



PRESS RELEASES

PIQC becomes an "IIMP® Authorized Exam Invigilation Centre"

International Institute of Marketing Professionals (IIMP®) Canada partners with the PIQC Institute of Quality (PIQC), in Pakistan, to establish Authorized Exam Invigilation Centres (AEIC) for Certified Marketing Management Professional (CMMP®) designations.

Toronto, Canada —February 21, 2014—The International Institute of Marketing Professionals (IIMP®) partners with the PIQC Institute of Quality (PIQC) as an IIMP® Authorized Exam Invigilation Centre (AEIC) to invigilate examinations for Certified Marketing Management Professional (CMMP®) designations in two major cities in Pakistan – Lahore and Karachi for Punjab and Sindh regions in Pakistan respectively.

The IIMP® accreditation CMMP® is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing. The CMMP® program is designed for industry professionals and is considered to be the mark of distinction for those who demonstrate commitment to the marketing profession and to its ethical practice. The CMMP® designation is validation that a professional in the field of marketing has successfully demonstrated competency in the knowledge, skills and abilities required to practice marketing effectively in today's business arena.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: *"This partnership is a big step for both CMMP® program and Pakistan with the possibility to certify and designate its marketing professionals through a globally-recognized certification. It is the recognition of the importance of this certification for marketing professionals. IIMP® is very pleased that Pakistan wants to be part of it. Indeed, IIMP® wants to be closer to marketing professionals from around the world. Pakistani marketing professionals have the possibility of doing their exam in their country and prove their skills and competences."*

Mr. Farhan Majeed, Vice President Marketing and Communications for Pakistan at IIMP®, said: *"We welcome PIQC Institute of Quality (PIQC) a leading Institute provides professional education, certifications, training in Pakistan for joining hands with The International Institute of Marketing Professionals (IIMP®), Canada in facilitating the examinations of CMMP® designations here in Pakistan. This is a great opportunity for the marketing professionals, academicians, students and practitioners in Pakistan to get recognized globally and gain competitive edge through proven their leadership and competencies while gaining the CMMP® designations, a hallmark of professional excellence in the world of marketing."*

The following location(s) of PIQC will be available for monitoring CMMP® exams provided by IIMP®

Lahore Campus:

½Km, (Defence-Kahna Road)
Off: MonnooChowk, 10 km Raiwind Road
Lahore – Pakistan
Tel: 92-42-35323600-4, 92-42-35324168
Fax: 92-42-35324169
E-mail: info@piqc.edu.pk

Karachi Campus:

D-63, Block 8, Gulshan-e-Iqbal
Karachi - Pakistan
Tel: 92-21-34973784, 34822234
Fax: 92-21-34990775
E-mail: piqc@cyber.net.pk

Learn more about CMMP®: <http://www.theiimp.org/cmmp-designation/>

About PIQC Institute of Quality:

Leading Institute in Pakistan providing professional education, certifications, training and corporate development in Quality Control (QC), Quality Assurance (QA) and Total Quality Management (TQM), Human Resource Management (HRM) and Safety Health and Environment (HSE). Celebrating the 23rd year of its establishment, PIQC's vision is for Pakistan to become a hallmark of Quality in the national and global environment. With its leadership and team of specialists, it has provided corporate training and education to more than 40,000 students, managers and professionals. It is the pioneer and most authentic source for international Six Sigma and Lean training programs in Pakistan, including Six Sigma Yellow Belt, Six Sigma Green Belt and Six Sigma Black Belt. PIQC has professional collaborations and linkages with various local and foreign organizations including Superior University, Hamdard University, NED University of Engineering and Technology, IQCS Certification, Singapore Quality Institute International (SQII), American Society for Quality (ASQ), and Quality and Productively Society of Pakistan (QPSP). Learn more: <http://piqc.edu.pk/>

About the [International Institute of Marketing Professionals \(IIMP®\)](#):

International Institute of Marketing Professionals (IIMP®) is an independent, not-for-profit professional organization, which develops and advocates international standards within the marketing field. IIMP® was formed in July 2009 and is a pioneer in its leadership and strategic approach towards developing the Internationally Accepted Marketing Standards™ based upon Generally Accepted Marketing Principles™ and Practices in the field of marketing. The development of Internationally Accepted Marketing Standards is led by the Internationally Accepted Marketing Standards™ (IAMST) Board, which represents the G-20 countries; the IAMST Board members include senior academic leaders from reputable business schools and Chief Marketing Officers from major corporations across the G-20 countries. This diverse membership will undoubtedly bring a real synergy between the science and practice. The IAMST Board works with the aid and cooperation of teams from the International

Advisory Council for the Marketing Profession (IACMP), which has representation from 158 countries and Advisory Council of Marketing Practitioners (ACMP).

About [CMMP® Designation](#):

IIMP® accredited CMMP® (Certified Marketing Management Professional) is a globally-recognized and well respected measure of professional achievement and academic excellence in the practice of marketing. This program will recognize the perseverance, dedication and competence of successful marketing professionals all around the world. Those who earn the CMMP® demonstrate a deep, yet broad knowledge of marketing. It denotes high professional, educational and ethical standards in marketing and is valuable to those practitioners who earn it, to the clients and organizations they represent and most importantly to the marketing profession itself. The CMMP® designation consists the following four designations. A brief information about these four CMMP® designations is available here: Associate CMMP®, Manager CMMP®, Executive CMMP®, Chartered CMMP®.

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