

International Business Training Association

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News Release

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IBTA Supporting IBTA MEA Learning Solutions in UAE to provide CBP Content and Certifications in the Middle East & Africa

Austin, Texas, March 1st, 2024 – The International Business Training Association (IBTA) announced their new exclusive team of IBTA MEA Learning Solutions in the United Arab Emirates to expand its internationally-recognized Certified Business Professional (CBP) certification program. Distribution of IBTA-specific content and certification will be undertaken under the registered name of IBTA Middle East and Africa Learning Solutions (IBTA MEA Learning Solutions). Through this collaboration, IBTA MEA Learning Solutions will support and distribute the global standard for business skills, which is the Certified Business Professional training and certification program, thereby making it accessible to companies and government entities in the Middle East and Africa. The CBP program represents a global standard for essential business skills.

“After careful evaluation, IBTA decided to exclusively have a new team of IBTA MEA Learning Solutions based upon their credentials and experience with delivering content and assessment tools, and because of their proven track record of distribution and fulfillment of educational materials. The flexibility afforded IBTA with their strategic location in Dubai, UAE will enhance support of the CBP program in the greater Middle East & Africa region and associated time zones. This allows IBTA and its partners accessibility anytime and anywhere in that part of the hemisphere,” said Katherine Cohan, VP of Operations, IBTA. “Additionally, IBTA MEA Learning Solutions marketing support will further our reach in providing professional training organizations with a complementary program to their existing syllabus.”

This expansion is intended to help businesses in the region, as well as career-minded individuals and business professionals, acquire essential business skills that meet and surpass global standards for excellence. IBTA executive management has expressed excitement about possibilities for the greater Middle East and Africa region as this collaboration grows. They stated that they are confident that this team will facilitate greater educational development for the business community regionally, including business owners, shareholders, managers, supervisors, and employees. The CBP program establishes foundation-level, industry-neutral business certifications for candidates to have a platform to be more competitive and qualified, so as to perform well in their chosen trade while advancing their career.

“We know that the management of IBTA MEA Learning Solutions represent a group of seasoned business professionals who are not only familiar with the training and certification industry, but more importantly, in line with IBTA’s values, they are committed to professionalism and quality ethical service in their business operations,” said Kirby Narine, President of IBTA. Mr. Narine went on to mention, “Much of the leadership of IBTA MEA Learning Solutions have also attained multiple CBP certifications prior to this team, thereby showing their familiarity with the recognized value and demand for the quality business credential that is the Certified Business Professional (CBP) certifications.”

IBTA encourages businesses and training entities within the Middle East and Africa region to contact IBTA MEA Learning Solutions to gain access to the learning content and certification exams to be able to provide training and certification exams. IBTA MEA Learning Solutions is currently streamlining the process for ordering content and administering certification exams. Essential training content and certification exam vouchers will be available for purchase. All training entities are required to be licensed before ordering CBP content, providing training, or administering certification exams. IBTA has worked with IBTA MEA Learning Solutions to ensure that licensing is a simple step with all pricing detailed clearly and included in Authorized Training Partner (ATP) License Agreements.

IBTA offers the opportunity to become an Authorized Training Partner (ATP) for the CBP certifications globally. ATPs receive IBTA support in the form of referrals, support, industry news and instructor program support. Visit ibtalearning.com or cbpcertify.com to learn more about becoming an ATP.

About 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 essential skills and certifications 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. Since 2003, IBTA has partnered with Prometric, the global leader in technology-enabled testing and assessment services for academic, professional, government, corporate, and information technology markets. Today, IBTA's CBP certification is the fastest growing business skills certification for business professionals with partners in the U.S., Canada, Asia, the Middle East, Australia, Latin America, and the Caribbean.

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