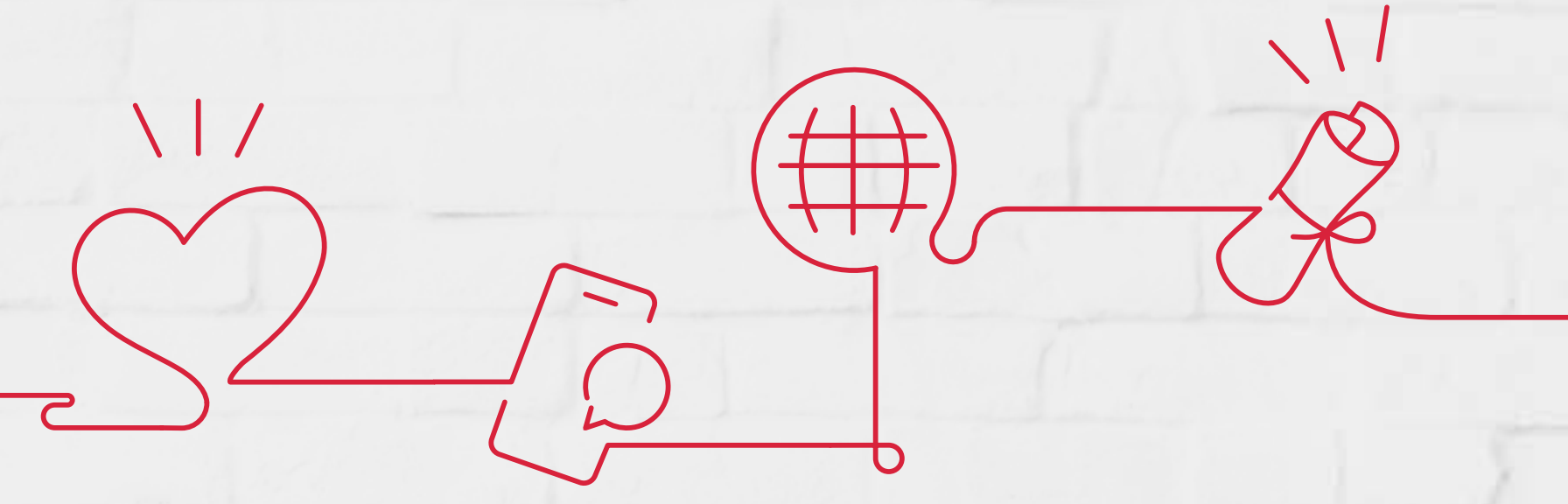


WELCOME TO A SPANISH SPEAKING WORLD



SERVICIO
INTERNACIONAL
DE EVALUACIÓN
DE LA LENGUA
ESPAÑOLA

Created and developed by:



Managed by:





THE WORLD SPEAKS SPANISH

SPANISH IS A **DYNAMIC, LIVING LANGUAGE** THAT IS EXPERIENCING **CONSTANT GROWTH** IN POLITICAL, SOCIAL, ECONOMIC AND CULTURAL ENVIRONMENTS AT AN INTERNATIONAL LEVEL.



THE WORLD SPEAKS SPANISH



2nd most spoken language worldwide.

* Data taken from the Instituto Cervantes (2017 Report), El español: una lengua viva.



THE WORLD SPEAKS SPANISH

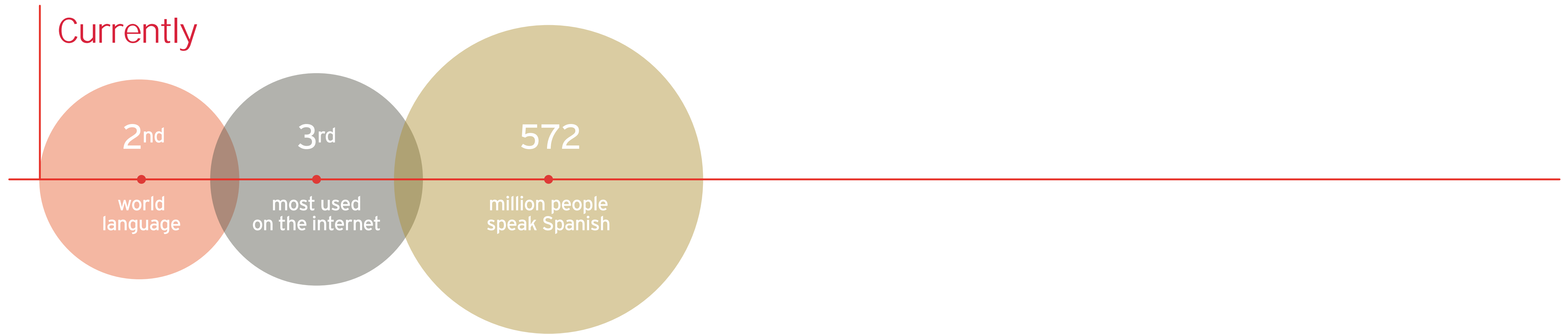


3rd language most used on the Internet.

* Data taken from the Instituto Cervantes (2017 Report), El español: una lengua viva.



THE WORLD SPEAKS SPANISH

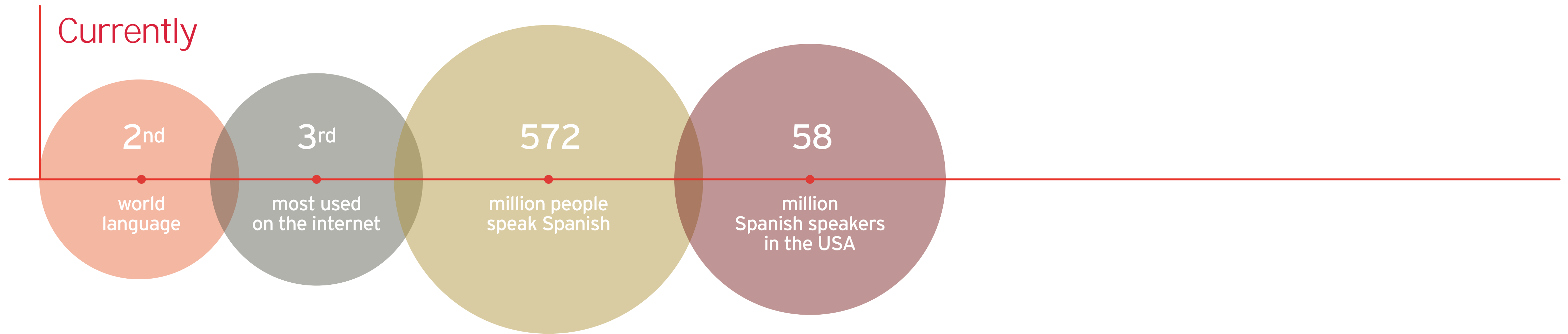


Of those 572 million Spanish-speakers, 472 million speak Spanish as their first language.

