



Press release

Paris, June, 22, 2017

International partnership: SOU will distribute Cegoc' e-learning solutions in Brazil

Cegoc, a worldwide leader in training and development, and SOU, a Brazilian-based elearning provider, sign a partnership agreement under which SOU will distribute Cegoc' e-learning modules to its clients in Brazil.

Under the partnership, SOU's customers will now have access to the Cegoc Catalogue on Soft Skills (including HTML5 courses localized in Brazilian Portuguese). This premium content will be available to SOU's customers in Brazil.

SOU is a service company dedicated to the development of people through technology. It operates on two important fronts: Corporate Education and Talent Management. The company is highly recognized by its customers for its high level of service and flexibility. It offers a wide range of services, from tailored courses to gamification and includes learning games and operational advice. Founded in 2009, it has conquered prizes in services, best work to place and was recognized between the most growing SMB in Brazil, by Deloitte and Exame magazine. SOU is now a reference in Corporate Education and a leader in SAP SuccessFactors implementations in Brazil.

Cegoc trains 250,000 people globally every year, in open or in-house courses. The Group has a comprehensive product range that extends from off-the-shelf courses to tailored solutions. Its online Catalogue on Soft Skills has +1 million of learners per year and is distributed by +50 partners in the world. The Group also offers +100 certificate or diploma courses, independently or in partnership with universities and top educational facilities.

Luiz Comar, Executive Director of SOU, explains: *"We are very proud of this partnership. It reinforces our commitment to help our clients to grow through people development. Distributing CEGOC's catalogue allows us to fulfill a recent request of our customers: providing soft skills training related to the work environment. Most of the off-the-shelf courses in Brazilian market concern desktop and IT trainings, and some are too academic. So, in order to bring a more pragmatic approach to professional's development in the marketplace, the CEGOC's modules were developed by people on the field."*

Pascal Debordes, head of Channels and Alliances at Cegoc Group, adds: *"We are very excited to start this new partnership with Sou. In Brazil, there is a real need and appetite for Soft Skills e-learning. Undoubtedly, the combination of Cegoc' catalog and SOU's innovative solutions will generate performance for Brazilian companies!"*

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About SOU

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http://sou.com.br/pt_BR/

About Cegoc

Created in 1926, Cegoc is a worldwide leader in training and development. The Group now runs its own operations in 11 European, Asian and Latin American countries. It is also active in over 50 countries through its network of partners and distributors, which are all leading training providers and top-tier technology experts.

With 1,000 employees and more than 3,000 partner consultants, the Group trains 250,000 people around the globe every year and generates sales of €191 million.

Cegoc deploys a global offering, including turnkey and tailored training and development, operational consultancy, Managed Training Services and international training projects. Its "blended learning" approach aims to provide the most suitable and competitive learner experience, by combining multiple learning formats (classroom training, e-learning modules, videoconferences, webcasts, e-training programmes and more).

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