

IEPAL (UK) and SAMT (Saudi Arabia) sign Agreement to deliver licensed etiquette programmes in the Middle East

Collaborating to meet the goals of Saudi Vision 2030



London, Jan 23, 2020 ([Issuewire.com](https://www.issuewire.com)) - The Founders and CEOs of International Etiquette and Protocol Academy of London (IEPAL) and Saudi Arabia-based SAMT Group for Etiquette and Protocol Training and Consultancy have officially signed a Memorandum of Understanding (MOU) establishing Mentored Partnership. This venture licenses SAMT Group to deliver a full suite of Minding Manners International's licensed etiquette and protocol programmes across the regions of Saudi Arabia, Bahrain, Jordan, Lebanon, Qatar, and the UAE. (Minding Manners International is a division of IEPAL.) In addition to licensed content, IEPAL's London HQ will provide ongoing mentoring support from the UK and in Saudi Arabia.

The MOU was signed by International Etiquette and Protocol Academy of London's Founder, Tamiko Zablith and SAMT's Founder/CEO Hasnaa Aloufi. Ms Aloufi has completed all four of IEPAL's advanced International Certification Trainings (Protocol, Business, Social and Youth), making her a Diamond Certified Consultant. Based on her commitment to the industry, determined passion for helping others in achieving their full potential and her in-depth acumen for intercultural management, she was invited to become a Mentored Partner, a position which she has accepted with honour.

Commenting on the occasion, Ms Aloufi stated, *"Saudi Arabia's Vision 2030 by HRH Crown Prince,*

Mohammad bin Salman bin Abdulaziz Al Saud outlines tremendous goals and expectations for the country's development and sustainability. Today's adults and the younger generation enjoy vast potential; now we are firmly positioned to give them the tools to appreciate different cultures and traditions. This plan will allow them to work successfully inter-culturally. We positively anticipate that this exciting collaboration will bear fruits for all."

"Mentored Partnership is a distinguished status awarded only to the members within our network who have committed to the successful completion of at least three specialized International Etiquette and/or Protocol Certifications, uphold our Code of Ethics and professional values, and respect the diversity presented within cultures around the world," Ms. Zablith explained.

Tamiko Zablith employs great passion for the Middle East. In her own words, "I worked in Saudi Arabia for the first time 18 years ago. The hospitality I received there left an ever-lasting positive impression. Owing to my unequivocal quest to discover, understand and appreciate other cultures and to utilize that knowledge to embrace different perspectives, I am inspired to encourage others. I believe something beautiful originates when we collaborate across borders. Working with Ms. Aloufi has been a great pleasure as she shares this vision."

Hasnaa Aloufi concluded with, "Having trained with several other etiquette schools in the past, I found International Etiquette and Protocol Academy of London's level of authenticity, leadership, depth of knowledge and mastery of diversity to be at the forefront. I believe this Mentored Partnership will help us to create a stronger impact and provide the soft skills necessary for success in today's multi-cultural world to people of all ages, denominations, and backgrounds."

International Etiquette and Protocol Academy of London (IEPAL) was Europe's first provider of Certification Training in international etiquette and protocol and remain the UK's most trusted establishment for specialist knowledge on International Business Etiquette, International Social Etiquette, International Youth Etiquette, and International Protocol and Diplomacy. As the certifying body for Minding Manners International, the network consists of trained and certified consultants in more than 60 countries. www.iepalondon.com



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