



BUILDING HUMAN TALENT

TO DRIVE SUSTAINABLE GROWTH

TEXAS TECH: COSTA RICA CAMPUS

essential
**COSTA
RICA**

ACCINDE
COSTA RICAN INVESTMENT PROMOTION AGENCY



COSTA RICA HAS A *long-standing*
COMMITMENT TO SUSTAINABILITY





SUSTAINABLE DEVELOPMENT GOALS

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



1 NO POVERTY



10 REDUCED INEQUALITIES



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



5 GENDER EQUALITY



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



SUPPORT & CONTRIBUTION

CINDE
COSTA RICAN INVESTMENT PROMOTION AGENCY

TO COSTA RICA'S
SUSTAINABLE
DEVELOPMENT

Education is free, universal & mandatory since 1870

No army since 1949

7.36% of GDP in Education



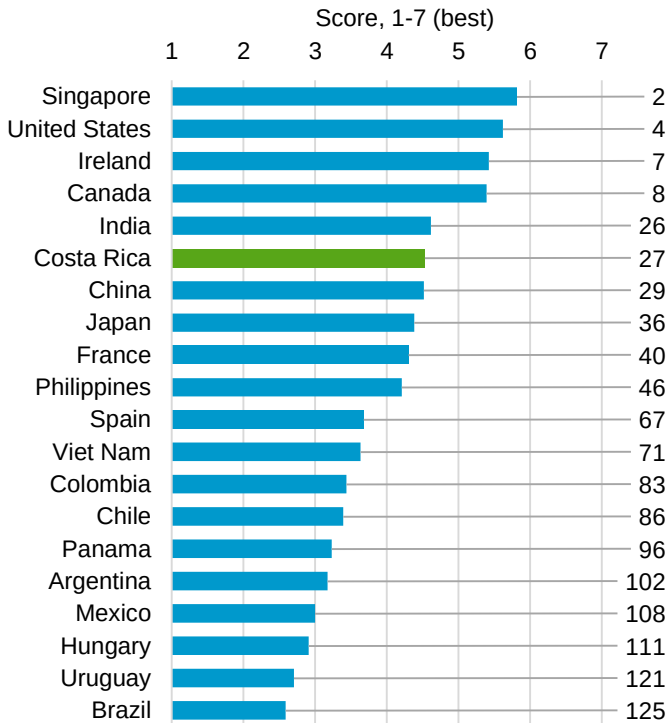
#1 Education System in Latin America

Ranked 27th global: above France, China, and Japan



essential
COSTA RICA

CINDE
COSTA RICAN INVESTMENT PROMOTION AGENCY



Source: World Economic Forum, Global Competitiveness Report 2017 - 2018.

Strong educational framework



TECHNICAL HIGH SCHOOLS

223 institutions

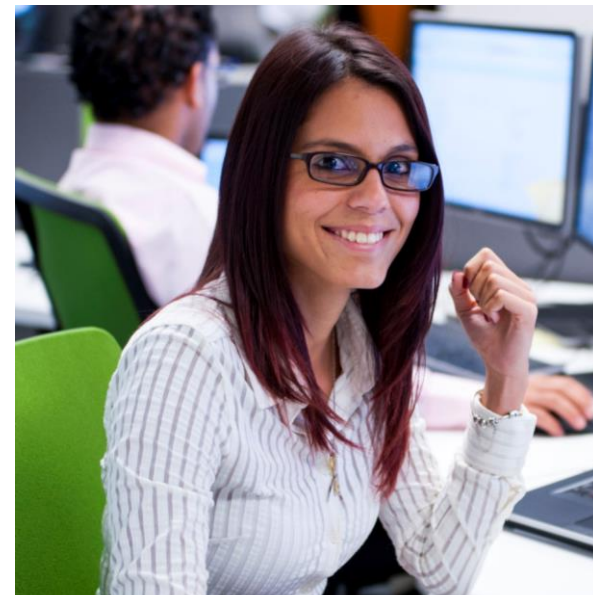
More than **103,610 students** enrolled



NATIONAL LEARNING
INSTITUTE (INA)

60 facilities nationwide

32,004 people trained in 2015



UNIVERSITIES

62 universities

More than **227,000 students**
enrolled

Big challenges, big opportunities

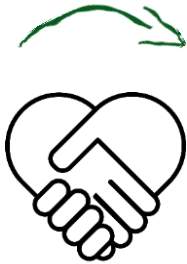


*If you had the right talent,
right now, how much would
you grow in Costa Rica?*

17.300 jobs
In high-demand careers

Source: CINDE, CID Gallup survey, PWC, CONARE, MEP, INA, 2016. 2017-2019 projected data

CINDE's role in shaping the academic landscape



Over the past several years, CINDE has established a strong relationship between industry and academia triggering and further enhancing the creation of specialized, tailored skills & curricula required by leading companies to succeed.

