

*****Press Release*****

BUSINESS SKILLS ACADEMY EXETER LAUNCH EVENT

To celebrate the launch of the Business Skills Academy for the South West, the Council for Administration (CfA) will host an evening event in Exeter on Thursday 25th September 2008. Whether just out of school, already in employment, finished university or a business looking at staff learning requirements, the Business Skills Academy can help.

Guest speakers Colin Breed MP for South East Cornwall and Graham Watson MEP for South West England, together with Jenny Hewell, CfA Chief Executive and Nick Heard, Organisation Development Officer at the Met Office, will share their views on the launch and the benefits that the Business Skills Academy will bring to the region. Opportunities for personal interviews with speakers will be available during the event.

Each quality approved regional learning provider and key personnel from a number of South West based businesses will be attending the evening. They will be able to meet and network between six and eight pm, whilst sharing information on local and regional learning needs and requirements.

The Business Skills Academy is designed to offer first-class, employer-led business learning and development solutions to organisations and individuals. Set to transform the way that vocational training is sourced and delivered, Academy learning providers have to meet a tough set of selection criteria to join. With an innovative and value for money business model the initiative will drive up skills in the areas of Business & Administration, Customer Service and Leadership & Management.

Jenny Hewell at the CfA feels that once South Western businesses sign up to the Academy, they will reap the benefits of employer-led training and want to engage it for all of their business learning and development needs. Jenny said: "We are excited to be launching the Business Skills Academy which is a terrific opportunity for employers and employees within the region. I am wholly confident that the expertise of our chosen learning providers will allow for unprecedented access to first-class learning solutions for businesses in the South West."

Later this year and into 2009, the Business Skills Academy intends to attend key breakfast meetings across the region with regional Chambers of Commerce, to find out how the Academy can help local businesses with business learning and development needs.

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About CfA:

CfA is the UK's leading body for Vocational Education in Business, Administration and Governance, responsible for developing standards and endorsing vocational qualifications to increase productivity in the workplace. www.cfa.uk.com

Note to editor:

1. For more information on how to improve your business skills and behaviours, increase your performance and contribute to the competitiveness of the South



West, visit the South West Business Skills Academy website at
www.businessskillsacademy.co.uk

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