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## Mayfair Group launches Mayfair Training for the MENA region

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Amani Choudhry, CEO, Mayfair Group

### **- Gain competitive advantage through investing in skills and training**

The Mayfair Group of Companies, a conglomerate of businesses operating in offshore financial and investments, has announced the launch of its new subsidiary company - Mayfair Training. The new venture will provide internationally accredited and customised professional training solutions to help organisations and individuals in the MENA region to acquire the skills to maintain a competitive advantage. The launch is an integral part of the regional expansion strategy that has seen the group launch Ameerah, a specialist division of Mayfair Wealth Management offering the first truly bespoke wealth management service targeting female investors in the Middle East.

The training programmes are specially structured to promote greater networking, increased professionalism and skill acquisition within all aspects of business, while encouraging an ethos of continued staff development. With professionals and academic partners from USA and UK, Mayfair Training will leverage this unique collaboration to oversee and assist in the delivery of training programmes to internationally recognised standards. Mayfair Training has four training routes, with the first (Route A) offering Mayfair Certification for courses such as Project Management for Architects and Engineers, General Project Management , Project Management Principles, Budgeting For Managers, Defining Leadership, Leadership For Women, and Team Building. Further, specialist courses in Shariah Finance and Banking Services are also available for finance and banking professionals.

Today's corporate world is facing unique challenges which evolve on a daily basis, and this requires companies and individual professionals to seek training opportunities that will boost their capabilities to stay ahead of the competition, said Amani Choudhry, CEO, Mayfair Group. The core strength of Mayfair Training is derived from a solid foundation in management practice, academic expertise, excellent content and a structure of training programmes that are

accessible and allow real progression. I am confident that the programmes offered take account and recognise the current issues facing businesses today and deliver the skills and knowledge to enable professionals to re-skill and adapt to the ever-changing work environment.

In addition, Mayfair Training also offers a Business and Management Program (Route B) - which includes Mayfair GREEN, a selection of environmental, sustainable & technical courses; Professional Certification (Route C) and Consultancy Services (Route D). The programmes will be delivered and administered by qualified practitioners who have worked across a number of organisations and sectors at either middle, senior or executive management levels, thereby enabling them to align real life experiences with the theoretical discourse for a better understanding by participants.

Our vision is to create a global learning network - Mayfair Training is focused on working alongside business leaders of global companies and assist them to become more competitive through skill and knowledge acquisition; resulting in a capable, adaptable and an accredited workforce. We listen to the needs of our clients and create training programmes that meet their needs and expectations. With our carefully designed programmes, we aim to enhance human capital by providing a broad range of bespoke and certificated training opportunities which not only address organisational issues, but ultimately assist businesses to embrace and overcome the challenges ahead, concluded Choudhry.

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