



INFORMATION

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Rhema's strategic alliance with US expert Martin Training Associates' will roll out their products in Europe.

A new transatlantic link between these two leading providers of business training will bring US expert Martin Training Associates' full range of project management workshops to the European corporate management skills market.

Matching the high and well-established reputation enjoyed by Martin Training in the USA, Rhema Group has extensive reach and contacts among national and multinational companies in Europe, where Rhema's clients include multinationals The BOC Group, De Lage Landen, Société Générale and Reed Business Information.

Rhema will now bring Martin Training programmes and products to Martin Training Associates' own clients in Europe, and to Rhema Group clients.

Working in partnership with CEO Paula K. Martin Rhema will deliver the Martin proprietary project management training programmes to corporates throughout the UK and Europe - at all levels and across all divisions to provide a consistent and high quality approach to this critically-important area of skill.

Both companies are committed to one thing: driving business results through better management practices and processes. Rhema will be delivering Martin Training's management programmes in the key areas of:

- Project Management
- Risk Assessment
- IT Management
- Portfolio Management
- Project Interventions
- Project Planning

Martin Training offers a range of books and other products supporting training and individuals' continuous learning

Rhema will also provide collaborative consulting services to help companies to develop solutions to difficult problems such as cross-functional conflict, unsuccessful projects, and lack of accountability for results.

Rhema MD Jeremy Francis says: "This alliance between Rhema and Martin Training is good news for corporates in the UK and continental Europe because they will now have access to a suite of exceptional Project Management training programmes from Martin Training, as well as the comprehensive list of programmes offered by Rhema."

Contacts....

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Notes to Editors

The Rhema Group www.rhemagroup.com is a UK-based international human resource development company which has a highly respected and well-established European operation via partners with offices in Brussels, Madrid, Lisbon, Prague, Vilnius and Copenhagen – delivering client-customised Talent Development, Management Development, Performance Management, Sales Training and Skills Development, through blended solutions involving business consultancy, training, coaching, software and E-learning (via internet and client intranets) and expert resource in support of learning and HR functions– all on a 24/7 basis. Through its networks of people development professionals, Rhema has identified and linked with proven best practitioners in each region. A "flexible logistics" approach enables these partnerships to channel Rhema training programmes, diagnostics, learning materials and software to clients (Rhema's or their own) with local cultural adjustments - in English and in local languages.

European client organisations are therefore offered extremely rapid roll-out in all their territories of any centrally-mandated training or people development programme, with consistency of content and quality plus uniformity of messages – as well as cost effectiveness and ease of management. Rhema clients include leading Dutch vendor lease organisation De Lage Landen, Société Générale, Reed Business Information, SG Hambros and BOC Group.

Martin Training Associates www.martintraining.com is a management consulting company specialising in training and consulting for Project Management, IT Management, Matrix Management, and Risk Management. Martin Training Associates offers in-house workshops, Internal Instructor programs and management consulting. Paula K. Martin, CEO of Martin Training Associates, was selected by the European USA Chamber of Commerce publication to discuss management practices specifically centered on "Executing Strategy Through Project Management." The ECACC represents the corporate interests of 17,000 American and European countries. USA and Europe in Business covers various issues and growth opportunities in the transatlantic business environment and is distributed to all member of ECACC.