

The Exclusive Representative  
Of The International Business  
Training Association (IBTA)

# IBTAMEA

FOR LEARNING SOLUTIONS



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# Who we are?

"IBTA MEA" is the exclusive representative of the International Business Training Association (IBTA) in the Middle East and Africa. IBTA MEA is regarded as a benchmark for excellence in business skills in the region. The Certified Business Professional (CBP) certification is our cornerstone, through which we provide a distinguished international certificate in a variety of business fields that are in great demand in the business world. This program has a professional model in the field of business skills, preparing professionals to fulfill labor market expectations. The material therein has been carefully produced to strengthen the competencies of aspiring professionals, both in terms of content quality and output efficiency.

"IBTA MEA" aims to deliver new learning solutions for individuals, institutions, and government sectors. We always ensure the quality of the services we deliver to ensure a long-term strong cooperation with our partners, as we strive to effectively contribute to the professional growth of individuals and institutions in the Middle East and Africa.





## Vision

To be pioneer in providing innovative training solutions that enhance business skills and improve performance for individuals and institutions.

## Mission

Empowering individuals and institutions to achieve professional achievement and excellence in various business situations.

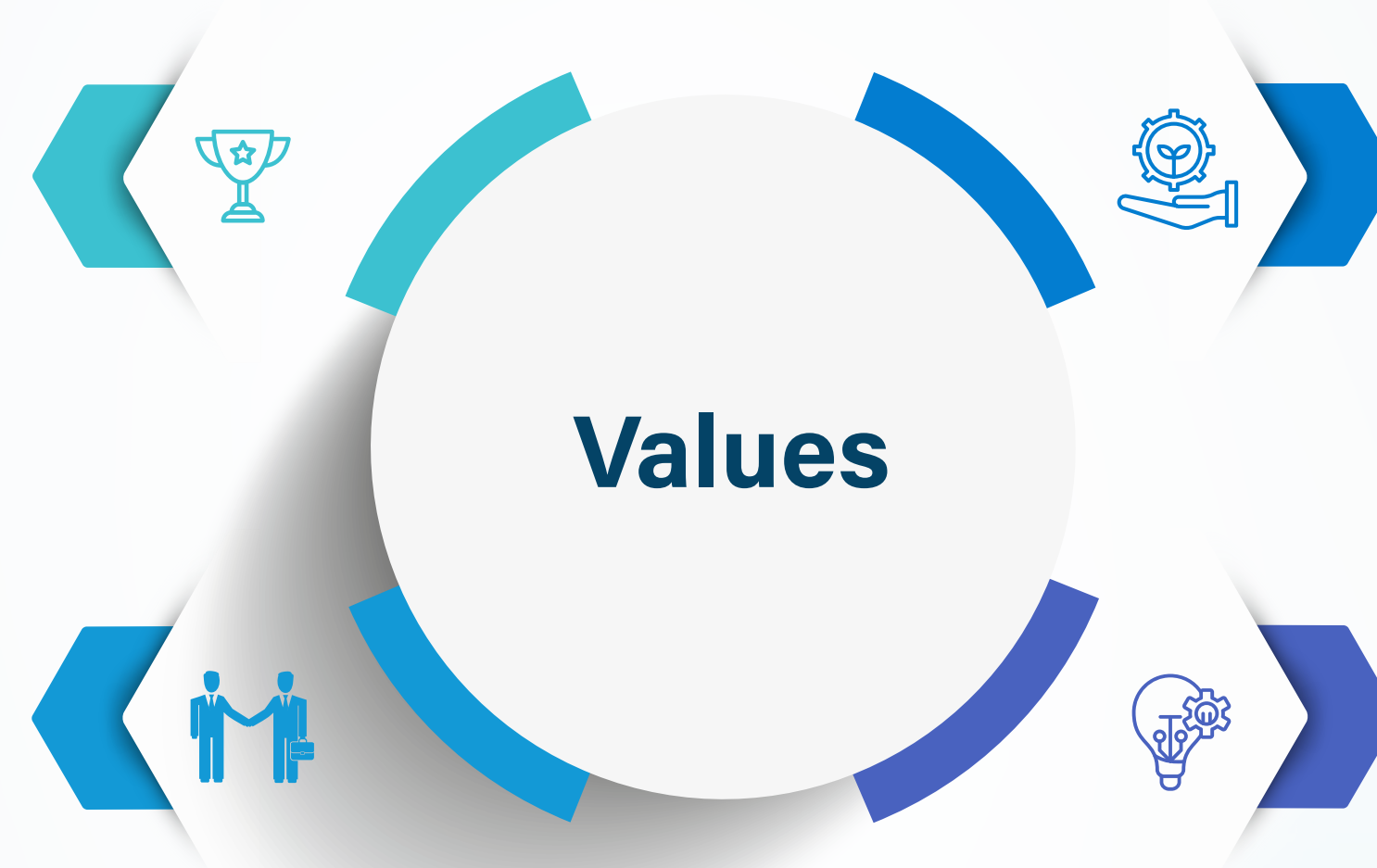


## 01 Excellence

We are committed to providing the highest quality and excellence in all aspects of our services and learning solutions.

