

## **RIAL SEMINAR ON YOUTH EMPLOYMENT**

Rio de Janeiro, May 20 – 21, 2008

### **Panel 2 – Summary of presentation by CEATAL**

The Employers' Confederation of the Mexican Republic (COPARMEX) is a voluntary association of employers that brings together business-owners from all sectors and represents them in labor and social matters. The fact that more than 36,000 members have voluntarily affiliated themselves with it invests it with independence, strength, and moral authority.

It was created on September 26, 1929, at the initiative of the industrialist Don Luis G. Sada, and its comprehensive efforts have influenced the adoption, by the government, of policies more in line with pro-business thinking. In COPARMEX we work to ensure harmonious relations among businessowners, and between them and workers, by promoting a new labor culture; we promote the development of a socially responsible market economy; we encourage the active participation of our members in generating the conditions necessary for the common good; we defend the legitimate rights of our members as businessowners; and we work for the social, economic, legal, and political reforms needed to foster national development.

Coparmex's work involves more than twenty working commissions, including the National Commission of Young Business Owners and the National Commission for Business Development and Incubation. Their mission is to create more and better businesspeople for Mexico, to encourage the establishment of companies as a motor for the country's development, and to satisfy the growth and consolidation needs of each of our members.

Coparmex is an active member of the Business Technical Advisory Committee on Labor Matters (CEATAL) and of several other international agencies.

#### **Questions:**

- 1. What key strategies are used to establish intergovernmental alliances among institutions that target young people? What strategies are used to forge alliances between governments and other social stakeholders?**
  - Creating forums for dialogue that enable institutions to interact in generating agreements, defining actions, and developing initiatives to improve the living and working conditions of young people.
  - Implementing working groups with clear, measurable aims that promote measures for improving the standards of living of young people.
  - Working for draft legislation to forge relationships between institutions, government, and society.
  
- 2. What are the crucial elements in these alliances, and what contribution do its participants make?**
  - The crucial elements in the alliances are: clearly defined objectives; a legal framework to support the pursuit of its goals and the implementation of its programs; and a detailed design of the work plan, stipulating the resources needed for its implementation and indicating what its performance indicators are to be and what its expected results are.
  - Participants must contribute by expressing their views on the program; they must clearly indicate their interest in the design and implementation of the collaborative project, and they must be clear about the results they expect to obtain and the resources they can contribute to the goal. Alliances must respect the autonomy of their members, but they must be committed to working efficiently toward the results.

**3. What are the most effective incentives for maintaining those relations?**

- The greatest incentive should be the social good; young people are the basis of our countries' cultures and economies, and it is essential to create the conditions of prosperity they need for the healthy development of their productive abilities and decent living standards.
- The establishment of more and better companies to generate employment and wealth for society.
- Collaborative relations must also generate win-win scenarios that enable participants to meet their individual objectives and ensure the sustainability of the programs, given that many agencies and bodies have limited budgets.

**4. At what stage is a partner's participation most valuable? In implementation? In design? In assessment?**

- It is valuable at all stages; correctly diagnosing the different problems and needs of young people, organizations, and agencies is the basis for efficient collaboration between them. In preparing a design, the participants must be clear about the goals and scope of the collaboration and must establish clear and measurable indicators. The design of collaborative projects and programs must allow for their rapid implementation, in order to provide the participants with tangible results.

**5. How are training programs directed to focus on the industries and jobs with the highest levels of demand?**

- Under an agreement between the Mexican government's Secretariat of Public Education and Coparmex, School-Company Connection Councils have been set up with the aim of creating precise feedback between the productive and educational sectors to satisfy the demand for both qualified workers and well-paid jobs.
- In addition, these Connection Councils work to create technical standards that will provide training agencies with updated information on employers' needs and thereby allow them to offer better pay when they hire young technicians and professionals.

**6. What results have been obtained or are expected, in terms of the creation of productive and decent jobs for young people, from the forging of intergovernmental alliances or public-private partnerships?**

- An agreement between Coparmex and the Mexican Youth Institute serves to promote implementation of the First Job program launched by Felipe Calderón, President of the United Mexican States, to trigger the creation of new jobs for young higher-education graduates by offering incentives for those companies that fill existing vacancies or create new positions so that more young people can have decent jobs.
- We also have a strong alliance with the Undersecretariat for Small and Medium Enterprise, by means of which we collaborate with the best corporate incubators and business promotion programs to create new and better businesspeople who will then develop new sources of employment.