

Costa Rica...Green & Smart 2.0

The business ecosystem digital strategy for Costa Rica

Specialist:

*creating quality jobs to consolidate Costa Rica's
digital ecosystem*

*Alexander Mora,
Chairman of the Board,
Costa Rica's ICT Chamber
–CAMTIC–*



G 20 Training Strategy
Knowledge-sharing workshop on good practices and effective institutions to
bridge education, training and Decent Work / Torino, May 4 – 6, 2011

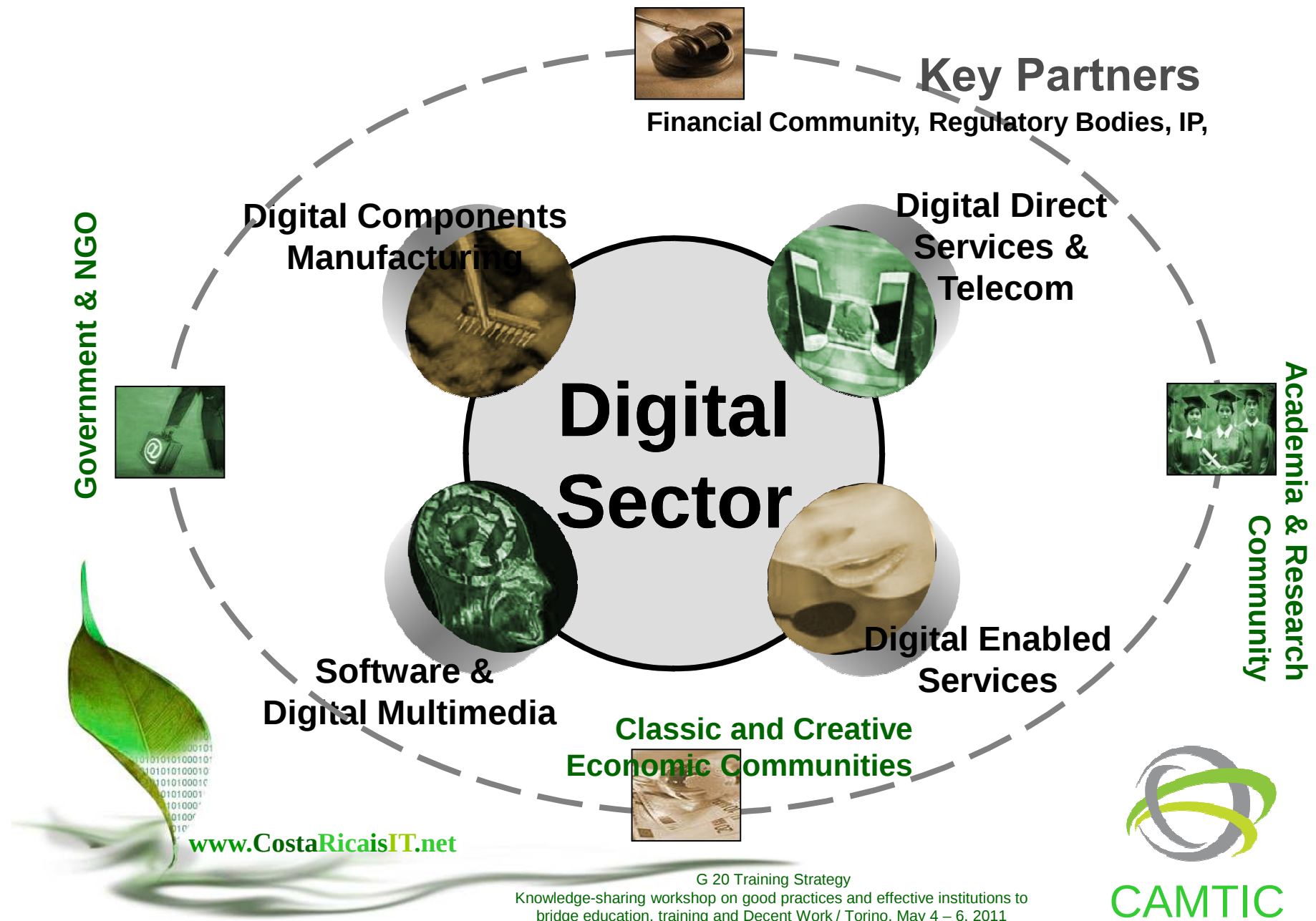


Content

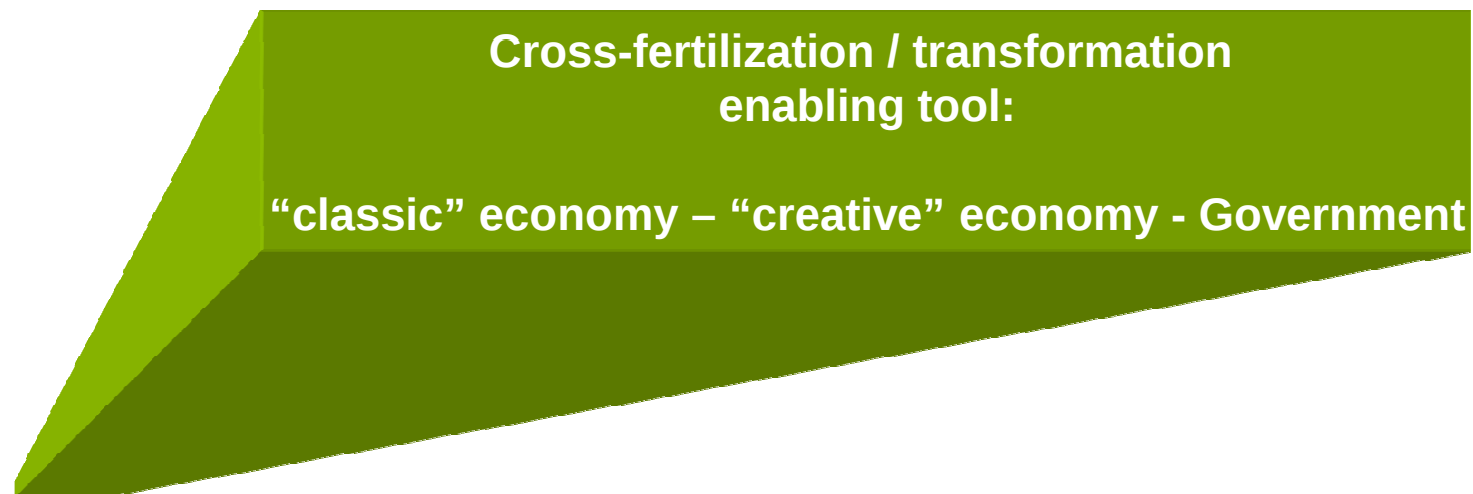
- Costa Rica digital ecosystem evolution
 - Human capital gap
 - **Specialist CR:**
driving a public-private alliance to create quality jobs for development
- Escalation challenge and closing comments



CR digital business eco-system comprehensive model diagram



Balancing the Dual Role of Digital Technologies over the ecosystem



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Figures of Digital Sector in Costa Rica (2010)...*

- US\$3.5 billion of annual sales:

→ **12.6% of GDP*** (up from 0.05% in 1995)

- US\$2,8 billion of exports:

→ **28.8% of total*** (up from less than 1% in 1995)

- 87,000+ direct / 80,000 + indirect jobs:

→ **8.4% of national total labor force*** (up from less than 0.02 in 1995)



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Human capital gap (figures from the field)



Pirámide educacional



Pirámide demanda



Pirámide oferta

 = 200

Specialist Costa Rica concept:

- *Public-Private partnership lead by private sector (CAMTIC)*
- *Technical skills development as driver (Ministry of Education)*
- *Increasing quality of employability (Ministry of Labour and Social Security)*
- *Social Inclusion via Digital Skills (Ministry of Science and Technology)*



Specialist Costa Rica value proposition

- Private sector provides **job profiles & training program contents** (a mix of neutral and proprietary training programmes)
- Educational/training institutions –public&private- follow **formal accreditation to become Specialist Certified Centres**
- Government **selects and provides full time dedication scholarships** to low income/vulnerable population students
 - In **18 -24 full time programme** students achieve:
 - (at least) **one technical certification**
 - the **English as a Second Language certification** (EU B2 Standard)

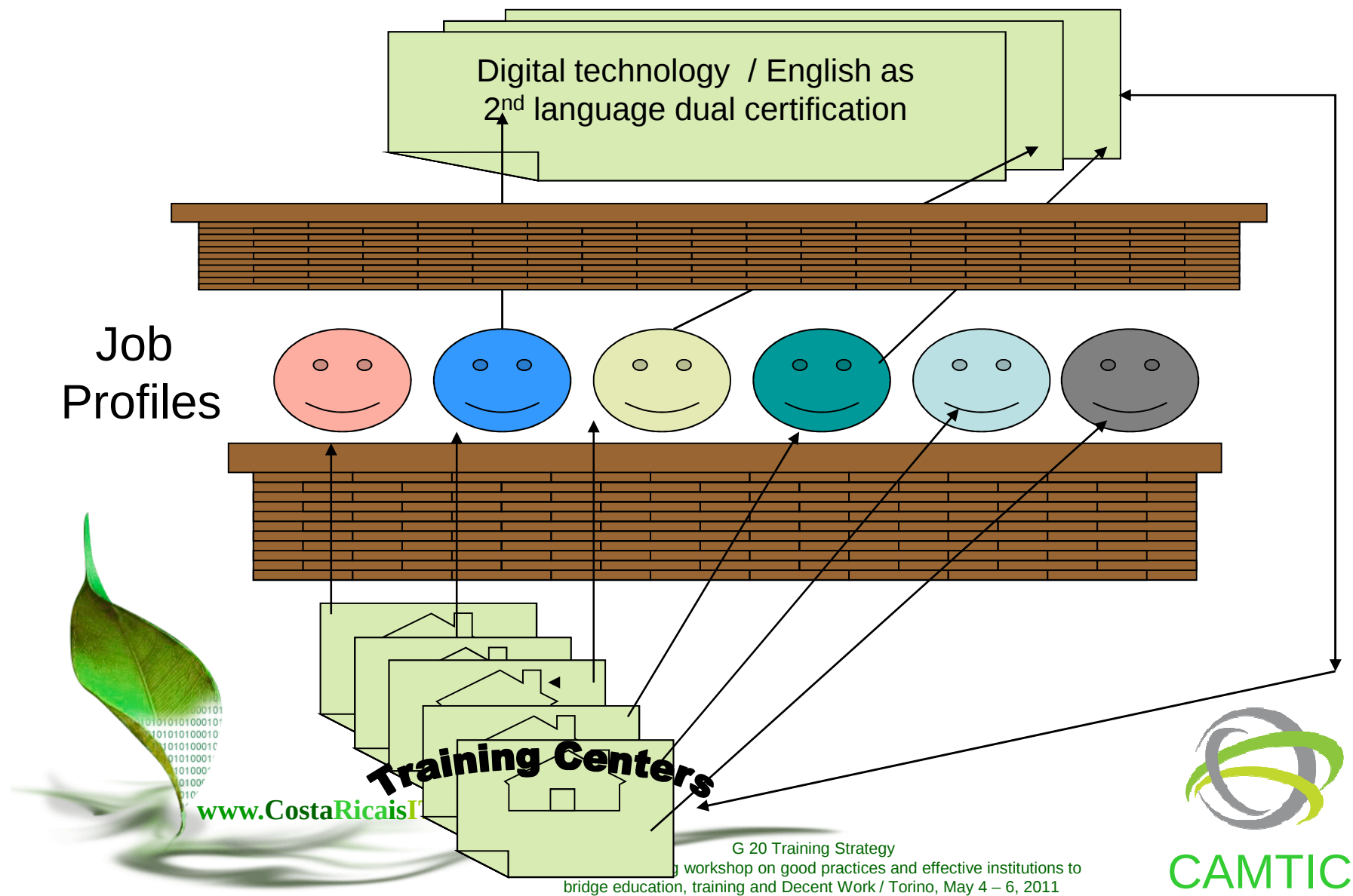


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Specialist conceptual diagram



Specialist show case results:

- Beta project from 2009 – early 2011
- 600 students admitted (full time scholarships)
- less than 2% of students deserted from the programme
- 3 technical specialities and 4 more coming up
- 100% graduates currently employed (65% on multinational firms)
- average hiring/starting salary: 3-4 times minimum salary



Specialist short term goal: escalation

- 4000 graduates yearly joining the labour market by end 2013 only on digital technologies technical specialities
- training centres spread along the country's geography (cross coordination with regional development programs)
 - expansion to related sectors on the creative economy:
 - space and aerospace – nanotechnologies - bio-knowledge – multimedia
- expansion to colleges and universities
- evaluation of the expansion of Specialist to other CA countries (toward the goal of contributing to the integration of the fragmented digital technology markets in the region)



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Gracias - Thank you

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