## 02 Partnership

We value our partnerships with our clients and work to establish enduring bonds based on respect, trust, and mutual advantages.



## 03 Sustainability

By offering learning solutions that help develop human resources and improve productivity and efficiency, we hope to achieve sustainable development and growth.

## 04 Innovation

We develop cutting-edge learning solutions that meet market needs and tackle client challenges by fostering a culture of innovation and continuous improvement.



# Services

In addition to accrediting training bodies in the Middle East and Africa, “IBTA MEA” is the exclusive representative of IBTA USA for the CBP-Certified Business Professional certification, which is at the top of the list of professional and administrative programs for specialists in various fields of business.

“IBTA MEA” specializes in developing professional learning solutions, training programs, and certifications. Professional credentials and cutting-edge interactive educational programs are what set “IBTA MEA” apart. In order to guarantee the effectiveness of operations and the quality of results, it is also providing continuous support to its approved training providers in the MEA region.





## 01» Customized Training Programs

We provide training programs that are tailored to institutions and clients' local needs across a range of sectors and industries, all while upholding international standards. These programs cover a wide range of topics including Project Management, Leadership, Communications, Personal Development, and others. They are meticulously created to meet the demands of their clientele.

## 03» Training Consultations

To help analyze training needs and develop and implement effective training programs, IBTA MEA provides customized consulting services. These services include, TNA- Training Needs Analysis, TPD - Training Plan Development, Return on Training Investment (ROTI) assessment and more.

## 02» Personal Development

We provide specialized training programs for people looking to advance their career and personal capabilities. A wide range of subjects are covered in these classes, including Developing Presentation Skills, Time Management, Self-Confidence, Effective Communication and more.



## ◀ 04 **Training Needs Analysis- TNA**

Analyzing training requirements to pinpoint skill shortages is part of our services. To ensure that training programs are designed in a way that effectively meets the goals of enterprises and enhances employee performance, we apply cutting-edge techniques and precise analytical tools.

## 05 ▶ **Evaluation & Curriculum Development**

Offer comprehensive curriculum assessment and development services: Effectiveness Analysis, Suitability Assessment, Continuous Improvement and more.

## ◀ 06 **International Professional Certifications**

Granting internationally recognized professional certificates in various fields, and these certificates are considered proof of a certain level of skills and experience in these fields. The importance of obtaining international professional certificates enhancing the chances of obtaining prestigious jobs, increasing confidence in personal abilities\credibility, and opening doors to career opportunities.

## ◀ 07 **Training Workshops for Trainers - TOT**

The company organizes specialized training workshops for trainers to develop their skills in designing and implementing educational curricula in an effective manner. These workshops include modern teaching methods, the use of advanced educational techniques, and the provision of feedback to improve educational performance.





# International Business Training Association



Established in 2003, we are a knowledge-centered training and certification organization committed to training and certifying business professionals to international standards. Our mission is to equip business professionals with the skills and certification required to meet and surpass business standards in our global industry. We design and create cutting-edge business training programs and aim to:

- Maintain a common body of knowledge for business professionals.
- Provide global leadership in soft-skills for business professionals.
- Certify business professionals in international standards.
- Administer training and certification examinations.
- Ensure credentials are maintained and relevant through continuing education policies.

We officially released our business certifications in 2003, under the brand of the Certified Business Professional (CBP™), after two years of initial consultation and development. Today, our CBP certification is the fastest-growing certification for business professionals, with partners in the U.S., Canada, UK, Asia, India, China, Singapore, Brunei, Vietnam, South Africa, Middle East, Africa, Australia, Latin America, and the Caribbean.





## CBP (Certified Business Professional)



IBTA offers the Certified Business Professional (CBP) program as a globally recognized international standard that ensures employers a level of excellence and efficiency. The (CBP) program is the fastest growing certification program for business professionals in the world, as it includes a tracks of programs specialized in developing administrative business and practical professional life skills that often go beyond the work environment.

