

Centum Learning enters its 21st country in the skilling business

Joins hands with Beit Al Etisalat Ltd. in Saudi Arabia

Highlights

- Enters into a strategic alliance with leading Saudi family business conglomerate
- The alliance is to boost skill level through Business, Technical, Vocational Education and Training in Saudi Arabia
- Centum Learning to transform the Skills & Employability landscape in Saudi Arabia through skilling and training solutions

New Delhi, June 21, 2013: Centum Learning, a global leader in training and skill development solutions and Beit Al Etisalat, a leading technology provider in the IT & Telecom field, today announced a collaboration to drive skilling solutions and training programmes in Saudi Arabia.

Centum Learning is in the sphere of skills and training in India, Sri Lanka, Bangladesh and 17 countries of Africa.

In the wake of Arab Spring uprisings, the Govt of Saudi Arabia is beginning to take measures to create vast employability which has been a long-term strategic challenge for the locals. A study by the Saudi Central Department of Statistics and Information, fixed the unemployment rate in the country last year at 12.2 per cent. That meant that more than 588,000 people were without jobs. The coming together of two giants – Centum Learning and Beit Al Etisalat will create skilled manpower who will be aptly skilled to take up the requisite jobs.

Commenting on the collaboration, **Mr. Sanjeev Duggal, CEO & Director, Centum Learning** said, “With this association, we mark our footprint in Saudi Arabia. We will continue to create a world-class enterprise in the training and skill development domain with a global footprint. This association is in line with our stated objective of strategically expanding into Middle East & South East Asia focusing our energies on our core business which is skilling.”

Mr. Abdulwahab Nasser Al-Akeel, President - Beit Al Etisalat added, “We are wary of unemployment amongst our nationals. With this strategic alliance, we will be able to address the problem of high youth unemployment among nationals that need to be tackled effectively”.

This is the first-of-its kind agreement of strategic nature and shall impact lakhs of people of Saudi Arabia. Centum Learning is about to make deep inroads into Corporates of Saudi Arabia to enhance employability quotient of youth in the continent with their experience of skilling one million people in 20 countries across the globe.

As a part of this collaboration, in association with Beit Al Etisalat, Centum Learning will aim to increase equitable access to skills development in Saudi Arabia while improving effectiveness through Vocational Education and Training.

About Centum Learning

Centum Learning has acquired rich experience across 17 countries in Africa, India, Bangladesh and Sri Lanka, in the training and development domain across 21 industry verticals. Present in 70 African cities and 90 Indian cities, Centum Learning has enabled sustained transformation in the stakeholder community by impacting key business metrics like Customer Service, Distribution, Sales, Productivity and Profitability. Centum Learning's Training & Development experts provide customized learning solutions in 24 languages to Fortune 500 companies across 21 industry sectors. Centum Learning's intellectual property and customized content has won over 16 international awards and accolades.

Centum Learning, with more than 1000 learning & development specialists, provides end-to-end training and skill-building solutions to over 350 global firms, Central and State Ministries, PSUs across 20 countries. Its training solutions aim at enhancing productivity and business outcomes. Centum Learning has set up more than 278 learning centres in rural and urban locations to provide employability skills to youth in tandem with industry requirements to enable sustainable transformation. In the skill building domain, in association with National Skill Development Corporation, it has also established Centum Work Skills India Limited to skill 1.2 crore people and provide livelihood opportunities. Centum Learning's accomplishments in training & skill building have been recognized in several leading national and global platforms.

About Beit Al-Etiscalat

Beit Al-Etiscalat was founded in 1991 by its founder Sheikh Abdulwahab Al-Akeel, the Company is owned by Trade House Group Holdings Company (a leading Saudi family business conglomerate).

Beit Al-Etiscalat specializes in the supply, installation, operation, and maintenance of advanced IT & telecommunication solutions.

Beit Al-Etiscalat executed several key projects in Saudi Arabia and has an experienced network of technical specialists, both in-house and through its alliances, serving a distinctive list of governmental and private clients.

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