



The Woodrow Wilson Center's Mexico Institute is pleased to welcome you to the event:

**Mexico's Workforce Development Outlook:
A Conversation with Alberto Almaguer Rocha
Managing Director of CONOCER**

Thursday March 1, 2018

11:30 a.m. – 1:30 p.m.

Location: Woodrow Wilson International Center for Scholars, 6th Floor Board Room

Welcoming Remarks

Amb. Earl Anthony Wayne

Mexico Institute Fellow and Advisory Board Member; Former U.S. Ambassador to Mexico

Speaker

Alberto Almaguer Rocha

Managing Director of CONOCER

Moderators

Amb. Earl Anthony Wayne

Mexico Institute Fellow and Advisory Board Member; Former U.S. Ambassador to Mexico

Christopher Wilson

Deputy Director, Mexico Institute

Technology and productivity improvements in North America are rapidly transforming the workplace leading to an increased demand for a skilled and adaptable workforce. As Mexico develops its R&D and innovation capacities and transitions into the “Fourth Industrial Revolution,” the country’s development prospects will increasingly hinge on successful educational and training programs to build, adapt, and validate.

This conversation is part of the Wilson Center’s North American Workforce Development Initiative, a series of events and discussions to explore issues important for workforce development in North America in an effort to develop a viable North American agenda on this important topic. Our goal is to explore ways to better support the preservation and creation of jobs during the current period of intense technological change and global competition, based on cooperation between governments (federal and sub-federal), the private sector, unions, NGOs, academia and others.

The National Council for Standardization and Certification of Labor Competencies (CONOCER) is the federal agency responsible of coordinating Mexico’s National Competencies Framework, which develops and defines job competencies in terms of the skills, knowledge and attitudes required. CONOCER brings together

representatives and leaders from the private sector, educational institutions, unions and governments in order to develop demand-driven job competencies, and to identify best practices for teaching and certifying the acquisition of those competencies. CONOCER also promotes the expansion and use of the framework among educational institutions, private sector and unions, among other stakeholders across the country.

In this discussion, Alberto Almaguer Rocha, who has been leading this effort since 2016, will speak on the mission, vision and objectives of Mexico's National Competencies Framework and how it operates, as well as CONOCER's strategy to certify the workforce, and increase employability, production and competitiveness through the development of human capital. The conversation will also focus on lessons learned from Mexico's workforce development efforts, and best practices to tackle the skills gaps and workforce transitions in the region.

Biography



Jesús Alberto Almaguer Rocha

Managing Director of CONOCER

PhD Jesús Alberto Almaguer Rocha was appointed as the Managing Director of the National Council for Standardization and Certification of Labor Competencies (CONOCER) on May 16, 2016.

In Nuevo Leon's State Government, he served as Director of the Modernization and Quality Program of the Government's General Secretariat, Undersecretary of Social Development, and Undersecretary of Higher Secondary Education and Higher Education. On January 27, 2015 he was designated Secretary of State Education by the Governor.

In Nuevo Leon's municipal government, he was General Controller at Juarez, Secretary of Human and Social Development and Secretary of Economic Development at Guadalupe, N.L.

Alberto also served as Development Banking Executive at Banorte Finance Group and as Head of Economic and Financial Analysis at Infosel. At the Metropolitan University of Monterrey, he served as High School Division Director and Economic-Administrative Division Director. He has been member of a variety of Councils of Social and Academic Institutions, and has lectured at the Technological Institute of Nuevo Leon and UANL.

He is a graduate from the Faculty of Public Accounting and Administration of the Autonomous University of Nuevo Leon, and holds a Master's Degree in Economics from the same University. He has an Academic Degree in International Taxes from the International Tax Program at Harvard University-ITAM, and a postgraduate degree in Strategic Management from Berkeley University of California. He holds a Doctorate degree at the Autonomous University of Nuevo Leon.