The certification program includes a group of workshops, lectures and integrated practical training courses that help trainees increase the efficiency of training and the educational environment to achieve maximum benefit according to international standards and in line with the requirements of the labor market.



# Why CBP?



1

The CBP program is a prestigious international program that provides international certificates of high scientific and professional value that enhance efficiency and practical skills, opening new professional opportunities for its holders and increasing their ability to compete in the labor market as it reflects a commitment to professional development and advanced knowledge in the field of business.



2

The CBP International Business Professional Program is the first program accredited in Arabic by Prime Prometric to provide international exams. This is an added value to the CBP program because providing Arabic language tests contributes to the spread of the program and increasing demand for it in the Arab region.



3

We have an accreditation committee that supervises the programs which developed and localized in Arabic language. It is an academic committee with a group of specialists as members to ensure the quality of the training material, which relies on the best international practices in developing training solutions.

# Why CBP?



4

Acquiring internationally recognized certificates, such as the IELTS and TOEFL English language exams, ensures these credentials hold significant value and credibility for their holders when seeking employment, whether locally or globally. This also applies to CBP certifications for soft skills.



5

Obtaining academic certificates such as diploma and professional certificates such as CBP, Certified Business Professional Certification Program. Accordingly, the project focuses on changing the pattern in the delivery of training courses and the process of supervising the training, practical and education material, as the professional certificates focus on the skills that the candidate must acquire through the real work environment.



6

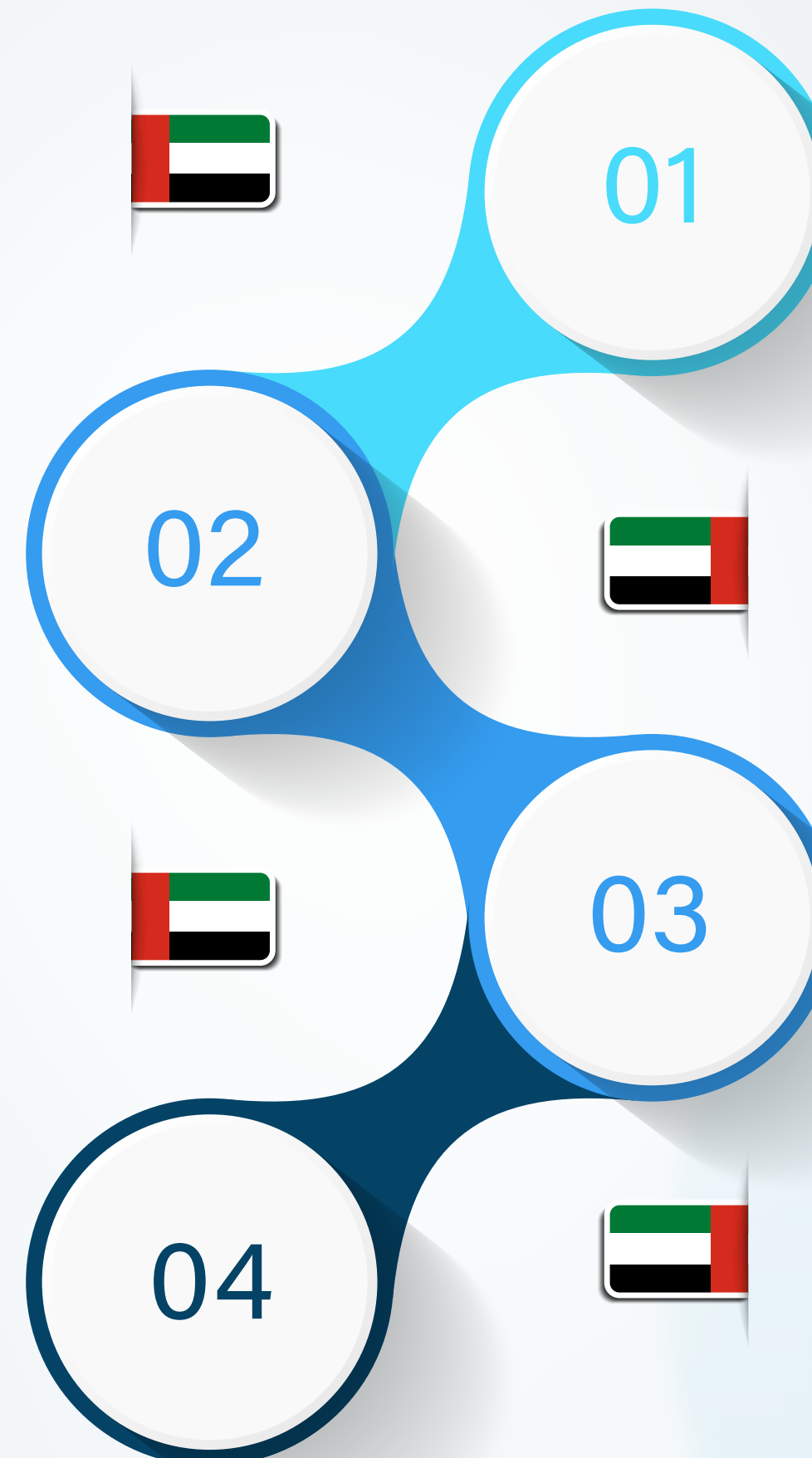
“IBTA MEA” accredits centers based on specific conditions and requirements to offer the International Business Professional Program. Additionally, trainers are evaluated and must meet international standards before being certified to deliver the program.