* Data taken from the Instituto Cervantes (2017 Report), El español: una lengua viva.



THE WORLD SPEAKS SPANISH

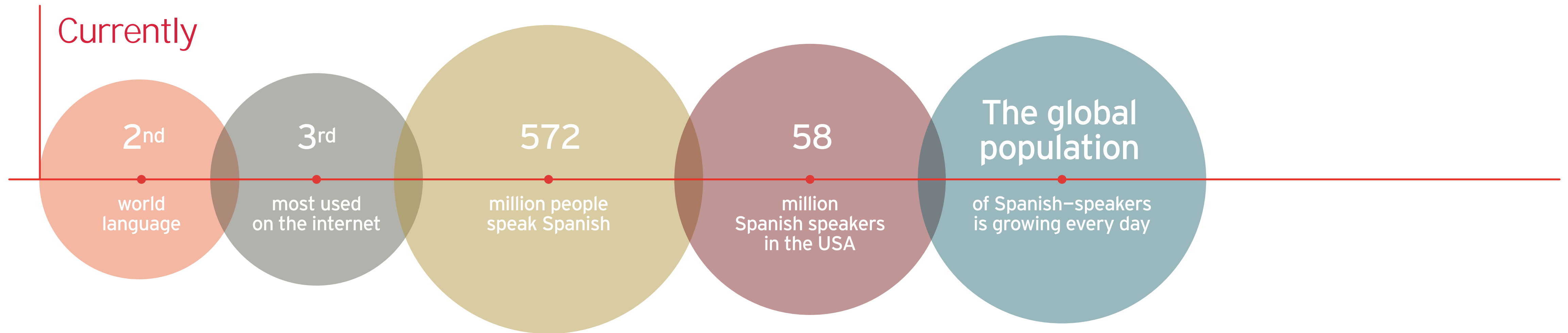


Spanish is, by far and large, the most studied language in the US educational system.

* Data taken from the Instituto Cervantes (2017 Report), El español: una lengua viva.



THE WORLD SPEAKS SPANISH

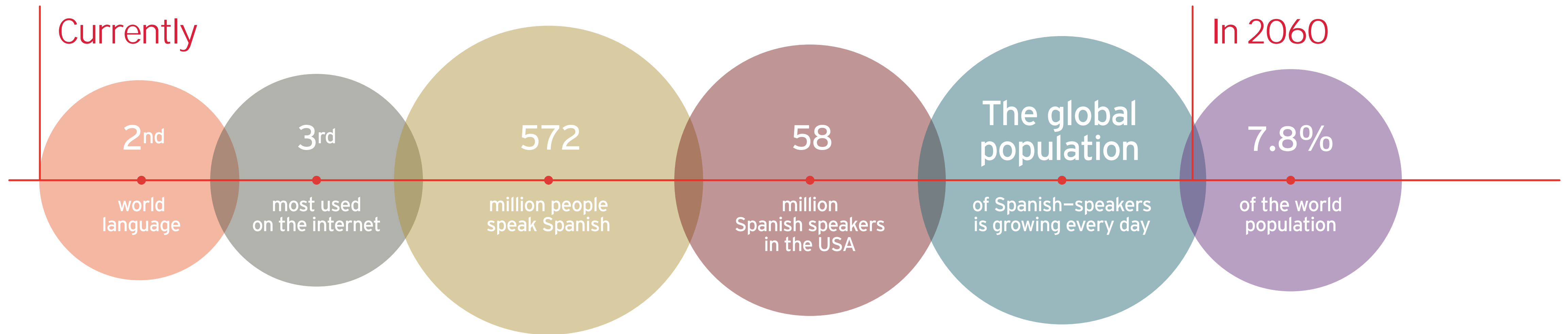


Due to cultural, economic, and demographic reasons, the Spanish-speaking percentage of the global population increases every day, while the number of Chinese and English speakers decreases.

* Data taken from the Instituto Cervantes (2017 Report), El español: una lengua viva.



THE WORLD SPEAKS SPANISH

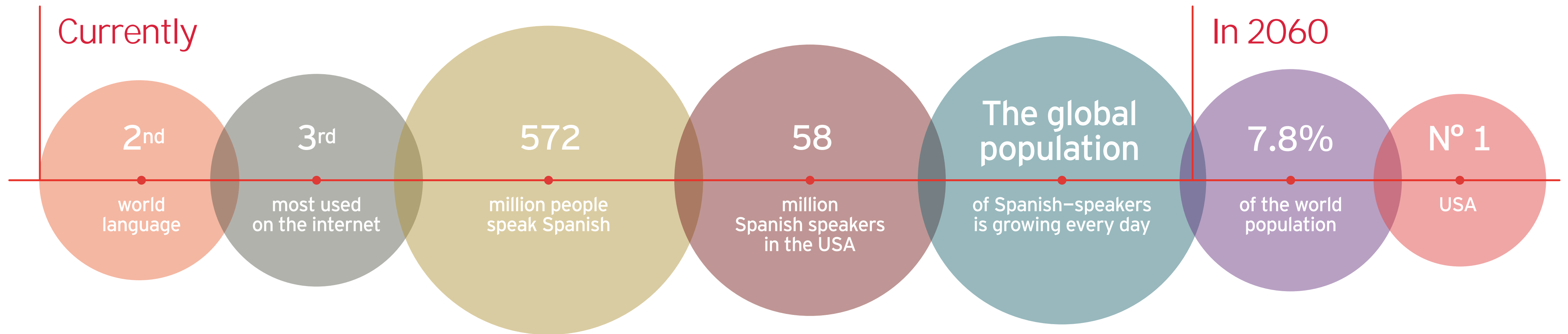


Native speakers of Spanish will make up 7.8% of the world population.

* Data taken from the Instituto Cervantes (2017 Report), El español: una lengua viva.



THE WORLD SPEAKS SPANISH



The United States will be the world's top Spanish-speaking country.




* Data taken from the Instituto Cervantes (2017 Report), El español: una lengua viva.