Studies and working groups to understand demand



Gap analysis

- Curricula review in highly demanded areas in light of needs from companies. Portfolio development for knowledge transfer.



Working groups

General Managers groups by sub-sector:

- Strategic review of investment climate and competitiveness issues.

Examples:

- Outside of GMA strategic proposal group
- Corporate Services 5.0

HR Managers group

- Targeted working groups.
- Best practice sharing.

Other specialized working groups:

- R&D.
- SAP Education strategy.
- Facilities.

Building up skills through tailored academic offerings

LOCAL ACADEMIA



- ✓ **50+ areas of specialization covered** by existing academic programs of relevance for the High Tech Manufacturing and Services Sectors (at a technical, university and post graduate levels).



- ✓ **20+ “tailor made” projects developed** at a technical level (technical high schools and INA) based on companies’ needs.
- ✓ **20+ specific initiatives with local universities** (specialization + companies’ alliances).

Alliances to build up new skills: CINDE's ISAA initiatives

Specialized programs developed with international institutions,
companies' support & local academia (public & private)



STAYING IN THE RACE

EDUCATION

AS AN FDI SECTOR

FOR SUSTAINABLE

DEVELOPMENT



1 - UNDERSTAND THE PLAYING FIELD



Changes in demand

The Future of Jobs Report (WEF) predicts current trends can lead to 5.1 million jobs lost between 2015–2020.

BUT total gain of 2 million jobs, in **Computer, Mathematical, Architecture and Engineering** related fields.



Growth in education market

USA is the largest market for education

US for-profit education revenue more than **doubled** in the last decade

Participation in higher education increased dramatically across **Latin America and the Caribbean**. Currently at **11-12%** of global enrolment.



Education FDI

There have been a total of **448 projects** in the Education sector over the last five years.

Investments have created **21,582 jobs**

USA, UK & Japan are the largest source markets

2 - TARGET NEEDS



- Some are experiencing funding cuts in R&D
- Seeking to diversify revenue streams by setting up overseas campuses
- Enhancing rankings
- Providing a more holistic & global view to students

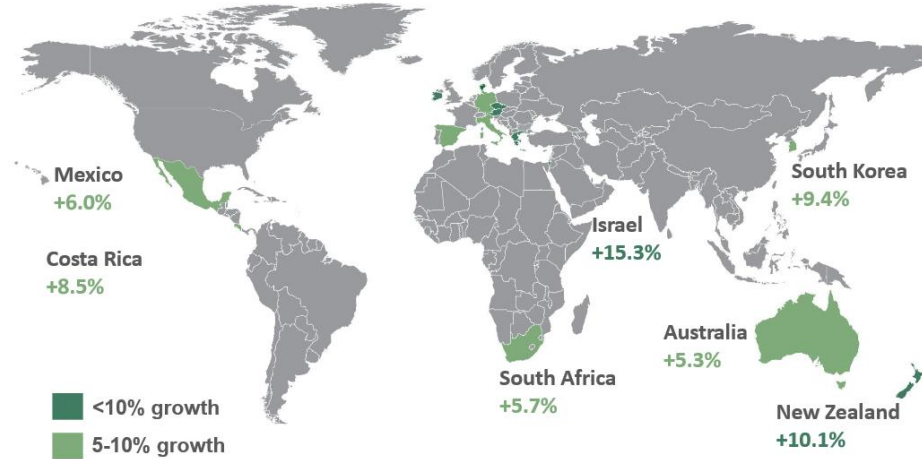
Universities Students

Behaving like consumers

- Academic rankings
- Price comparison websites
- Seeking a more holistic product
- Employability & learning experience

2 - TARGET NEEDS

Largest Growth of US international students among Top Host Countries



“Costa Rica holds first position in Latin America and the eight globally as **favorite destination** of studies by the United States citizens.”

In 2015, **9,300 college** students from the United States chose Costa Rica as their learning destination.

