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News Release

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The Certified Business Professional (CBP) Program, the Global Standard for Essential Business Skills, comes to Armenia and Georgia through The Armenian Business Trainers Association (ABTA), servicing Businesses and Career-minded Individuals

Yerevan, Armenia, September 1st 2014. The Certified Business Professional (CBP) global essential business skills training and certification is now available to all training centers in Armenia and Georgia. The Armenian Business Trainers Association (ABTA) has partnered with the International Business Training Association® (IBTA) in the United States to be the official CBP Distribution Partner for the region. Businesses and their employees in Armenia and Georgia can now receive the global standard for essential business skills training. This partnership also allows students to receive an international business certification from IBTA in the United States. Students can receive a global certificate to display their expertise in essential business skills, and their ability to meet and exceed employer requirements.

The Armenian Business Trainers Association (ABTA), the exclusive authorized regional distributor for IBTA has gained access to the internationally recognized business skills training program and associated international certification - the Certified Business Professional (CBP). Developed by the International Business Training Association (IBTA) and taught around the world, CBP Business Skills Training has become the standard in validating an employee's knowledge and skills in the most current and best business practices. The training includes short, structured courses in Customer Service, Sales, Leadership, Business Communication, Business Management, Project Management and more. IBTA's CBP program has been used to train employees of major corporations across the globe, as well as

smaller ones who are focused on improving the performance and quality of their business functions. The need to hire, train, and maintain quality staff by using business-skills training materials that represent an international standard in our global economy has become more important for our global industries.

“By offering the Certified Business Professional business skills training, ABTA is now poised to train individuals in international business skills making those who receive the CBP distinction more employable. This partnership between IBTA and the Armenian Business Trainers Association (ABTA) is in response to the growing demands of the business community in the Armenia and Georgia area. The CBP business skills trainings are already structured and customized to provide optimal learning opportunities by providing real-world business principles in a classroom environment. Trained instructors will be able to manage the volume of individuals needing to receive business skills training which has become critical in today’s global economy.” said, Dario Morell, Vice President Operations for IBTA. “We chose the people of ABTA to represent IBTA and CBP in Armenia and Georgia because they are qualified, experienced, and knowledgeable about the training needs of the region,” concluded Mr. Morell.

ABTA recognizes the need for professionals to gain training in business skills from a global standard. It remains a leader in business and professional training in Armenia. “I am excited to join the IBTA Team in the journey of service to businesses and career-minded individuals in Armenia and Georgia. We are so enthusiastic to offer these courses, because we feel that every individual, from the career starter to the seasoned business professional, needs to validate and improve their skills in the workplace. We also look forward to industry veterans renewing their commitment to striving for excellence in the new global business world,” said Arthur Yavruyan, President of ABTA.

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.ibtlearning.com or 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.