WHAT IS SIELE

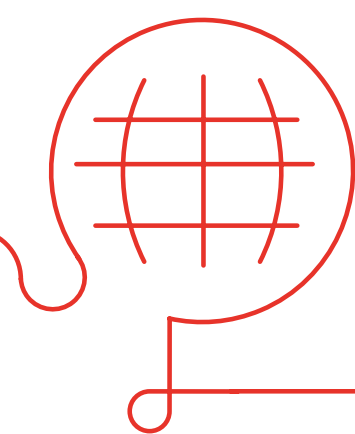
International Assessment Service for the Spanish Language.

It is the **most comprehensive, versatile** and **prestigious** online system for **assessing and certifying** Spanish language proficiency. SIELE certifies the degree of proficiency in the Spanish language with **four tests**:

-  **READING COMPREHENSION**
-  **LISTENING COMPREHENSION**
-  **WRITTEN EXPRESSION AND INTERACTION**
-  **ORAL EXPRESSION AND INTERACTION**

The online exam also takes as a reference the levels established by the Common European Framework of Reference for Languages (CEFR).





SIELE

IN 3 KEYS

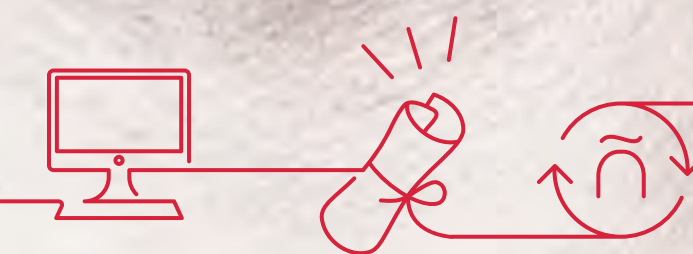
- This is **the first internationally recognized digital certification that accredits Spanish proficiency** from a **pan-Hispanic point of view**, which reinforces **its validity at a global level** and recognizes the richness of a language so alive and diverse as is Spanish.
- **Reliability** of the SIELE online exams is guaranteed by the experience of four of the most prestigious cultural and academic institutions: the **Instituto Cervantes**, the **Universidad Nacional Autónoma de México**, the **Universidad de Salamanca** and the **Universidad de Buenos Aires**.
- Exam management, administration and scoring is carried out via **technological means**, which offers means **simplicity, comfort and speed** throughout the entire certification process. At **siele.org**, candidates can select their online exam modality, location and date, and after sitting the exam, obtain a certificate or report from the same site within a period of no more than three weeks.



WHAT SIELE OFFERS

SIELE accredits language proficiency so that people, institutions, and companies can achieve their objectives in a Spanish-speaking world.

SIELE PROVIDES VALUE





CANDIDATES

- > Key certificate for their training and professional career paths.
- > Fast international recognition (results in under three weeks).
- > Simple and flexible online registration.





UNIVERSITIES

- > Unique tool to guarantee the level of Spanish required in training programs.
- > Increases employability rates for its students, as every day more companies recognize the SIELE certificate.
- > Opportunity to make up part of a worldwide alliance.





COMPANIES

- > Reduces costs and time, simplifying selection processes that require Spanish level assessment.
- > Segments professional profiles that have different linguistic needs according to task type and job.
- > For training-oriented companies, the possibility for business expansion offering specialized preparation courses and programs for the SIELE online exam.





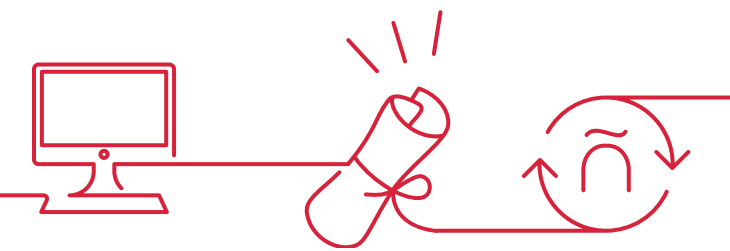
EXAMINATION CENTERS

- > Opportunity for technological innovation.
- > Business expansion given the rising demand from people interested in certifying their level of Spanish.
- > Associate the center's image with the SIELE brand prestige and its endorsing institutions.





THE EXAM

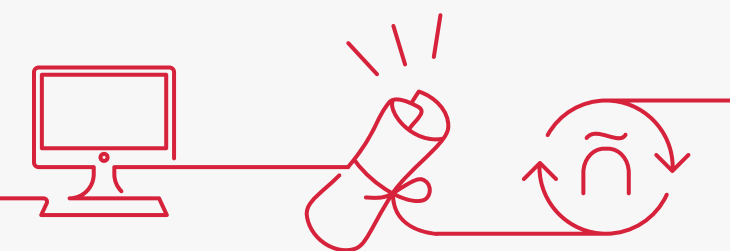




SIELE GLOBAL

THE MOST COMPREHENSIVE ONLINE EXAM
TO CERTIFY SPANISH LANGUAGE

A **single online and multi-level exam** that enables the candidate to obtain a SIELE certificate, a document that includes a score from 0 to 1000, the result of the added scores from each of the four tests, and corresponding to the levels of the *Common European Framework of Reference for Languages (CEFR)*.






READING COMPREHENSION



5 tasks
with a total of 38 questions.

Questions formulated from texts that
must be answered by selecting the
correct options.

Duration:  **60** minutes.

Automatic scoring. 

Maximum score: **250** points.



SIELE GLOBAL





READING COMPREHENSION



5 tasks
with a total of 38 questions.

Questions formulated from texts that
must be answered by selecting the
correct options.

Duration:  **60** minutes.

Automatic scoring. 

Maximum score: **250** points.




LISTENING COMPREHENSION



6 tasks
with a total of 38 questions.

Questions formulated from a speech
to be answered by selecting
the correct options.

Duration:  **55** minutes.

Automatic scoring. 

Maximum score: **250** points.





READING COMPREHENSION



LISTENING COMPREHENSION



WRITTEN EXPRESSION AND INTERACTION

5 tasks
with a total of 38 questions.

Questions formulated from texts that
must be answered by selecting the
correct options.


Duration:  **60** minutes.

Automatic scoring. 

Maximum score: **250** points.

6 tasks
with a total of 38 questions.

Questions formulated from a speech
to be answered by selecting
the correct options.

Duration:  **55** minutes.


Automatic scoring. 

Maximum score: **250** points.

2 tasks.

Questions formulated from texts and
answered with a written response.

Duration:  **50** minutes.

Manual scoring
by SIELE expert
linguists. 

Maximum score: **250** points.





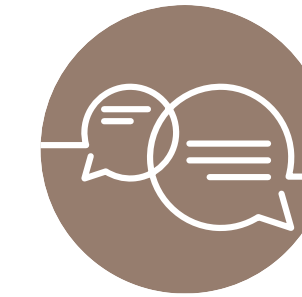
READING COMPREHENSION



LISTENING COMPREHENSION




WRITTEN EXPRESSION AND INTERACTION



ORAL EXPRESSION AND INTERACTION

5 tasks
with a total of 38 questions.

