

The Foundation of Success for the Beijing Sino-Edu Management Consulting Co., Ltd.

Since PMI sent its first delegation to China in 1983, China has become an economic powerhouse. Home to the world's fastest growing economy, it is also home to the world's most rapidly growing market for trained project managers. With an estimated 5 million workers needing project management training and an additional 600,000 requiring immediate certification, China continues to seek education providers who can fill the need for effective project management training.

Beijing Sino-Edu Management Consulting Co., Ltd. was founded to meet that need. Since becoming a PMI Registered Education Provider (R.E.P.) in 2003, it has grown to become one of China's leading project management consulting and training organizations. More than 10,000 students have come through its doors, seeking project management training and preparation for the Project Management Professional (PMP)® certification exam.

Professional project management certification in China dates back to 1993, when the first Chinese citizen earned her PMP credential. Today, there are more than 40,000 PMP credential holders in China... 25% of whom received training and exam preparation from Beijing Sino-Edu Management Consulting Co., Ltd.

General Manager, Mr. Xiang Jun credits their R.E.P. status as a fundamental factor in the company's success. "Right from the start, we knew that being an R.E.P. would be important to the growth of our company," he explains. "We knew

that people trusted PMI and we wanted to position ourselves as an organization that provided the highest-level of quality project management training."

To Mr. Xiang Jun, the benefits of being an R.E.P. actually began during the application process. "It was very helpful for our organization to go through the process," he recalled. "First, it helped us make sure that our course materials were of the highest quality. Secondly, it provided us with additional ideas for how to strengthen our internal process of continually assessing and improving the effectiveness of our course materials and training services."

BENEFIT: STANDING OUT FROM THE CROWD

Mr. Xiang Jun has also found that PMI R.E.P. status provides a critical market differentiator. China's massive demand for project management training and consulting has created a marketplace crowded with training organizations that vary widely in expertise and quality of services. A negative experience with some of these organizations can leave potential customers disappointed and wary. "It has affected some customers' ability to recognize the value of project management," Mr. Xiang Jun acknowledges. "However, being an R.E.P. shows to the marketplace that our project management training is of the highest quality, due to our meeting the rigorous standards of PMI's R.E.P. program."

BENEFIT: BUILDING A POSITIVE REPUTATION

In China, an organization's reputation is incredibly important to its long-term success, much more so than in other countries. The Harvard Business Review recently reported that 70% of Chinese consumers indicate that the advice

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

of friends and family is a major factor in their purchasing decisions. This is twice the percentage of those in the United States. "Being an R.E.P. helped us develop, deliver and maintain the highest quality product," explains Mr. Xiang Jun. "This has enabled us to build a reputation for quality, which makes our customers want to pass our name along to their peers, co-workers and other organizations."

BENEFIT: OPENING DOORS TO NEW MARKETS

Being an R.E.P. has also provided them with a unique ability to establish ongoing and lucrative relationships with dozens of organizations from a wide range of sectors. "Being an R.E.P. gives us the credibility we need to help them understand how project management

can benefit them, and why their people need training," explains Mr. Xiang Jun. "This can, in turn, lead to additional engagements where we help them implement project management within their organization."

BENEFIT: ENSURING ONGOING QUALITY

According to Mr. Xiang Jun, his organization's affiliation with PMI enriches the quality of the services they are able to deliver to their clients. "Being an R.E.P. also enables us to always be aware of the latest information and developments in the field of project management. This, in turn, gets passed onto our customers, so that they are always receiving the latest in terms of project management best practice."

The Bottom Line

Clearly, Beijing Sino-Edu Management Consulting Co., Ltd.'s belief in the value of being an R.E.P. has paid off: almost 2,000 people attended their PMP training last year.

And while the world's economic situation has somewhat slowed China's dramatic growth, the demand for project management training and certification continues to grow. "We're already seeing an increasing number of customers coming to us from the top 500 enterprises in China," says Mr. Xiang Jun, whose company has now expanded to eight locations. "This demonstrates how much they are discovering the importance of project management to their organizations."