



Press release

Paris, 6, October, 2015

## Nibras partners with Cegos to distribute its e-learning solutions in the MENA region

**Cegos, a worldwide leader in training and development, and Nibras, the Arab World's first e-learning portal for Continuing Professional Education (CPE), sign a partnership agreement under which Nibras will distribute Cegos' e-learning modules to its clients across the MENA region.**

Under the partnership, Nibras' customers will now have access to the modules of the *e-learning Solutions by Cegos* catalogue (215 online training titles available in 18 languages). This premium content will be available to Nibras customers in most of the Middle East countries.

Nibras is an e-Learning company that promotes and grows "Continuing Professional Education" for Arab professionals across the MENA region. By using short, creative and easily-understood video-based training courses in Arabic, Nibras bridge the gap between individuals and businesses on the one hand and their growing need for knowledge and training on the other, providing them with sophisticated learning tools that correspond to the latest standards applied in the CPE field. The company also partners with content experts and seasoned professionals to create an empowering learning environment that integrates supportive tools such as quizzes, external links, recommended books and other helpful resources.

Cegos 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 "multi-modal" approach uses all the currently-available learning formats. The Group also offers 103 certificate or diploma courses, independently or in partnership with universities and top educational facilities.

**Ammar Khayyat, CEO of Nibras**, explains: *"Our core business model is to produce unique training video content in Arabic, focusing on professional and soft skills, as well as banking, customer service, and sales, among other fields. With Cegos, we are pleased to add a new service to the Arab world by bringing localized Cegos professional content to our audience."*

**Pascal Debordes, head of Cegos International Partners Network**, adds: *"We are particularly excited to partner with Nibras. Learning and development are now crucial for companies and their employees in the MENA region, as a lot of companies in this region are reinforcing their workforce to score points in the global competition. Nibras' dynamic and innovative approach to developing its business in the MENA region is perfectly in line with our strategy of international expansion."*

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**About Nibras**

Nibras.com is one of the leading e-learning portals in the Arab World that promotes the concept of Continuing Professional Education (CPE) through short video sessions. Nibras was founded in 2012 in the United Arab Emirates with operating offices in Jordan and Saudi Arabia. Since its inception, Nibras.com has trained over 30,000 individuals across the region.

Nibras replicates what trainers do, face-to-face in classrooms through the Internet using short, creative and easily-understood video-based training courses in Arabic. By doing so, they bridge the gap between individuals and businesses on the one hand

and their growing need for knowledge and training on the other, providing them with sophisticated learning tools that correspond to the latest standards applied in the CPE field.

Nibras.com delivers flexible CPE packages that accommodate corporate and HR requirements. Their online courses eliminates the need for costly group-training sessions, ensures long-term employee growth at the lowest possible incremental costs, and provides an adjustable setup that suits the company's own training agenda.

[www.nibras.com](http://www.nibras.com)

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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 professional and continuing training. Cegos currently employs 1,000 people and operates in over 50 countries worldwide through its subsidiaries and partner distributors. The Group generated sales of €200 million in 2014.

Its consultants' expertise covers every area of skills management and development, and enables the Group to roll out large-scale training programmes in France and worldwide.

Backed by this deep knowledge of the corporate world, Cegos trains 250,000 people around the globe every year, in open or in-house courses. The Group has a comprehensive product range ([cegos.fr](http://cegos.fr)) that extends from off-the-shelf courses to bespoke solutions. Its 'multimodal' approach draws on all of the currently-available learning formats. Alone or in partnership with universities and top educational facilities, the Group also offers 103 certificate or diploma courses.

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