Questions formulated from texts that must be answered by selecting the correct options.


Duration:  **60** minutes.

Automatic scoring. 

Maximum score: **250** points.

6 tasks
with a total of 38 questions.

Questions formulated from a speech to be answered by selecting the correct options.

Duration:  **55** minutes.


Automatic scoring. 

Maximum score: **250** points.

2 tasks.

Questions formulated from texts and answered with a written response.

Duration:  **50** minutes.


Manual scoring by SIELE expert linguists. 

Maximum score: **250** points.

5 tasks.

Questions formulated from a text or a speech and answered orally through a recording system.

Duration:  **15** minutes.

Manual scoring by SIELE expert linguists. 

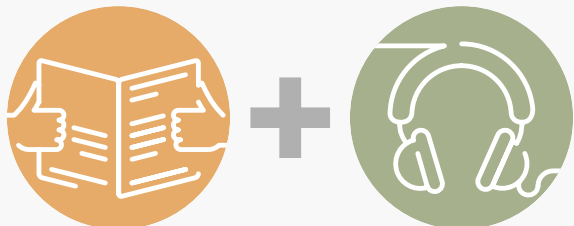
Maximum score: **250** points.



4 INDEPENDENT MODALITIES

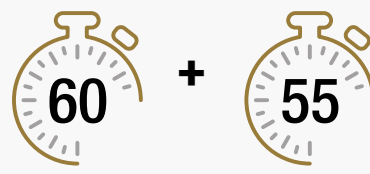
In addition to the Global SIELE exam, there are four online exam modalities that are combined into different tests.

S1



READING COMPREHENSION
LISTENING COMPREHENSION

Certificate the candidate's level of **comprehension** in Spanish.

Exam duration:
 60 + 55 minutes

Exam scoring: **500 points**
(250 + 250)

Automatic scoring (Closed-ended questions)

S2



READING COMPREHENSION
WRITTEN EXPRESSION AND INTERACTION

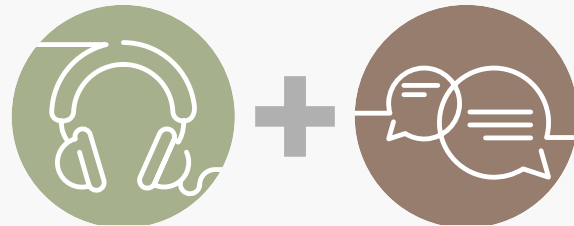
Certificate the candidate's level of **reading** and **writing** in Spanish.

Exam duration:
 60 + 50 minutes

Exam scoring: **500 points**
(250 + 250)

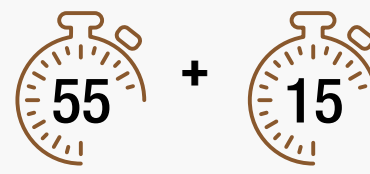
Automatic scoring + SIELE Scorer

S3



LISTENING COMPREHENSION
ORAL EXPRESSION AND INTERACTION

Certificate the candidate's level of **oral comprehension** and **expression** in Spanish.

Exam duration:
 55 + 15 minutes

Exam scoring: **500 points**
(250 + 250)

Automatic scoring + SIELE Scorer

S4



ORAL EXPRESSION AND INTERACTION

Certificate the candidate's level of **oral expression** in Spanish.

