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## **News Release**

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# **IBTA and KYNA GROUP bring the Global Standard for Business Skills to Vietnam**

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**Hanoi, Vietnam, 1<sup>st</sup>, September 2016.** The International Business Training Association (IBTA) announced its partnership with Kyna Group, the foremost learning company in Vietnam. The partnership is published and promoted under Mana – a sub-brand of Kyna Group. Mana is well known for helping Vietnamese people earn academic and professional certificates which are recognized and accepted globally. This co-operation will make the international standard for essential business skills available to both businesses in Vietnam and the career-minded individuals who wish to acquire a global business credential. IBTA chose Kyna Group after careful consideration of Kyna Group’s experience and position in Vietnam’s educational service industry. Both the globally recognized Certified Business Professional (CBP) and the Certified Young Business Professional (CYBP) training and certification programs are now available to enhance the productivity of business and the skills of employees in Vietnam.

The President of IBTA, Kirby Narine, said this was a major partnership for the Southeast Asia region. “This represents a major step in fulfilling IBTA’s mission to establish and provide global standards for essential business skills for our global economy and industries. We are pleased to partner with Kyna Group - an organization which has already demonstrated a long-term commitment to excellence in education in Vietnam, and we know that this partnership will be a quality one which will benefit Vietnam’s economy, society, and community. We are happy to build relationships with not only quality international educational companies like Kyna Group but also with international communities as we make international business more effective, efficient and productive for all countries in our new global economy,” stated Mr. Kirby Narine.

IBTA courses, training materials, and certifications were created from global input from thousands of contributors including subject matter experts, businesses, and employees from over one hundred countries who are committed to ensuring that IBTA’s Business Skills training and

certification materials are up-to-date and represent the latest and best practices in the industries across the globe. Topics include Business Management, Marketing, Sales, Customer Service, Project Management, and Tourism & Hospitality, to name a few. Kyna Group's co-founder Tram Ho said in an interview, "We definitely see great benefits for the Vietnamese community and beyond by providing this type of cutting edge Business Skills training materials and courses. We are excited to make it available to training centers around Vietnam, and to the businesses and individuals they serve. It's a win-win for education in Vietnam and for the larger community of businesses and families."

To learn more about enrolling in the CBP Business Skills training program at Kyna Group, visit: <http://mana.edu.vn>.

#### **About Kyna Group:**

Founded in 2013, Kyna Group is a leading EdTech company in Vietnam with a long term commitment to providing excellent educational services. The mission of Kyna Group is to enhance people's life chances with knowledge.

Kyna Group is offering a diversity of e-learning solutions including Kyna.vn, Mana, KynaBiz and KynaLingo. Kyna.vn makes knowledge from national top experts accessible to learners from all over the country. Mana empowers career growth by providing the opportunity for Vietnamese people to achieve global academic and professional credentials with a reasonable cost. KynaBiz replaces expensive corporate training programs with economical, comprehensive and measurable e-learning system. KynaLingo creates global citizens by allowing anyone to study and earn a language certification for up to three foreign languages in a single platform. More than 250,000 learners choose Kyna Group for improving their knowledge and empowering their career.

**If you're interested in becoming an Authorized Training Partner (ATP)**, please visit <http://www.cbpcertify.com> to learn more. ATP'S will receive support in the form of instructor program support, industry news, marketing, referrals and sales from IBTA.

#### **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 industries.

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.