



**Corporate University Xchange**

BUILDING A BRIDGE BETWEEN BUSINESS AND LEARNING

## **NEWS RELEASE**

For Immediate Release

October 26, 2005

Corporate University Xchange Contact: 212-213-2828

E-mail: [marketing@corpu.com](mailto:marketing@corpu.com)

Web Site: [www.corpu.com](http://www.corpu.com)

### **Interest in Corporate University Model Spreading Globally**

#### **Corporate University Xchange adds new members and consulting assignments abroad**

(Mechanicsburg, PA) – Corporate University Xchange (CUX), the leading provider of corporate education research, benchmarking and advisory services for the enterprise-learning marketplace, is seeing increasing interest in corporate universities from companies based outside the United States. CUX has always had large, multi-national organizations as members, but has seen that interest explode recently with the addition, in just the last few weeks, of new international members from Argentina, Australia, Canada and Saudi Arabia. In addition, companies based in Saudi Arabia and Kuwait have asked for CUX's help in creating learning organizations using the corporate university framework.

"The corporate university model is increasingly seen as a way to align learning to create competitive advantage," says Sue Todd, President of CUX. "Although CUX has always had some participation from multi-nationals based outside the U.S., the level of interest we're seeing now is unprecedented."

The companies that have joined recently include Tenaris, a leading global manufacturer and supplier of seamless steel pipe products and provider of pipe handling, stocking and distribution services to the oil and gas, energy and mechanical industries, based in Argentina; Coles Myer, Australia's largest retailer; Suncor, a growing integrated energy company, based in Canada; and Saudi Basic Industrial Corp (SABIC), a diversified manufacturing company, active in chemicals and intermediates, industrial polymers, fertilizers and metals based in Saudi Arabia. SABIC and Mobile Telecom of Kuwait have been working with CUX to explore new corporate university models for their learning organizations.

"Our corporate university is a driving factor behind our business success," says Linda Heron, General Manager Human Resources, Food Liquor & Fuel at Coles Myer. "But we have to understand what other organizations are doing, and CUX can keep us informed about best practices throughout the world."

About Corporate University Xchange, Inc.

Corporate University Xchange (CUX) is the leading provider of corporate university research, benchmarking, and advisory services for helping organizations transform corporate learning. Founded in 1997, the aim of CUX research and services is to maximize corporate investments in training and development to deliver improved business results. The company's benchmarking studies and annual awards programs set the standards for the learning industry. For more information, please visit CUX on the web at [www.corpu.com](http://www.corpu.com).