Exam duration:
 15 minutes

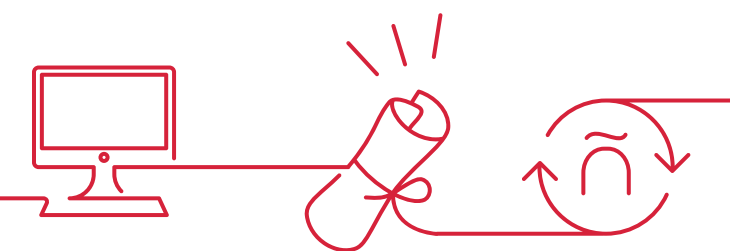
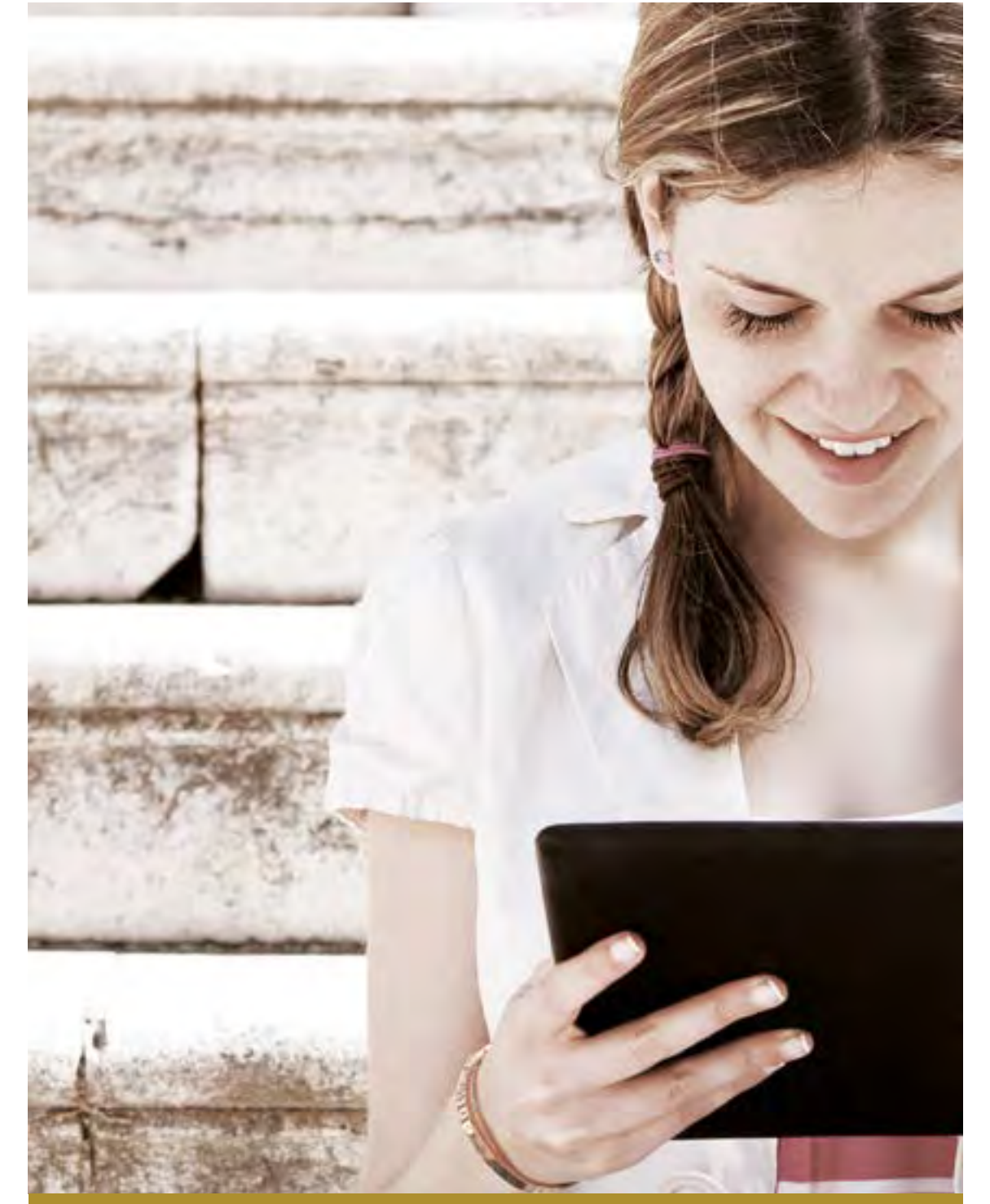
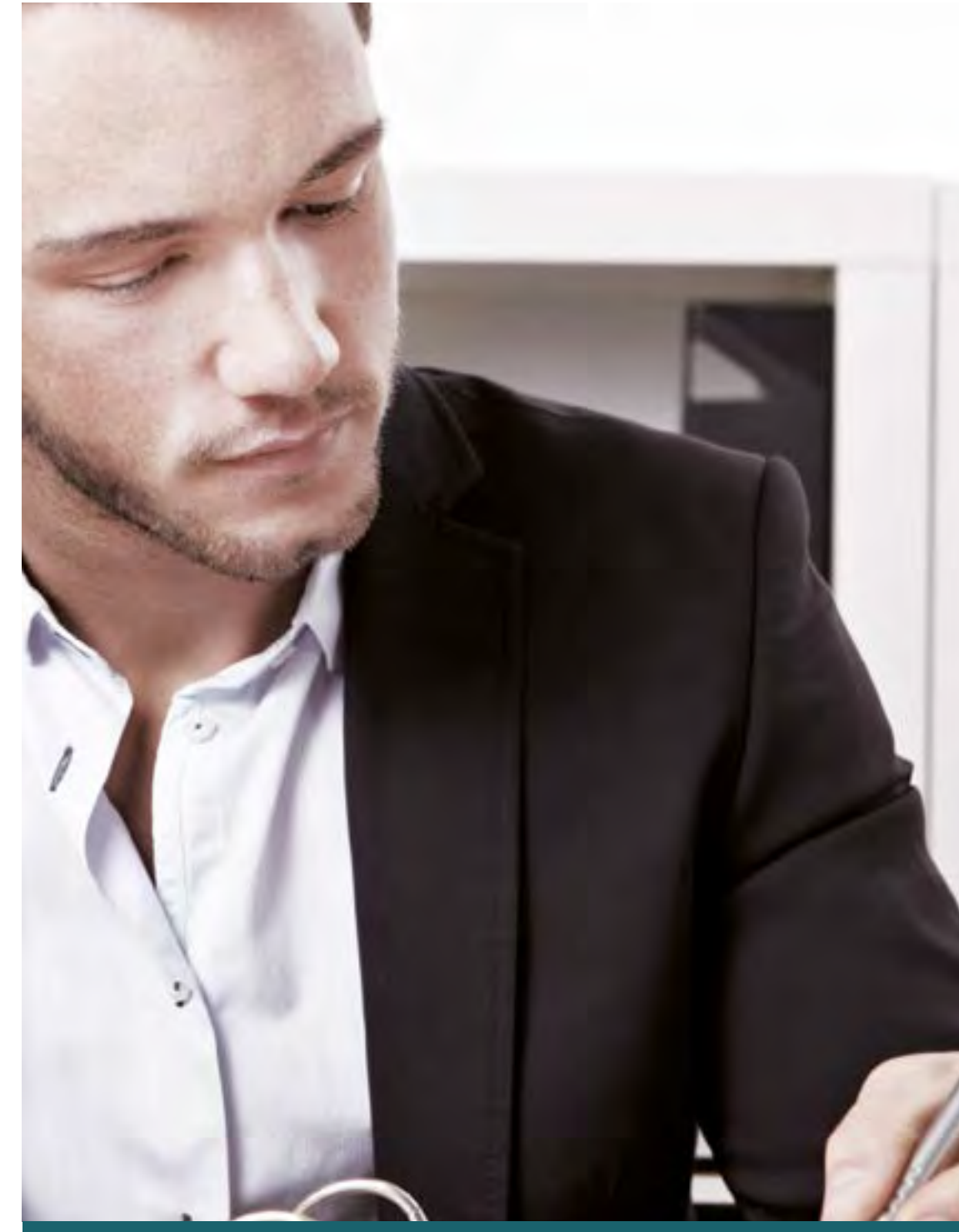
Exam scoring: **250 points**

SIELE Scorer (Open-ended questions)

Results correspond to CEFR levels.



OUR AUDIENCE





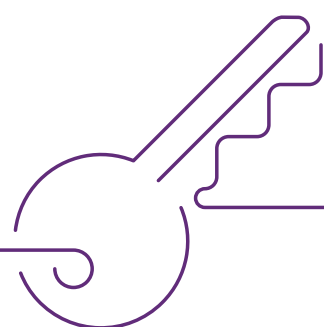
CANDIDATES



A CERTIFICATE THAT OPENS DOORS ON A GLOBAL LEVEL

THE SIELE CERTIFICATE PROVIDES A COMPETITIVE ADVANTAGE TO REACHING ACADEMIC AND PROFESSIONAL GOALS IN A GLOBAL SETTING.

With SIELE, candidates can **project their profile internationally** and be more prepared when applying for **University** or competing in **company selection processes**.



