

“R.E.P.” is how Sistémica Consultores Spells Success in Mexico’s Muy Caliente Market.

In 2002, PMI released the first Spanish language translation of *A Guide to the Project Management Body of Knowledge (PMBOK® Guide)*. That same year, Sistémica Consultores (SC) became one of the first Registered Education Providers (R.E.P.s) in Mexico.

According to Managing Director Moisés Moshinsky, M. Sc., PMP, this reflects a decision made years prior. “Even before we officially launched SC, we decided to train professionals in project management under the PMI® framework and further on to become an R.E.P.,” he recalls. “We knew the benefits of the program would be critical to our success.”

The wisdom of this decision is borne out every day. According to Moisés, being an R.E.P. has provided tangible benefits to almost every aspect of his organization: impacting everything from the effectiveness of their marketing and business development, to the quality and range of services they provide to their clients. To Moisés, it is the major reason why SC has grown in nine years from a small consultancy into an organization providing project management training, examination preparation and coaching services to hundreds of organizations and individuals at locations across Mexico.

INCREASING VISIBILITY

Mexico, home to the second largest economy in Latin America, is currently experiencing unprecedented growth in foreign investments from project-

based companies. Although this has led to a steady and significant increase in the demand for project management training, it has also resulted in an increase in the number of companies that claim to offer high-quality services, despite possessing varying levels of expertise.

According to Moisés, SC’s R.E.P. status immediately sets them apart. “Customers know right away that we’re different,” he says. “They know that our services and materials have met a demanding international quality standard and that our approach is aligned with the world’s leading project management organization.”

ENRICHING THEIR SERVICE OFFERING

Affiliation with PMI has also increased SC’s ability to deliver for its customers. “Being part of PMI’s global community enables us to connect with project managers from around the world,” says Moisés. “We’re able to talk about specific issues our customers are encountering and come up with practical information and approaches that we can use in our materials and apply to our day-to-day business.”

BOOSTING BUSINESS DEVELOPMENT

Being an R.E.P. also increases SC’s visibility with many companies that use the web to find providers of project management training and education.

“Being featured in PMI’s online R.E.P. directory gives us a real advantage over competitors when people are searching the web,” says Moisés. He refers to the directory’s position as the number one search result on Google, Bing and Yahoo for anyone searching for a project management training and education provider.

WHAT IS AN R.E.P.?

A PMI Registered Education Provider (R.E.P.) is an organization approved by PMI to issue professional development units (PDUs) for its training courses. R.E.P.s have met PMI’s rigorous process requirements for on-going, high quality, project management training and education.

Courses offered by R.E.P.s are pre-approved for contact hours in fulfillment of certification eligibility requirements, as well as PDUs to fulfill the continuing certification requirements for PMI credentials.

The R.E.P. program has been designed to enhance the ongoing professional development of PMI members, those credentialed through PMI and others in or seeking to be in the project management profession.

For more information visit:
PMI.org/REP

CAPITALIZING ON EMERGING MARKETS

The majority of Mexico's foreign investors are multinational corporations whose operations are distributed across countries, business units and partners. Many of these corporations have integrated PMI's body of international project management standards into their daily practice and require its use by all of the companies that work with them, including those in Mexico.

According to Moisés, this has created a marketplace in which more and more Mexican-based companies and international organizations with operations in Mexico are seeking project management training and certification just to stay competitive. "They are finding that they won't even be considered for a contract, unless they can prove they have PMP-certified project managers on staff and have a work process that is aligned with the *PMBOK® Guide*," he says. "We've had several companies come to us for project management training and exam certification preparation, saying 'we lost a contract, because we didn't have a PMP to run the project.'"

The Forecast? Un Futuro Brillante

The increasing number of project-based industries choosing to invest in Mexico and Latin America will ensure that this region will remain one of the world's richest markets for project management training and certification.

The current level of demand from well-established industries, such as manufacturing, will continue to trend upward, due to the sector maintaining its double-digit annual growth. New demand for projects will result from the increasing presence of companies in IT, finance, and healthcare, as well from unprecedented activity in the petroleum industry, due to Mexico's historic decision to open up its vast oil fields to foreign investment for the first time. "As a matter of fact," says Moisés, "in the training sessions with one of our customers at Ciudad del Carmen, Campeche, we have been discussing the application of more recent adaptive project management techniques for the very dynamic projects they perform at the PEMEX oil rigs, where their crews spend 14 full days at sea."

Registered Education Providers like SC are uniquely positioned to take advantage of these unprecedented opportunities because of the support they receive from PMI and its Latin American representatives.

R.E.P. marketing support will continue to increase as PMI expands. This expansion leaves Moisés confident about the future of SC. He sums it up simply: "Being an R.E.P., being affiliated with PMI is what puts us at the forefront of serving these new markets."