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## **News Release**

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## **Greater Paterson OIC Partners with the International Business Training Association Enables Individuals and Businesses in the New Jersey area to be trained in Key Business Skills**

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**Miami, Florida, January 10, 2014.** The partnership between The International Business Training Association (IBTA®) and Greater Paterson OIC was finalized today, ensuring that Greater Paterson OIC will continue to fulfill the needs of the business sector by offering key business skills training and certifications. This partnership allows students to receive international credentials that display their expertise in essential business skills to meet and surpass corporate demands.

Greater Paterson OIC 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 and more.

"By offering the Certified Business Professional business skills training, Greater Paterson OIC 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 Greater Paterson OIC is a direct response to the growing needs of the business community in the Paterson, New Jersey area. The CBP business skills training is structured and customized to provide optimal learning opportunities by providing real-world business principles in the classroom. Greater Paterson OIC with 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 Greater Paterson OIC to offer this training because their instructors are experienced with the challenges facing businesses today," concluded Mr. Morell.

Greater Paterson OIC, 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 New Jersey area enterprises to recognize the importance for their continued growth & development and to have on their staff as a result of this partnership with IBTA, service employees & managers that are certified in the CBP courses". Said Hollis Nelson Director of Greater Paterson OIC.

"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 Greater Paterson OIC," continued Hollis Nelson.

To learn more about enrolling in the CBP Business Skills training program at Greater Paterson OIC, visit <http://www.gpoic.org>

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 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, 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.