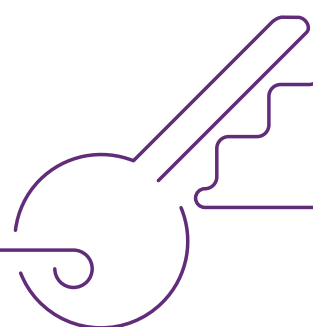


CANDIDATES



SIELE IS RELIABILITY AND PRESTIGE

- > The online exams are created by the **Instituto Cervantes**, the **Universidad Nacional Autónoma de México**, the **Universidad de Salamanca** and the **Universidad de Buenos Aires**. More than 75 associated Ibero-American institutions are actively involved in SIELE, providing reliability, validity and confidence.
- > Exam administration follows a rigorous protocol to guarantee quality.
- > Exam content and scoring mechanisms are permanently supervised at both technical and academic levels.



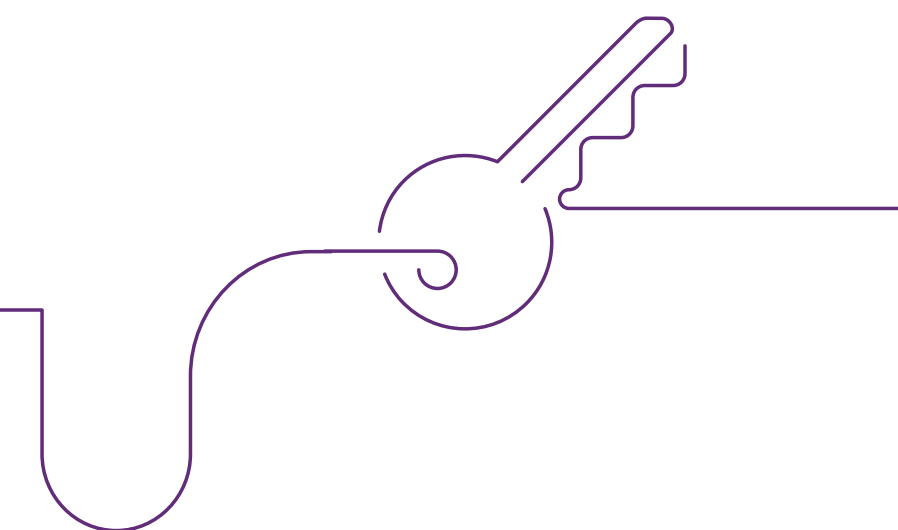
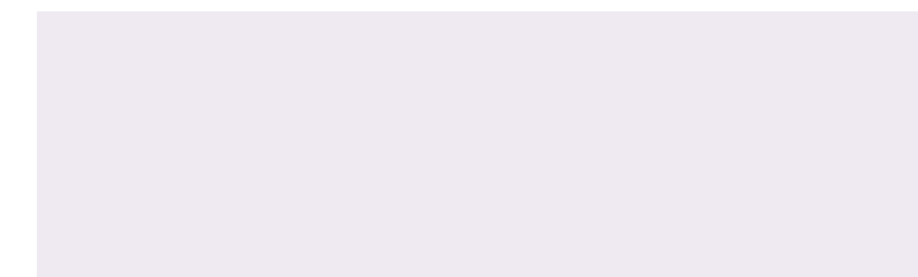
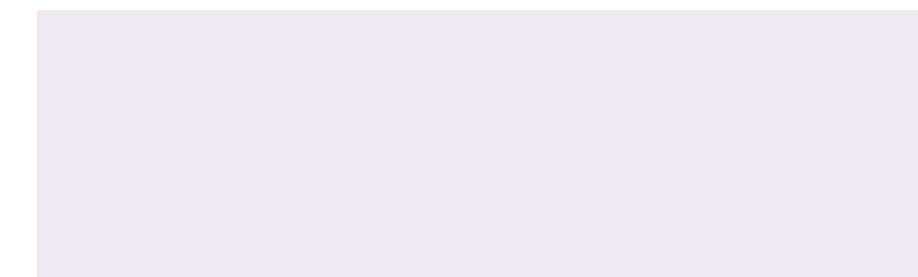


CANDIDATES



SIELE IS ADAPTABLE AND FLEXIBLE

- > The candidate chooses the exam location, date and modality.
- > Exam content takes into consideration the linguistic varieties of the Spanish language and current cultural contexts.



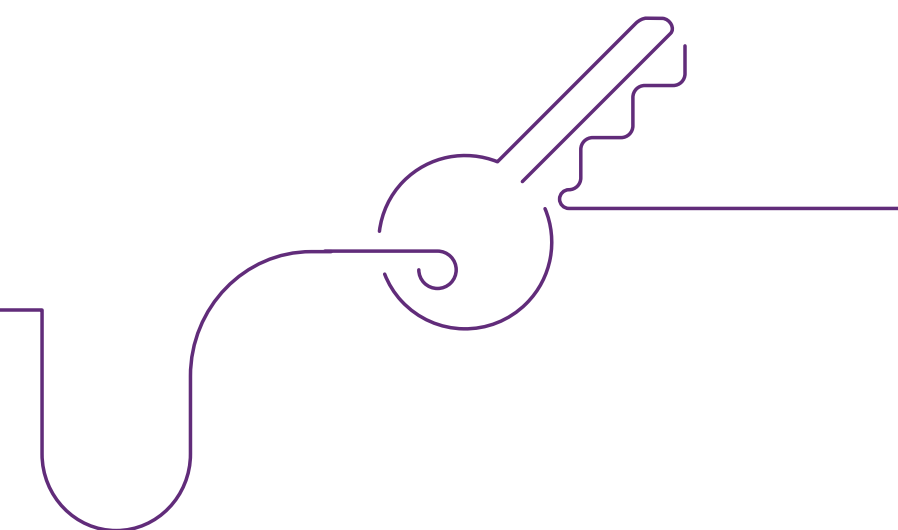
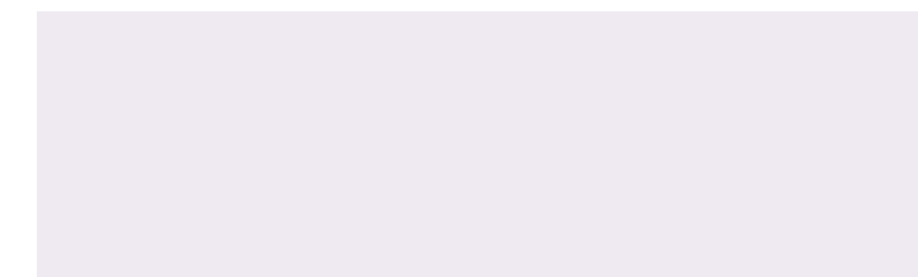
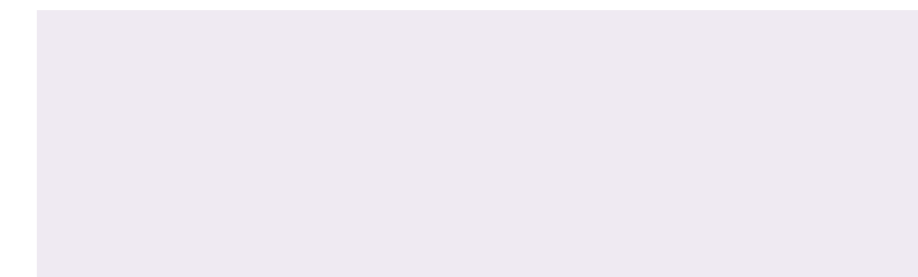


CANDIDATES



SIELE IS DIGITAL, SIMPLE AND FAST

- > Registration takes place online at **siele.org**.
- > Certificates and reports can be downloaded directly from the website, and a verification code is provided for presentation in company and university processes around the world.
- > A single online exam identifies the candidate's degree of knowledge in levels A1, A2, B1, B2 and C1.



