Founded in 1946, Senac São Paulo is one of the top ten educational institutions in Brazil and offers more than 2,000 degree or professional education programs in such areas as business, design, information technology, communications, arts, health, hospitality, gastronomy and project management. It is also one of Brazil’s most entrepreneurial organizations, having been recognized by the Brazilian Institute of Intra-Entrepreneurship (IBIE) for the quality of its organizational practices.

This entrepreneurial spirit puts Senac São Paulo on the cutting edge of developing education that meets the demands of a rapidly evolving marketplace. It is what led to them offering one of Brazil’s first computer programming courses in the 1970s, and to establishing internationally recognized training and certification programs with organizations such as Cisco, Adobe and Microsoft.

**BRAZIL’S NEED FOR PROJECT MANAGERS**

As Brazil grew to become the world’s seventh largest economy, the need for certified project managers grew as well. “There is a lack of certified people in Brazil,” stated Ozeas Vieira Santana Filho, Program Manager at Senac’s Development Management unit. “Companies have a hard time finding PMP® credential holders and people who have project management experience.”

Given Senac São Paulo’s entrepreneurial history of building relationships with leading organizations, working with PMI was the logical choice.

**THE BENEFITS OF BEING AN R.E.P. BEGIN WHEN YOU APPLY**

Although Senac São Paulo knew that attaining Registered Education Provider (R.E.P.) status would provide them with tangible benefits, they never expected to receive them during the application process.

**The Benefit of Support**

The first benefit appeared as they began working their way through the rigorous application process. “PMI has people who work just on the R.E.P. program, so any time we had a question or a problem, we heard back very quickly,” said Ozeas. “We know that there are people there who will give us the support we need.”

**The Benefit of Standards**

Once they began working on their application, another unexpected benefit appeared: process improvement. “Because our core business is training, we were already including quality improvement by distributing surveys after each course,” said Ozeas. “But we also implemented what PMI said to do. It was great for us, because PMI has all of the procedures and structures and what you need to do in terms of improving your programs.”

**THE BENEFITS OF BEING AN R.E.P. GROW AS YOU GROW**

Since becoming an R.E.P, Senac São Paulo has experienced many benefits on their way to building a thriving program that serves hundreds of students each year. When pressed to name just a few, Ozeas identified the following:

**The Benefit of Affiliation:**

Being an R.E.P. indicates that you have close ties with PMI, an organization that has an unprecedented level of visibility worldwide. “PMI is very well known,” says Ozeas. “In Brazil, when you hear project management, you link it to PMI. When companies need to know about project management they look at PMI, its website and the materials that PMI publishes.”

**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. Courses offered by R.E.P.s are preapproved for contact hours the 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 the project management profession.

For more information visit: PMI.org/REP

Visit PMI.org/REP for more information on the R.E.P. Program.
The Benefit of Verification:
Senac São Paulo is well known for the quality of its educational offerings. However, having the R.E.P. designation provides customers with an even higher degree of confidence. Ozeas sums it up simply: “Students say, ’If PMI has approved the company as an R.E.P., then they know that it’s a good company.’”

The Benefit of Visibility:
Being included in the PMI website provides substantial business value. “If a person is looking for a course or program or certification, they first go to the PMI website,” said Ozeas. “There, they can not only search and choose the R.E.P. in their local area but they can also choose their classes.”

The Benefit of Resources
The growth of their training programs presented Senac São Paulo with the challenge of finding experienced instructors who met their unique set of requirements. Ozeas explained what they were looking for: “It’s not just about being a PMP® credential holder and a good project manager. They also need to be able to work well with students and pass along their knowledge.”

However, that’s not all. Excellence in the classroom is just the start. “Working with organizational customers requires you to think like an educational consultant as well as an educator,” Ozeas notes. “You have to find an instructor that is able to go to the organization, look at their needs, negotiate the changes in material and time they want and then create the proposal.”

Luckily, Senac São Paulo was able to meet this challenge by turning to a local resource, PMI’s São Paulo chapter. “We have a very close relationship with them,” said Ozeas, “as their membership includes project managers from some of Brazil’s largest companies. They enabled us to find the professionals we needed: PMP’s who could go from managing large projects by day to sharing that knowledge with Senac students by night.”

The quality of this mutually rewarding relationship has enabled Senac São Paulo to expand their faculty from two instructors teaching at one branch location, to 18 hired instructors teaching at 16 branch locations.

It has also enabled them to expand their curriculum from its core offerings of certification preparation and PMI Knowledge-Area courses. Senac now offers a post-graduation program in Project Management and will debut a Bachelor’s in Business Administration with a Project Management concentration in 2012.

THE BENEFITS OF BEING AN R.E.P. CONTINUE INTO THE FUTURE
Brazil is facing a time of unprecedented economic growth. Analysts are predicting that its economy will catapult from being the world’s seventh largest to the world’s fifth largest…. in just the next six months. Its IT industry is flourishing, and one of the world’s largest underwater oil deposits has just been discovered off its coast, which has resulted in US$220 billion being invested in infrastructure.

As Brazil’s economy continues to grow, so does its need for certified project managers and for the R.E.P.s that play a critical role in training them.