



Corporate University Xchange

BUILDING A BRIDGE BETWEEN BUSINESS AND LEARNING

NEWS RELEASE

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Corporate University Xchange Presents in Australia

Mark Allen, chief mentor and strategist, briefs top companies on corporate university model

(Mechanicsburg, PA) – Corporate University Xchange (CUX), the leading provider of corporate education research, benchmarking and advisory services for the enterprise learning marketplace, participated in the Corporate Education Institute Discovery Summit, hosted by DeakinPrime, Australia's foremost provider of education and development programs and services for business. The invitation only event took place on October 25th at Deakin Management Centre, Geelong, Australia.

The Corporate Education Institute Discovery Summit brought together senior executives from a diverse range of organizations to explore the concept of corporate institutes in Australia. National and international experts in the area of corporate institutes discussed the latest research and knowledge in the field and explored opportunities that exist in Australia. Mark Allen, chief mentor and strategist for CUX, spoke about the corporate university experience in the United States.

"It is an honor to be invited to take part in this gathering of the leading companies in Australia", says Allen. "CUX research has shown how powerful the corporate university – or the corporate institute as they call it – can be in advancing a company's business strategy."

Allen was joined by other distinguished presenters speaking about the UK, European and Australian experiences, along with speakers from companies that have had success in implementing corporate universities like Australian retail giant Coles Myer and Barclay's Bank.

DeakinPrime CEO Keän Selway was looking forward to hosting the event. "Many Australian companies are still not aware of how a Corporate Institute model can drive organizational performance, and we are pleased to have Mark Allen describe the U.S. experience with corporate universities. The DeakinPrime Coles Myer Institute model,

which won a CUX Excellence Award in the partnership category, shows how a corporate institute can contribute to its company's success. We'd like to see more."

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.

About DeakinPrime

DeakinPrime, the corporate arm of Deakin University, is Australia's foremost provider of distinctive and effective education and development programs and services. Tailored to suit the needs of today's leading corporate organizations and industry groups, DeakinPrime's programs are innovative and progressive, and structured to suit the global business environment. Their web address is <http://www.deakinprime.com/>.