UNIVERSITIES



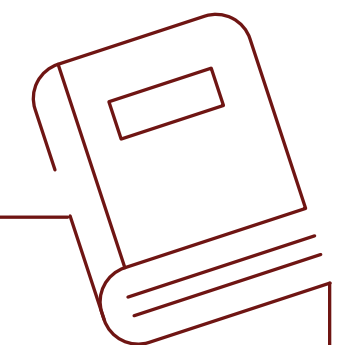
JOIN THE MOST IMPORTANT
PAN-HISPANIC CULTURAL PROJECT
OF OUR TIME.

ALLIANCES FOR A PROJECT OF EXCELLENCE

Integrating SIELE into admission processes means becoming part of a project of excellence with a global scope. The purpose is two-fold:

- > Future students with the necessary linguistic abilities.
- > Improve employment opportunities for graduates.

It enables a connection between University and Institutional training plans and companies' human capital needs.

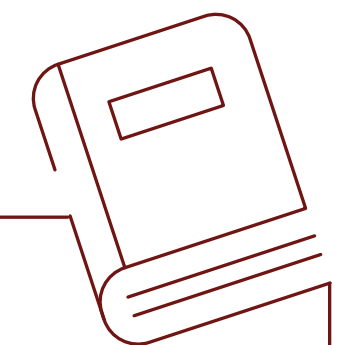


UNIVERSITIES



SIELE IS PRESTIGE

- > Contributing to an international project focused on promoting and strengthening the global presence of the Spanish language.
- > The credibility of the institutions that are involved: the **Instituto Cervantes**, the **Universidad Nacional Autónoma de México**, the **Universidad de Salamanca** and the **Universidad de Buenos Aires**.
- > To be part of an innovative academic solution.



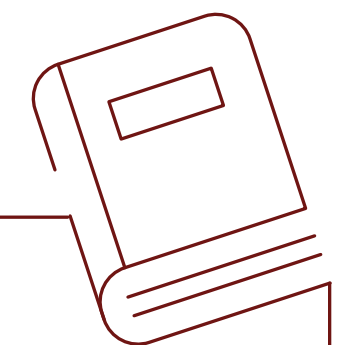


UNIVERSITIES



SIELE IS EMPLOYABILITY

- > The security that your students will have better professional opportunities.
- > International validity; SIELE certificates and reports correspond to the scoring of the *Common European Framework of Reference for Languages* (CEFR).
- > Enhance the University's brand by strengthening the employability of its students.

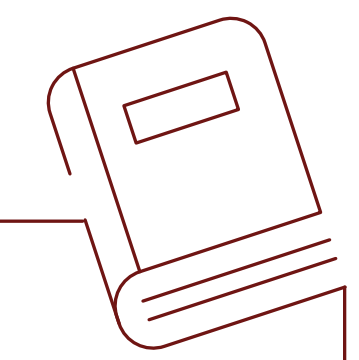


UNIVERSITIES



SIELE IS A GUARANTEE

- > The certainty that new students will have the required level of Spanish.
- > Simplifying the admissions process, by using a standard tool worldwide.
- > Segmentation, as it allows each course program to request a specific required level through the scores obtained in the exam online modalities.





COMPANIES



A TOOL FOR TRAINING AND
SELECTING THE VERY BEST
PROFESSIONALS.

HUMAN CAPITAL FOR THE 21ST CENTURY

SIELE helps **create specialized work teams** that are adapted to the requirements of a **global context where Spanish prevails**, both in communication and in opening new markets.

Incorporating SIELE as a **reference for selection processes** is to incorporate a flexible and standardized tool **to simplify and strengthen** the training of your professional staff.

For **training-oriented companies**, this represents a **business opportunity** with growth prospects and international scope.





COMPANIES



SIELE FOR SELECTION

- > The benchmark tool for selecting candidates with Spanish proficiency. Simplifies the process and reduces costs.
- > Greater efficacy and precision in selection with the use of specific exams for the different linguistic skills required for each position.
- > Guarantee that the scores obtained are appropriate for the candidate's level: the certificate are renewed and the exams updated.





COMPANIES



SIELE FOR SPECIALIZATION

- > Segmentation of professional profiles based on the different skills measured with SIELE, which provides significant information for positions requiring Spanish proficiency.
- > Company staff can take a SIELE online exam to assess their knowledge and skills in the Spanish language.





COMPANIES



SIELE FOR TRAINING

- > A business opportunity for companies and organizations dedicated to training professionals.
- > Offering SIELE preparation courses means participating in a market that will greatly expand in the coming years.





EXAMINATION CENTERS



AN OPPORTUNITY TO STRENGTHEN
THE PRESENCE AND ACTIVITY OF
YOUR ORGANIZATION.

A NETWORK OF PRESTIGE AND INNOVATION

A SIELE examination center is an entity and space recognized to manage and supervise SIELE online exam.

For training or educational entities, it represents clear **business opportunity with added social impact.**

To be a part of SIELE is to be part of a network promoted by the **Instituto Cervantes**, the **Universidad Nacional Autónoma de México**, the **Universidad de Salamanca** and the **Universidad de Buenos Aires**. It is to support innovation in strategies for the dissemination and assessment of the Spanish language.





EXAMINATION CENTERS



SIELE BROADENS THE ACTIVITY AND SCOPE OF ITS CENTERS

- > SIELE online exam offerings will attract new students to the center.
- > The center will receive SIELE revenue every time a candidate takes an exam at their facilities.





EXAMINATION CENTERS



SIELE PROMOTES YOUR BRAND AND CREDIBILITY OF ITS CENTERS

- > Implies positioning as an entity that supports innovation and promotion of the Spanish language on an international level.
- > Add values such as prestige and technical and academic quality.
- > Achieves greater visibility and enables networking by figuring in the different SIELE communication channels.





