob.mx](http://www.conocer.gob.mx)*

**Vocational training, enterprise sustainability and decent work**

(1) The National Competency Standards Registry will be operational once the competent agents and authorities approve the necessary modifications to CONOCER's Rules of Procedure.  
(2) Currently Standardization Committees  
(3) At present Technical Labour Competency Standards (NTCLs)  
(4) Currently NTCL National Database – registration in the NTCL National Database must fulfil the required regulatory requirements.



## The National Registry of Persons with Certified Competencies <sup>(1)</sup> will provide advantages for workers and employers in all sectors

CONOCER certificates will be registered in the **National Registry of Persons with Certified Competencies**<sup>(1)</sup>, which will generate significant benefits.

- ✓ Workers in the productive, social and government sectors will have access to a **flexible and simple procedure** which will provide them with information regarding their certifications.
- ✓ Employers will have **greater confidence when hiring workers and will be able to contact workers** with certified competencies.
- ✓ The National Registry will provide all sectors with **strategic information** which will lead to consensus and improved public policy design:

**Access and reference to the *National Registry of Persons with Certified Competencies (1)* (which will operate in coordination with the STPS) will be free and available to all through our portal on the Internet [www.conocer.gob.mx](http://www.conocer.gob.mx), and/or the STPS web site.**

**Vocational training, enterprise sustainability and decent work**

(1) The National Registry of Persons with Certified Competencies will be operational once the competent agents and authorities approve the necessary modifications to CONOCER's Rules of Procedure.