

**INTERNATIONAL BUSINESS TRAINING ASSOCIATION**  
14221 SW 120<sup>th</sup> Street, Suite 220, Miami, FL 33186, USA  
(866) 330-IBTA (4282)  
[www.ibtalearning.com](http://www.ibtalearning.com), [www.cbpcertify.com](http://www.cbpcertify.com)



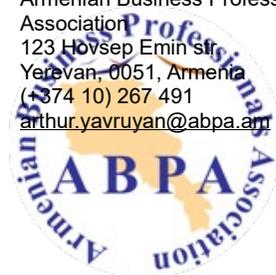
## News Release



### Media Contacts:

Arthur Yavruyan  
President  
Armenian Business Professionals  
Association  
123 Hovsep Emin str  
Yerevan, 0051, Armenia  
(+374 10) 267 491  
[arthur.yavruyan@abpa.am](mailto:arthur.yavruyan@abpa.am)

Dario Morell  
Vice President of Operations  
IBTA  
(954) 624-8011  
[dariomorell@ibtalearning.com](mailto:dariomorell@ibtalearning.com)  
[www.ibtalearning.com](http://www.ibtalearning.com)  
[www.cbpcertify.com](http://www.cbpcertify.com)



---

## **The Certified Business Professional (CBP) Program, the Global Standard for Essential Business Skills, now comes to Russia and Kazakhstan, through the Armenian Business Professionals Association (ABPA), servicing Businesses and Career-minded Individuals**

---

**Miami, Florida, September 1st 2015.** Training centers and educational institutions in Russia and Kazakhstan can now gain access to the International Business Training Association's (IBTA) globally recognized training materials and international certifications. IBTA's Certified Business Professional (CBP) training and certification program is the global standard for essential business skills. In 2014, the Armenian Business Professionals Association (ABPA) partnered with IBTA in the United States to be an official CBP Distribution Partner for Armenia and Georgia, but is now expanding its distributorship territory to include Russia and Kazakhstan. Businesses and their employees in Russia and Kazakhstan can now be trained on the global standard for essential business skills. 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 Professionals Association (ABPA), the current authorized regional distributor for IBTA in Armenia and Georgia, 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 and certification in Russia and Kazakhstan, ABPA is now poised to train individuals in international business skills making those who receive the CBP distinction in those countries more employable. This partnership between IBTA and the Armenian Business Professionals Association (ABPA) is in response to the growing demands of the business community in areas of Russia, Kazakhstan, Armenia, and Georgia. 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 ABPA to represent IBTA and CBP in Russia and Kazakhstan because they are qualified, experienced, and knowledgeable about the training needs of the region," concluded Mr. Morell.

ABPA 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 help the IBTA Team expand their service to businesses and career-minded individuals in Russia and Kazakhstan. We are so enthusiastic to offer these courses in those regions, 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 helping business professionals strive for excellence in the new global business world," said Arthur Yavruyan, President of ABPA.

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](http://www.ibtlearning.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, Armenia, Georgia, Russia, Kazakhstan, and the Caribbean. The CBP courseware and exams are available in English, Spanish, and Arabic.