



BEYOND KNOWLEDGE\*

Press release

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## “Human Resources Vendors of the Year 2015”: Cegos Asia Pacific, twice rewarded!

A worldwide leader in training and development, Cegos has been recognised as “Best Management Training Provider” and “Best Sales Training Provider” operating out of Singapore at the occasion of the 10<sup>th</sup> edition of the “Vendors of the Year Awards” organized by the leading magazine & online professional portal Human Resources.

Positioned as the biggest HR industry awards in Singapore, the event recognises and celebrates the best service providers for HR professionals and promotes excellence across the plethora of HR services and solutions. These awards cover a range of areas, including best recruitment websites, best leadership development consultant and best learning management system, among others.



Cegos expertise is once again recognised, this time by Human Resources magazine’s Judging Panel, composed of [HR experts](#).

Cegos Asia-Pacific has won two **Gold Awards** and was **congratulated by the judges for its “Outstanding Submissions”**:

- **“Best Management Training Provider”** : the jury especially emphasized that *“Since its HQ was set up in Singapore, its success has centred on local and regionally driven pioneering programmes rolled out across APAC and often exported back to the US and Europe.”*

- **“Best Sales Training Provider”** : *“Cegos’ commitment to sales and service training is centred on implementing a robust blended 70:20:10 approach with as much focus in developing the plan for the 20% (share) and 70% (do/action) as the 10% formal learning element (knowledge acquisition through structured training). Cegos encourages a focus on learner action ownership, informal learning and peer-based sharing.”*

These Awards are additional to those already received in 2015: Cegos was also recently awarded **Singapore Employer of Choice**, winning a silver medal in this category and receiving three further awards as a **top-performing company** in its sector. This followed Cegos being honoured by The Singapore Business Review with its Award for Education.

**Jeremy Blain, Regional Managing Director of Cegos Asia-Pacific**, comments:

*“We are absolutely delighted with these two new high profile awards. This recognition highlights Cegos’ performance since we established our new Regional HQ in Singapore in 2012. Our profile and success has accelerated following more focused investment in content marketing and building strong customer-centred networks right across the APAC region....*

*...Our clients are at the heart of all our activities be they one-off face to face activities, extended Blended Learning tracks, or digitised solutions. This is a huge enabler of our success. As a result, we are delighted to be the Learning Solutions provider of choice for more and more Global, Regional and Local organisations operating in and out of the APAC region.*

For more information: [www.cegos.com.sg](http://www.cegos.com.sg) - [www.facebook.com/cegosapac](https://www.facebook.com/cegosapac) -

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## About the Cegos Group

Since its creation in 1926, the Cegos Group has developed into Europe's leading player and one of the world's top providers of in-company professional and personal growth training targeted for Managers and their Teams.

Cegos currently employs 1,000 people and operates in over 50 countries worldwide through its subsidiaries and partner distributors. In 2014, the Group generated sales of nearly €200 million (Integrata AG included), 50% of which came from outside France and over 10% from international projects.

Backed by a deep knowledge of the corporate world, Cegos trains 250,000 people around the globe every year, in in-house or open courses. The Group has a comprehensive product range (cegos.com) that extends from off-the-shelf courses to bespoke solutions. Its 'blended' approach aims to deliver the most efficient and effective learning experience by combining different learning techniques.

Cegos is **one of the major International players across the Asia Pacific region**, based at its Regional HQ in Singapore, and with operations in China and Hong Kong. A network of region-wide Most Valued Partners, and Collaborators, ensures Cegos can support Client training and development anywhere, in any language, consistently and with a truly "Think Global, Learn Local" approach.