EXAMINATION CENTERS



HOW TO BECOME A SIELE EXAMINATION CENTER?

- > There are three main criteria:
 - Prestige of the applying entity.
 - Guarantee of good practices regarding management.
 - Necessary human and technical team and equipment necessary to administer the exams.

- > Apply by accessing **siele.org** and fill out the form under the section titled “examination centers”.



INSTITUTIONAL CREDENTIALS



SUPPORTED BY EXCELLENCE AND KNOWLEDGE

INSTITUTIONS AT THE FOREFRONT OF THE SPANISH LANGUAGE

The excellence of the institutions that create, promote and manage SIELE is the key to its **academic and technological reliability**.

SIELE is promoted by the **Instituto Cervantes**, the **Universidad Nacional Autónoma de México**, the **Universidad de Salamanca** and the **Universidad de Buenos Aires**. Development of the technological platform and its global commercialization are carried out by **Telefónica Educación Digital**. The **associated institutions** join these main institutions: a series of qualified Ibero-American universities that actively research training in Spanish language instruction, oversee the quality of exams and provide a large variety of didactic material.





INSTITUTO CERVANTES

A public institution created by Spain in 1991 to promote and teach the Spanish language and the other co-official languages.

- > Has a presence in 90 cities in 43 countries on all five continents.
- > 60 libraries with a bibliographic collection of over 1,300,000 volumes.
- > More than 14,000 classes taught in 2014-2015, and almost 5,000 cultural events held around the world.





UNAM

UNIVERSIDAD NACIONAL AUTÓNOMA DE MÉXICO

Founded in 1551, it is the Ibero-American university with the most enrolled students. Its fundamental purpose is to train outstanding professionals for the country and the world, as well as to disseminate the benefits of culture to the greatest extent possible.

- > 342,542 students in the 2014-2015 academic year.
- > 41 postgraduate programs, 37 specialization programs and 116 degrees.
- > 198 partnerships with international institutions.





UNIVERSIDAD DE SALAMANCA

The Universidad de Salamanca was founded in 1218. It is the second most important Spanish university in terms of students from other regions of the country.

- > 47% of university Master's degree students and 49% of doctoral students come from countries other than Spain.
- > Of these foreign students, the most significant percentage comes from Ibero-American regions.
- > The university is considered to be one of the best Spanish universities for the study of modern languages, particularly Hispanic and English philology.





UBA
Universidad de Buenos Aires

UNIVERSIDAD DE BUENOS AIRES

The UBA is a public University that was founded in 1821 and is considered to be one of the most prestigious centers for study on the continent.

- > It has more than 300,000 students, offers 78 undergraduate degrees and 116 secondary degrees, in addition to various postgraduate, doctoral, and postdoctoral degrees.
- > Close to 30% of all scientific research carried out in Argentina is performed at the UBA.
- > Four of the five Argentine Nobel Prize winners have been students and professors at the university.



INSTITUTIONAL
CREDENTIALS



ASSOCIATED INSTITUTIONS:

Telefónica EDUCACIÓN DIGITAL

TELEFÓNICA EDUCACIÓN DIGITAL (TED)

TED is the Telefónica Group company specializing in Online Training and Digital Education solutions. It has more than 500 professional in 5 countries (Spain, Brazil, Colombia, Peru and Chile), and more than 300 clients distributed throughout Europe, The United States and Latin America.

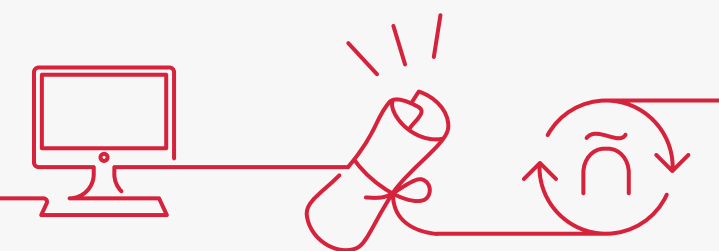
With over 15 years of experience in the market, TED has offered training to more than 4 million students through a variety of online platforms.





ASSOCIATED INSTITUTIONS:

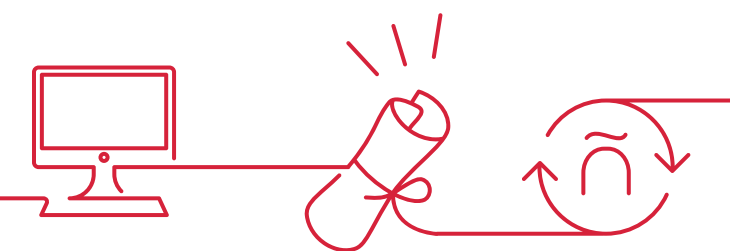
MORE THAN 75 INSTITUTIONS IN MORE THAN 20 IBERO-AMERICAN COUNTRIES ARE ACTIVELY INVOLVED WITH SIELE, PERFORMING ONGOING RESEARCH IN SPANISH LANGUAGE TEACHING, SUPPORTING CONTENT QUALITY AND PROVIDING INNOVATIVE DIDACTIC MATERIALS.



ASSOCIATED INSTITUTIONS:



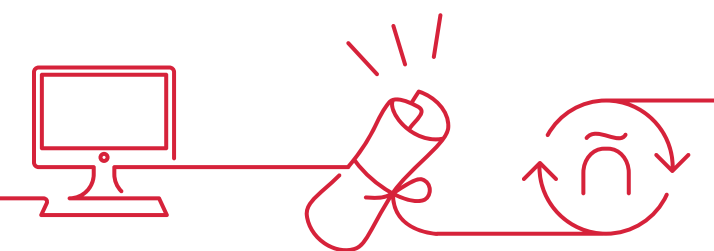
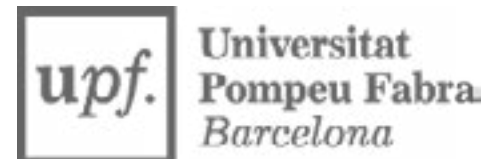
ASSOCIATED INSTITUTIONS:



ASSOCIATED INSTITUTIONS:

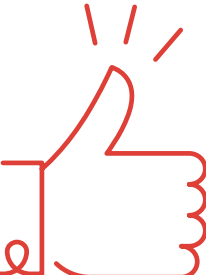


ASSOCIATED INSTITUTIONS:



ASSOCIATED INSTITUTIONS:



THANK YOU 



Developed and created by:



Managed by:

