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Australia's MRWED expands into Indian education market

Trainer training developed by Australia's MRWED Training & Assessment will be delivered across India following this month's signing of a Memorandum of Understanding with Indian-based company Cotmac.

It formalises MRWED entry into the growing Indian professional development market, having previously conducted a number of training courses in the country.

MRWED is Australia's largest provider of trainer training and has provided training to more than 13,000 people during the past decade.

MRWED trains people - from CEOs and human resource managers through to frontline managers – on the art of engaging audiences and facilitating effective training of others.

Under the new agreement, MRWED will train Cotmac staff to deliver its *Training Trainers Program* (TTP), enabling them to deliver the program across India. MRWED will also provide the required training support, professional development and validation to Cotmac's trainers.

The Cotmac Group of Companies operates across India and specialises in a number of activities connected with electronics, software, and telecommunication.

MRWED Founder and CEO Marc Ratcliffe said the move into India was part of the company's international expansion strategy.

"During the past decade, we have established a market leading position in Australia by offering training through public courses, custom courses, online and correspondence," he said.

"As we have grown, our award-winning trainers have conducted courses internationally in a range of locations, including India, Indonesia, Mali, Papua New Guinea and Tanzania. This memorandum is a new model for us because it involves tapping into the local network and knowledge of Cotmac to deliver MRWED's accredited training.

"As part of the arrangement, MRWED will provide professional development to Cotmac's trainers, along with all the training support and validation needed to ensure all participants receive the same quality training that we deliver here in Australia.

"This is an exciting development for our company as we see enormous opportunities in international markets looking for accredited and proven trainer

training. We identified India as an emerging new market for us because of the sheer size of the market, the growing middle class of professionals and the number of Indian companies looking to compete on the world stage.

“Cotmac are a great match for us as they have had a long history of providing high level training support to their clients and it is that attention to detail and commitment to getting the standards right that attracted us to them.”

In 2009, MRWED Founder and Principal Marc Ratcliffe was named as one of the world’s Top 10 Young Trainers of the Year by Training Magazine (USA). MRWED was also recently named as one of the Top 10 places to work in Australia by BRW magazine and was awarded a 2009 Australian Business Award for Enterprise.

MRWED Training and Assessment is a private Australian Registered Training Organisation (RTO). Its courses have trained people from CEOs and human resource managers through to frontline managers on the art of engaging and training others. It has trained more than 13,000 Australians in training and assessor qualifications since it was established in the year 2000.

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