

International Academy  
For Advanced Research And Studies

# IARS



MADE IN  
BRITAIN



INVEST IN  
YOUR PEOPLE

my For Advanced Research  
And St



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# Said About Us



"I am really proud of the International Academy for Advanced Research and Studies & Pearsons role in importing the most reputable international British qualifications to Egypt. I believe these International British qualifications will have a great impact on the current and coming generations of Egyptians who are Egypt's true asset."

- His Excellency Mr John Casson  
**The British Ambassador**



"I am excited and proud to see British private sector organizations like the International Academy for Advanced Research and Studies and Pearson, supporting and investing in Egyptian youth by providing opportunities to study for reputable international British qualifications."

- Her Excellency Ms Caroline Alcock  
**The British Consul General - Alexandria**



"The International Joint activity agreement between IARS / Pearson UK and Oil & Gas (Ministry of Petroleum) Egypt, will upgrade the level of professional training services to support the development of the human capital within the Oil & Gas sector in Egypt through providing international qualifications recognized in more that 120 countries."

- H.E Tarek El Molla  
**Minister Of Petroleum and Mineral Resources**



"I believe that continued education is one of the most important elements for a nations development, and having well educated and trained Egyptians will be the milestone in turning Egypt towards sustainable development. I believe that having an international organization providing international qualifications such as the International Academy for Advanced Research and Studies. Pearson UK in Egypt will play a great role in supporting Egyptians to go the extra mile towards sustainable development."

- Dr Hany El Missery  
**Alexandria Governor**



## OUR VALUES

**EFFICIENCY**

**PROFICIENCY**

**EXCELLENCY**

**CREDIBILITY**

**CUSTOMER  
FOCUS**

# Who We Are

IARS is one of the leading UK accredited educational and training service provider in the MENA region. We provide innovative learning and development solutions, covering multiple areas and industries, tailored to meet your needs. We have a proven track record of top notch training for high end companies and recognized organizations. Over the past decade we have been dedicated in providing a comprehensive quality assurance scheme for international educational and training services for students, researchers and professionals. We deliver the most respectable international qualifications in cooperation with our awarding bodies and partners, which include Pearson (UK's largest awarding body), LCCI International Qualification; BTEC Qualifications, ACCA, ATHE, University of Northampton and more. Certificates issued to learners by the end of the programmes are recognised in more than 120 countries and 180 Universities worldwide.

Our network of trainers, lecturers and management are experts and leaders in the education and training sector that are committed to ensure that we maintain high standards across all our qualifications.

## VISION

Inspire our students to become responsible global citizens and future leaders through a dynamic, interactive, challenging and practical learning environment that provides every participant opportunities for innovation, self-development and leadership. We aspire to be recognized as the leading British education provider in the MENA region and worldwide.

## MISSION

Create an outstanding pathway in international education and training services. We achieve this through our commitment in encouraging the highest standards of education and providing prospective students with an invaluable guide to quality in an often complex sector. Along with our unique global perspective of human development that prepares people to excel and experience prosperity as well as thrive through greater inter-cultural understanding.

# Company Milestone

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**2010**

**IARS EGYPT  
FOUNDED**

**2011**

IARS started its co-operation with EDI to deliver London Chamber of Commerce & Industry International Qualifications in Egypt. (LCCI)

**2012**

IARS established its co-operation with Edexcel, previously known as University of London Examinations and Assessment Council - to deliver BTEC International Qualifications in Egypt

**2013**

IARS established its co-operation with the University of Northampton to facilitate the delivery of IARS and Pearson postgraduate programme in Egypt.





## 2014

IARS launched the first international corporate training programme in Egypt.

## 2015

Launching of IARS's Employability International Scholarship Programme in Egypt ( LCCI ) - 2000 Scholarships

## 2016

Launching Of Junior Future Leaders International Scholarships Programme

Launching of International Corporate Funded Programmes - 1000 Scholarships

## 2017

Launching of the Oil & Gas International Scholarship Programme in Egypt.  
(Ministry of Petroleum)

## 2018

Launched Alexandria University Faculty Of Commerce International education programme.

Launched The First Youth Forum For Construction and Real Estate Sector.





**PEARSON**

A Pearsons Assured Organization

Pearsons is the UK's largest awarding body. Pearson Assured is a service that assures the quality of the processes underpinning the design, delivery, quality assurance and/or assessment of the organisation's own education training programmes. This service quality assures the organisation's processes, not specific qualifications or training programmes offered by IARS.



BTEC stands for the Business and Technology Education Council. BTECs are specialist work related qualifications. They combine practical learning with subject and theory content. There are over 2,000 BTEC qualifications across 16 sectors - they are available from entry level through to professional qualifications at level 7 (equivalent to postgraduate study).



