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## News Release

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## **IBTA's Global Business Training and Certification expands into Malaysia and Indonesia**

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**Malaysia and Indonesia, January 28th, 2014.** CertConnection has partnered with the International Business Training Association® (IBTA) in order to meet the needs of regional businesses and their employees. The Certified Business Professional™ (CBP) global essential business skills training and certification is now available to all CertConnection training centers in Malaysia and Indonesia. The #1 recognized certification for business professionals will be available to businesses and individuals, enabling students to receive an international business certification from IBTA, United States. Students can receive a global certificate which displays their expertise in essential business and technology skills and shows their ability to meet and surpass employer requirements; thus, establishing a career differentiator. The CBP Certification has become the standard in validating an employee's knowledge and skill in the most current and effective business practices and is the only certification that combines IT and business skills in one certification.

CertConnection has become the official CBP Distribution Partner for Malaysia and Indonesia. Trained instructors will be able to manage the volume of businesses and individuals needing to receive essential business skills training which has become critical in today's global economy. Developed by the International Business Training Association and taught around the globe, the training includes short structured courses in Customer Service, Sales, Leadership, Business Communication, Business Etiquette, Business Management, Project Management, Marketing and more. IBTA's CBP program has been used to train employees of major corporations across the world, as well as smaller companies and individuals needing to validate their business skills acumen.

Dario Morell, Vice President of Operations for IBTA commented on the new partnership. "For business professionals, a CBP certification demonstrates knowledge of industry standards, best practices, and leading business and employability skills, and for the more experienced professional who may be seeking or may currently hold a managerial title, the CBP provides a certification to show current or potential employers their skills and expertise. See, these type of professionals may not already have a widely recognized certification, so when they're ready to move up or make a career change, they will need to have IBTA's internationally recognized Certified Business Professional certification to validate their skills and expertise. We chose the people of CertConnection to represent IBTA and CBP in Malaysia and Indonesia because they are qualified, experienced, and knowledgeable about the training needs of the region--their slogan says it all, 'Prove Your Skills and Get Certified'."

"CertConnection is ready to train businesses and individuals in global business skills. The CBP training and certification program is a necessity for any individual or corporation to stay ahead in today's market and we are eager to launch it at CertConnection. It's a global world, and the CBP prepares the individual in the latest industry practices," said Christopher Chang, Managing Director, CertConnection.

IBTA offers the opportunity to become an Authorized Training Partner (ATP) for CBP. ATPs receive IBTA support in the form of referrals, sales and marketing, industry news, and instructor program support. Visit [www.ibtalearning.com](http://www.ibtalearning.com) or [www.cbpcertify.com](http://www.cbpcertify.com) to learn about becoming an ATP or about CBP.

### **About the International Business Training Association (IBTA)**

The International Business Training Association is a knowledge-centered organization committed to the training and certifying of business professionals to international standards. IBTA's mission is to equip business professionals with the skills and certification required to meet and surpass business standards in our global industry.

IBTA officially released its business certifications in 2003 under the brand of the Certified Business Professional™ (CBP) after two years of initial consultation and development. Today, IBTA's CBP certification is the fastest growing soft-skills certification for business professionals with partners in the U.S., Canada, Middle East, Africa, Latin America, Central & South America, Singapore, Brunei, Vietnam, China, India, United Kingdom, Australia, New Zealand, and the Caribbean. The CBP courseware and exams are available in English, Spanish, and Arabic