



International Personnel Certification Summit

The 21st Century Solution to Workforce Competitiveness



Globalizing Your Certification Program: Challenges and Opportunities

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Trends Impacting Global Certification

■ Increased government interest and support

- Post 9-11 concerns
- WTO: Trade in products to trade in services
- EU/NAFTA: Expansion to additional countries/personnel standards being negotiated

■ Industry: National to global businesses

- Outsourcing
- Multi-national operations

■ Emphasis on consumer protection/ethics enforcement

Trends Impacting Global Certification

- **Increased Capacity:**
 - E-learning
 - Electronic record keeping
 - Computer delivered exams
 - Improved communication system
- **Increased portability of personnel: increased demand from certificate holders**
- **Increasing market for /power of credential**

Models for Globalizing a Certification Program

- **Uniform International Standards**
- **Exporting certification : multi -national exam sites**
- **Deference**
- **Licensing Agreements**
- **Mutual Recognition Agreements**
- **Reciprocal Agreements**

Making Model/Country Decisions:

- **Globalization rating scale**
 - **Educational systems/requirements**
 - **Occupational status and scope of work responsibilities: job analysis**
 - **Laws/regulatory mechanisms**
 - **Language /cultural issues**
 - **Fiscal considerations**
 - **Security issues**
 - **Mutual interest in working together**



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