IARS is an approved teaching and examination LCCI learning path. The London Chamber of Commerce & Industry International Qualifications are trusted and valued by universities, employers and professional bodies all over the world.

# Partners In Success



The University has an extensive educational history dating back to the 13th century. It was the third University established in England. In 2013 Guardian University League table ranked the University of Northampton as England's No.1 University for employability and in 2012, it was ranked as No.1 for value added.

Association of Chartered Certified Accountants have more than 219,000 fully qualified members and 527,000 students worldwide. They're among the world's best-qualified and most highly sought after accountants - and they work in every sector you can imagine. We're the world's most forward thinking professional accountancy body.



ATHE is a global awarding organisation regulated by Ofqual and other UK and international regulators. ATHE offers a wide portfolio of vocationally orientated and internationally recognised qualifications.

Cambridge English Qualifications are a mark of excellence, accepted and trusted by thousands of organisations worldwide. Their qualifications are based on research into effective teaching and learning.



The British Council is UK's international organisation for cultural relations and educational opportunities. The British Council is on the ground in six continents and over 100 countries, bringing international opportunity to life, and every day.

# Our Recent Projects



**Young people are Egypt's greatest asset. We must all unlock that potential by giving them the skills to get good jobs, fulfil their ambitions, and power Egypt's future. That's why I am proud of this new programme that opens doors for young Egyptians through the world class British training and qualifications."**

- British Ambassador John Casson

## Edita Food and Industry Quality Academy - 2500 Employees

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Edita Quality Academy is a joint venture between Edita and IARS that was designed to up-skill essential and desirable competencies that reflect Edita's needs and corporate culture within the food and industry sector. This learning platform has helped Edita enhance not only their employees technical and soft skills but also helped tackle problems relating to customer satisfaction. Which resulted in **22 Million EGP return of investment**. This track assisted in creating a more focused process that has helped minimize errors and increased overall customer satisfaction. Therefore, achieving the company's vision on quality standards. (This impact was noted by comparing KPI's before and after the academy.)

## DMG Academy / The First Forum For Construction and Real Estate Sector - 10000 Fresh Graduates

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DMG is a fully funded scholarship program by Dar Al Mimar Group form (DMG) that aims to support and empower young engineers in the field of Architecture, Civil Engineering & Construction Management, to provide them with the required skills to be able to compete in the Real Estate market. This is achieved by bridging the gap between academic studies and the market requirements.

Phase 2 of the academy is "The First Youth Forum" - which aims to engage DMG graduates with all stakeholders, including the government, employers, and learners, to bolster the new generation of leaders, as well as boosting the employability in Egypt's real estate and construction sectors via activities such as on-the-spot interviews, career counselling, job-fit assessments, and open dialogue workshops between the representatives and young guests.

Corporates included - **Bombardier, Samcrete, Madinet Nasr for Housing & Development (MNHD), Redcon Construction, Alforat Development, Sinai White Cement, and Aalborg Portland.**

## Launching of the Oil & Gas International Scholarship Programme in Egypt. (Ministry of Petroleum) - 2000 Participants

The Oil & Gas International Scholarship Programme is the largest scholarship program in its sector in Egypt. It aims to support the Egyptian Government in the modernization of the oil and gas industry in Egypt. This is currently being achieved by helping develop the knowledge and skill set of up to 2000 participants, in meeting the changing needs of business.

**Corporates that benefited from this programme - Exxonmobil, Echem, Tharwa and more.**

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## Junior Future Leaders International Scholarships Programme - 1000 Scholarships

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We believe that developing good character and demonstrating leadership skills at an early age is critical for young people to succeed in school and in life. Therefore, with the support of the British Ambassador - John Casson, the "Junior Future Leaders Scholarship Programme" was initiated for up to 1000 school students in 2016. Our JFL programme aims to open a path for young individuals to have an affordable, high quality international education that will have a great impact on their future.

# 1 CORPORATE TRAINING

Through years of experience working with different industries, we discovered that individuals and businesses that are given proper training and support in their professional development are likely to be more motivated and confident in their work environment due to attaining more essential knowledge, leading to an increase in overall productivity. This discovery led IARS to launch its international training programme under the message of “Invest in your people and we will invest more”. IARS strives to be the catalyst that helps close the ever-widening skill gap and reduce any weak links by providing the right set of tools to help organizations and individuals improve personal competence and enable a sustainable business development and competitive advantage.

We believe that training does not stop at preaching in front of a whiteboard. We stress on hands on application and real life experience. Our training moves beyond theory, giving you valuable real-world insights as it is vital that we keep up to date with developments in standards, regulations and technology. All our training programmes are delivered within Pearson’s quality assurance scheme. As a result, you can trust us to provide first-class training and development at every level for your organization.

