

INTERNATIONAL BUSINESS TRAINING ASSOCIATION
14221 S.W. 120th St., Suite 220 Miami, FL 33186
954-624-8011 or 1-866-330-IBTA
www.IBTALearning.com, www.cbpcertify.com



News Release

Media Contacts:

Arturo Jaimes
Director/General Manager
Innovative Minds
(915) 219- 4232
arturo@e-ime.com

Dario Morell
Vice President Operations
IBTA
(954) 624-8011
dariomorell@ibtalearning.com



Innovative Minds Partners with the International Business Training Association Enabling Individuals and Businesses to be trained in Key Business Skills in Texas.

Miami, Florida November 1st, 2013. Today, it was announced that the International Business Training Association (IBTA®) and Innovative Minds of El Paso, Texas have formed a partnership to provide globally-recognized business training to Texans. This is in an effort to fulfill the needs of the business sector by offering key business skills training programs. This partnership allows students to receive international credentials that display their expertise in essential business skills to meet and surpass corporate demands.

Innovative Minds has gained access to the internationally recognized business skills training program - the Certified Business Professional (CBP™) developed by the International Business Training Association (IBTA) and taught around the globe. CBP Business Skills Training has become standard in validating an employee's knowledge and skill in the most current and best business practices. The training includes short, structured courses in Customer Service, Sales, Leadership, Business Communication, Business Management & Etiquette, Project Management, Marketing, Business Management, and more.

"By offering the Certified Business Professional business skills training, Innovative Minds is now poised to train a myriad of individuals in international business skills making those who receive the CBP distinction more employable. This partnership between IBTA and Innovative Minds is a direct response to the growing needs of the business community in the El Paso, Texas and surrounding areas, such as Juarez, Mexico and Las Cruces, New Mexico. The CBP business skills training is structured and customized to provide optimal learning opportunities by providing real-world business principles in the classroom.

Innovative Minds with a supportive environment and trained instructors will be able to manage the large influx of individuals needing to receive their business skills training which is so essential in today's global economy." said, Dario Morell, Vice President Operations for, IBTA.

"We chose Innovative Minds to offer this training because their instructors are experienced with the challenges facing businesses today," concluded Mr. Morell.

Innovative Minds, a leader in business and professional training, understands the need for professionals to gain experience in business skills. "I am excited to join the IBTA Team in the journey of service to businesses in the world through quality training. It is a challenge but the key is success and I see results coming. We are so enthusiastic that IBTA has recognized our strategic position for the delivery of high quality training and the corresponding Certification Exams. We offer these courses because we feel that every individual, from the career starter to the seasoned business professional, needs to validate their skills in the workplace. We also anticipate industry veterans to renew their commitment in striving for excellence in this dynamic world of business. Our goal is for the El Paso and surrounding area enterprises to recognize the importance for their continued growth and development and to have on their staff as a result of this partnership with IBTA, service employees and managers that are certified in the CBP courses" said Arturo Jaimes, Director/General Manager at Innovative Minds.

"The new global economy requires business professionals to stay at the forefront of all aspects of business, using both the technical and the soft-skills applications that are so vitally important to any company. When we train an individual in CBP's business skills practices, they receive practical knowledge and skills, enabling them to surpass any current industry standard. The CBP distinction really does define the business professional and we foresee all businesses requiring this type of validation of skills in the near future. This training and certification program is a must for any individual or corporation to stay afloat in today's market, and we are truly proud and excited to launch it at Innovative Minds," continued Arturo Jaimes.

To learn more about enrolling in the CBP Business Skills training program at Innovative Minds, visit www.e-ime.com

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 <http://www.cbpcertify.com> to learn 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 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, UK, Middle East, Africa, Central America, South America, the Caribbean, India, China, Vietnam, Brunei, Singapore, and Australia. The CBP courseware and exams are available in English, Spanish, Vietnamese, and Arabic.