



14 April 2022

## We've Launched!

Our Commitment & target for 2022 :

- Sign **10** Edu Providers & Institutions
- Register **50** Corporate Trainers
- List **100** Training Programs



**FREE - BASIC Plan**  
for one (1) Expert or Program

- Individual Plan Featuring One (1) Expert
- List (1) Flagship Program
- Receive a Stunning Poster
- Display Expert Profile & Photo
- Display Program Intro, Outcomes & Topics
- Receive Inquiries Directly into your Inbox!

## Professionals Asia is changing the game in Continuing-Education & Training (CET), starting off first in Malaysia.

When we first launched Malaysia's online 'Continuing-Education & Training' marketplace in April this year, we were skeptical if the market was ready to support our business model. What business model you ask? Well, it's simple.

We designed a one-stop listing portal for **Corporate HR** and **Learning & Development (L&D)** specialists to browse for Corporate Training Programs in Malaysia, with complete program details including the Subject Matter Experts profile attached to it. To learn more about us, please click [here](#).

Coming out of the pandemic, we also wanted to create a strategic value proposition for **Corporate Trainers** and **Executive Education Providers**. One such proposition is to address the most common feedback we hear which is - when the public program intake date has been decided, the planning to execute a digital marketing campaign is time-consuming and these days, a technical effort. Going back and forth with the design and messaging, fine-tuning the audience targetting strategy, oftentimes the creative element falls between the cracks.

So, here's our value proposition. As Experts and Education Providers, we urge that you continue focusing on developing and delivering programs while allowing Professionals Asia to manage the digital and social media marketing effort. The goal is to leverage Professionals Asia's rich network as an **added channel** to create branding for the Centre and inquiries for your Programs.

[Contact us](#) today. We look forward to hearing from you and hopefully, welcoming you to Professionals Asia!