## TAILORED TRAINING PROGRAMMES

# 2

IARS is eligible to deliver more than 5500 international qualifications in cooperation with its partners and awarding bodies. IARS continuously provides programme for special purposes based on customer needs analysis.

## 3 POST GRADUATES STUDIES

IARS, Pearson ( the largest awarding body in the UK) and University of Northampton have developed a cooperation which enables learners to complete Master of Business Administration (MBA) degree in their own home country through a worldwide partnership network. Egyptian learners interested in applying for an MBA can now take advantage of our post graduate scholarship scheme.



## 4 TALENT MANAGEMENT AND ASSESSMENT CENTRE SERVICES

To ensure long-term success of your organisation, identifying the right candidates for the business is one of the most important key elements. IARS Talent Management Solutions can be integrated into the recruitment process and HR initiatives to drive performance and align with the companies' objectives. Our Assessment Centre combines multiple assessment and business simulation methodologies to achieve the most accurate prediction of future performance. Our solutions minimize the risk in hiring decisions and ensure you select the right applicant. We measure performance and potential. Therefore, strengthening the leadership pipe - allowing organisations to develop training strategies to further develop and grow talent.



## BUSINESS CONSULTANCY

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IARS aims to support companies by providing hands-on solutions to help solve day to day business challenges by developing their human capital with the necessary expertise and building their brand image. We believe in a comprehensive approach - becoming a part of our client's business and knowing as much as about their operations and challenges as possible. As a result, you can trust us to meet your needs in improving bottom line results and sustaining the competitive edge.

## BUSINESS SIMULATION PROGRAMMES

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IARS works with clients from many sectors, including oil and gas as well as banking and finance sectors. It is our firm opinion that our hands-on business simulation programmes compliment knowledge by providing an easy to use, interactive, risk safe learning environment for participants to engage in. Therefore, making our tailored packages unrivalled.

**Please ask for a consultation visit if your organisation is in need for Customised Training programmes.**



# Training Sectors



When it comes to driving your business successfully, effective leadership and management is critical. We offer a comprehensive range of leadership and management training courses, covering every aspect of the discipline at every level – from leadership and management development right through to project management and soft skills training.

- **Strategic Management and Planning**
- **Leadership Practice**
- **Strategic Leadership**
- **Finance and Credit Management**
- **Business Administration**
- **Human Resources Management**
- **Sales and Retail**
- **Marketing**
- **Customer Service**
- **Call Centre Management**
- **Public Relations Management**
- **Quality Management**
- **Logistics and Supply Chain**
- **Health and Safety**
- **Banking**
- **Soft-skills**

## Recognised In





# Our Testimonials



"We are proud of our partnership with the International Academy for Advanced Research and Studies as this partnership and cooperation has resulted in a series of successful progress to both parties which had a viral effect in enhancing the education and professional training sectors in Egypt."

- Ahmed Ismail  
**Pearson Country Director**



“I believe that ARADO’s partnership with the International Academy for Advanced Research and Studies – London and Pearsons UK is forming one of the strongest consortium in the field of business consultancy, learning and development of the effectiveness of human resources as an essential element for improving Arab Nations and corporate economic performance”

– Dr. Mohamed Riad

**Director of Research and Consultancy Department &  
Director of Entrepreneurship at ARADO**



“The MBA route programme in International Academy and University of Northampton was an incredibly valuable endeavour which developed my managerial skills and professional insights. I was exposed and benefited from a wide spectrum of business disciplines, such as marketing, finance, operations and business strategies. MBA made me a redefine and better pursue my career objectives. I can say that my MBA experience has made me more self – confident, direct and effective in the decision making and solution implementation procedures.”

- Rabab El Hadidy

**ORASCOM Construction**



“Working with the International Academy – IARS in the delivery of London Chamber of Commerce and Industry – LCCI International Qualifications was a great experience for our organization and employees as we found high quality curriculum’s, excellent staff, easy and friendly process.”

– Mohamed Mesbah

**Regional HR Director APL For Shipping**



“The quality of education was the main reason I chose the MBA route programme at the International Academy and University of Northampton. I was also impressed by the deep knowledge and professional attitude that both the academic and administration staff demonstrated inside and outside the classroom. The classes combined theory and practice in great balance, students’ engagement and knowledge sharing during classes, the challenging assignments and case studies made the programme even more suitable to my professional and personal needs”

- Nasser Alsonbaty

**ORANGE**



# Our Clients



## OUR BRANCHES

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**BTEC**



**athe** AWARDS FOR  
TRAINING AND  
HIGHER EDUCATION

SILVER LEARNING  
PARTNER **ACCA**