Study Abroad Growth by Major Field



STEM



Business &
Management



Social
Sciences



Foreign Lang. &
Global Studies



Fine &
Applied Arts

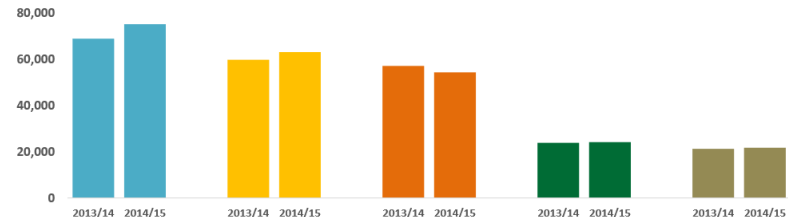
+9.1

+5.6

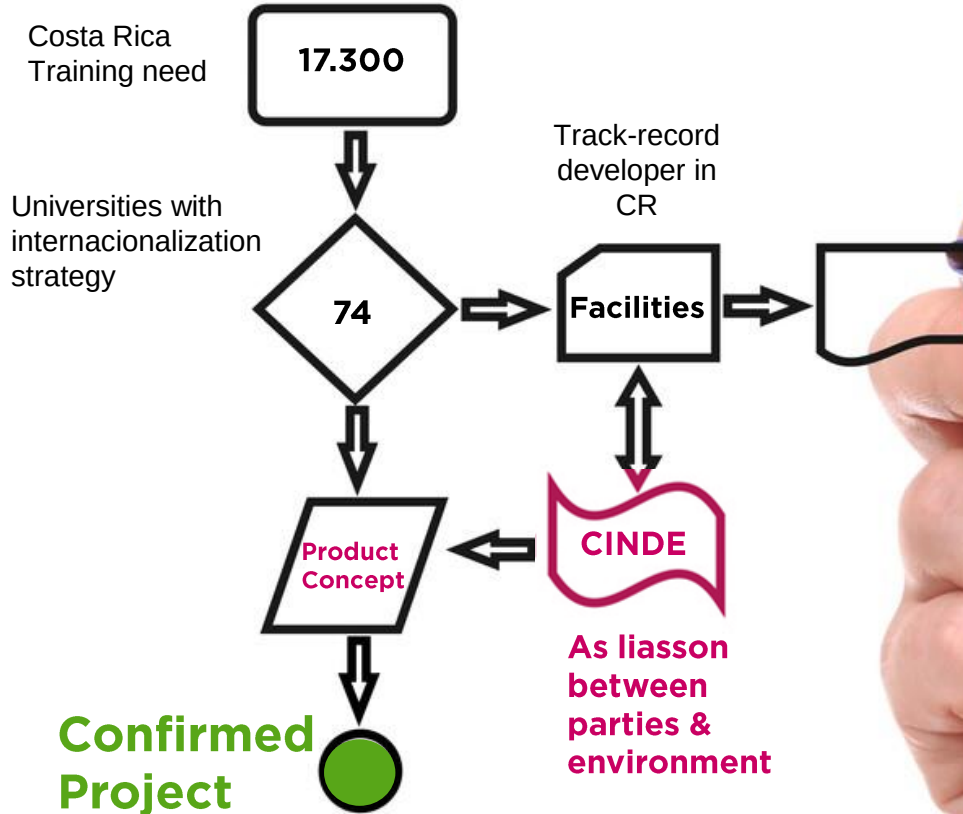
-4.9

+1.1

+2.4



4 - CONNECTING THE DOTS



- **Benchmark** of academic offering in Costa Rica
- **Corporate** meetings with investing companies in the country
- Research & insights on **high-demand curricula**

Texas Tech University – Costa Rica Campus



- First campus outside USA
- Engineering careers lead global demand in upper education and Latin America is no exception.
- Understood Costa Rica's need for state-of-the-art content
- Costa Rica's convenient location, commitment to education and stability as main drivers
- Opportunity to offer this curricula to other Latin American students as well
- Generation of more research and applied development



TEXAS TECH UNIVERSITY
Costa Rica™

GROUNDDBREAKING PRIMERA PIEDRA

24 octubre 2016

- 3,321m²
- \$15 million investment in facility infrastructure
- 1,300 student estimate.
- All lessons in English





USA accreditation for TTU-CR programs
(effective January 2018) in:



B.S. Electrical Engineering



B.S. Industrial Engineering



B.S. Computer Engineering



B.S. Mathematics

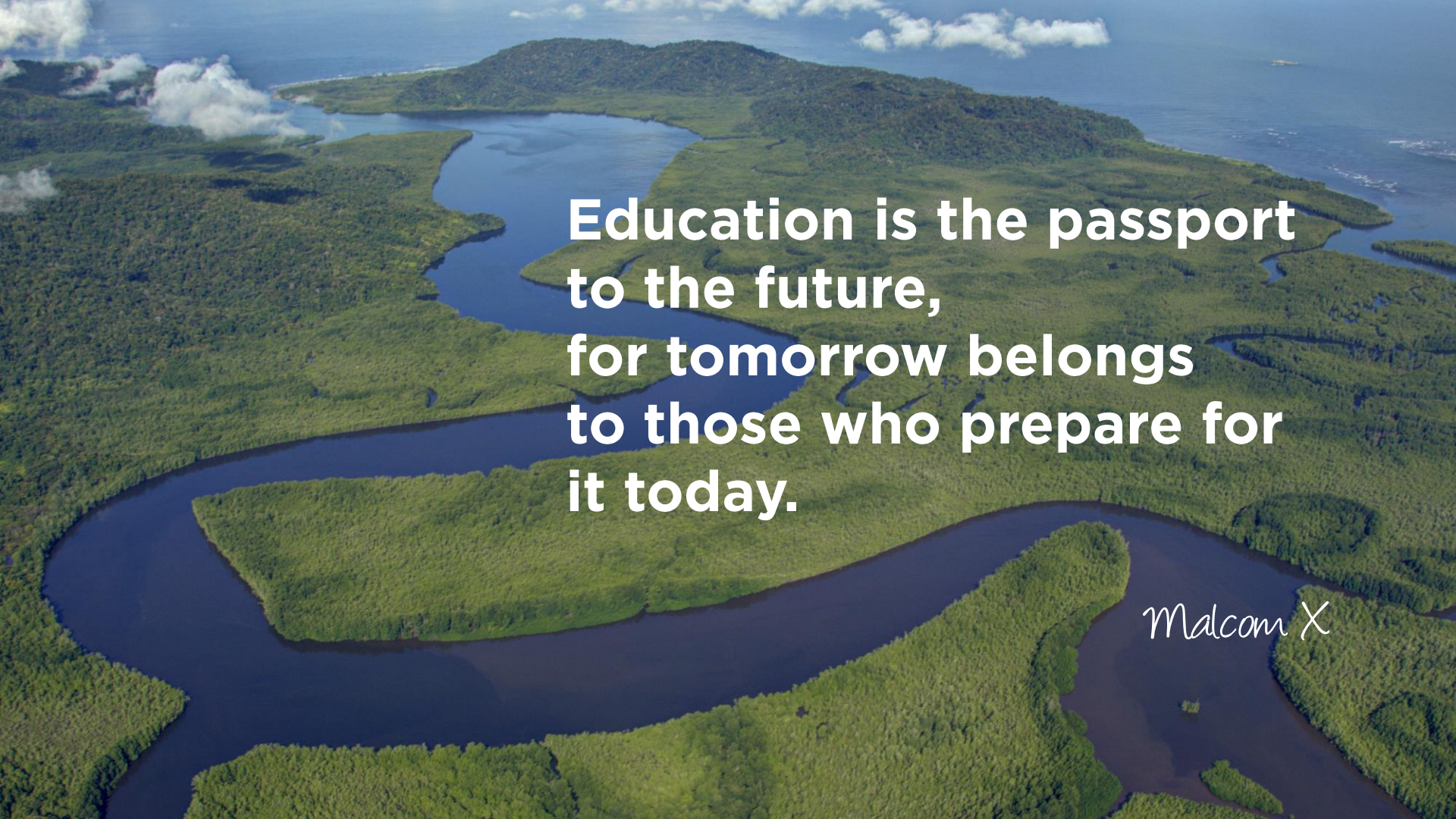


“ *This country has political stability, education in its DNA, a reputation for the quality of its human resource; the level of English of “ticos” is admirable, and the country has opened itself to the areas of technology and the industrial sector that are hungry for qualified professionals.*

- Jack Bimrose,
Texas Tech University Administrative Director



TEXAS TECH UNIVERSITY
Costa Rica™

An aerial photograph of a vast mangrove forest. A dark, winding river or canal cuts through the dense green landscape. In the background, a large, rounded island is visible under a blue sky with scattered white clouds. The water reflects the sky and the surrounding greenery.

**Education is the passport
to the future,
for tomorrow belongs
to those who prepare for
it today.**

Malcom X

THANK YOU!



www.cinde.org