

TOEIC® Test Success Story

Grupo Bimbo®, Mexico

The TOEIC® Listening and Reading Test Helps Grupo Bimbo Communicate Globally

THE CHALLENGE

Grupo Bimbo is one of the largest food corporations in Mexico, and the largest bakery in the world. Operating in 17 countries, and selling 7,000 different products under 150 brand names, Grupo Bimbo understands the importance of communicating in English to ensure business operations continue running efficiently. The challenge for Grupo Bimbo, according to Corporate Development Manager Francisco Chavez Garcia-Malo, is “finding the right number of executives with the level of English proficiency necessary to interact with associates from the United States or China, and to support the global expansion of the company.” For a global company like Grupo Bimbo, seamless communication is imperative for conducting business, so they needed a tool to help them assess the English proficiency of their employees.

THE SOLUTION

For Grupo Bimbo, the solution to this challenge was easy. They chose the TOEIC® Listening and Reading test as the tool to measure English proficiency for its current and prospective employees. According to Garcia-Malo, “The TOEIC Listening and Reading test helps us measure the English language proficiency of employees within our organization, and to promote and hire the right candidates.” The TOEIC Listening and Reading test helps Grupo Bimbo identify employees with the most potential to succeed, and sets them on the path to future success.

THE RESULTS

Grupo Bimbo’s efforts to improve the English-proficiency level of its current and future employees have shown immediate results. According to Garcia-Malo, “Everybody knows the standard, and works to reach it because if not, they will not be able to participate in promotions or other opportunities to learn and experience new things.” The TOEIC Listening and Reading test has established a culture of success within Grupo Bimbo, with employees aware of the fact that moving up in the company is dependent on their level of English-proficiency. The TOEIC Listening and Reading test has helped Grupo Bimbo set standards for their employees, and has helped them in communicating with customers and business associates all over the world.

To learn more about the TOEIC tests and how they can benefit your organization, contact your local ETS Preferred Network office at www.ets.org/e pn/contacts, visit www.ets.org/toeic or e-mail globalforum@ets.org.

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