# Major Local and International Projects

Preparing and developing the “Emirates Program for Excellence in Government Services - 7 stars”, in coordination with the Prime Minister’s Office of the United Arab Emirates, where staff from federal ministries were trained on this program in all ministries, departments, and governing bodies.

Preparation and development of the “Basic Skills” program to qualify job seekers in coordination with the Human Resources Development Authority of the Emirates (TANMIA) & MOL.



Preparing and developing the “Professional Diploma of Excellence in Customer Service” program with the Ministry of Interior in the United Arab Emirates, which works to raise the level of customer service in line with the mission and strategy of the UAE Ministry of Interior.

Preparation and development of training programs for job seekers in cooperation with Abu Dhabi Tawteen Council and Abu Dhabi University.

# Major Local and International Projects

Franklin University in the United States of America accredits the International Business Professional courses as credit hours in its university programs.



05

The Certified Business Professional (CBP) program has been approved by the Government of South Africa as one of the core programs for preparing employees and job seekers within the E-skills project.



06

Obtaining an accreditation agreement from the global examination body Prometric to accredit the international exam for the Business Professional program, to become the only one available in Arabic in Prometric as an accredited international certificate.

07

The program is accredited by several international and local bodies responsible for organizing professional certificates. TVTC, KHDA, HRDF, MOI, PMO.

08



# Our partners

## University Endorsement

Oakland City University  
Chattahoochee Technical College  
The University of Memphis  
Franklin University  
Bryant & Stratton College

## Recognition Bodies

Prime Minister Office – UAE  
MOI – UAE  
DEA - UAE  
TAMKEEN - BAHRAIN  
Tawteen – UAE  
HRDF – KSA  
TVTC - KSA

## Strategic Partners

Prometric  
Software Secure  
Ricoh Corporation  
DocuNet  
Quill Corporation  
Digital Chalk  
Digital Solutions

# Human Resources Development Fund Support “HRDF”

IBTA MEA is proud that the CBP certifications are fully endorsed by the Human Resources Development Fund (HRDF) in the Kingdom of Saudi Arabia. This endorsement is due to the high quality of the content, the variety of specializations offered, and the alignment of the program's outcomes with labor market requirements.





# Major Success Stories

- 01 ➤ H.H. Saif Bin Zayed Witnesses The Graduation Ceremony Of The “Professional Diploma of Future Services” at The Museum of The Future in Its eighth edition.

His Highness Sheikh Saif bin Zayed, Deputy Prime Minister and Minister of Interior, attended the graduation ceremony of the 8th Future Services Diploma, which was held at the Museum of the Future in Dubai, and organized by the Ministry of Interior, represented by the General Department of Happiness, in partnership with the Etisalat Academy (the training body accredited by IBTA)







- 02 ➤ Launching the project to train ADNOC cadres on CBP programs and E-learning in the emirates.

- 03 < Signing a content development agreement for the Ministry of Education In the Arab Emirates with (Arab Readers)







04

AU - American University  
entrepreneurs project.



05

His Highness Sheikh Mansour Bin  
Mohammed Bin Rashid honors (IBTA) for its  
excellence in developing, qualifying and  
certifying the entrepreneurs initiative, CED.



06

His Highness Sheikh Saif Bin Zayed,  
deputy prime minister and minister of  
interior, attends honoring graduates of  
the "Professional Diploma of Customer  
Happiness".





# Contact us

We aim to be the top choice for those seeking business excellence and to build lasting relationships. Stay connected through our social media channels.

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