

## APICS and ICBA announce exclusive partnership to offer Italian language & culture courses in Cambodia



**APICS** (Association for the Promotion of the Italian Culture in Singapore) and **ICBA** (Italian-Cambodian Business Association) are proud to announce an exclusive partnership that will see APICS conducting Italian language & culture courses online for ICBA's members and partners in Cambodia.

ICBA Chairman, Aurelio Flacco shares, *“For ICBA in Cambodia, APICS represents a point of reference for those who need or want to learn the Italian language. I am sure that this agreement will give the opportunity to many people and companies too, who work here with our products, who represent our companies, to learn our language and pursue certification. Personally I believe that the language is closely linked to business, especially when it comes to Made in Italy; knowing the language, you appreciate our products and culture”*.

*“This is a very exciting project for our team to embark on”*, added Jahan Rezai, APICS President. *“We are pleased to work in strategic partnership with a like-minded organisation in ICBA as we both hold the same mission close to our hearts: spreading Italy's beautiful language, culture and heritage to our local communities”*.

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### ABOUT APICS

APICS Italian Cultural Centre is the specialised Centre for Italian language & culture in Singapore, with roots originating since the 1970s. An independent not-for-profit organisation, APICS offers a huge variety of social, educational and experiential activities connected with Italian culture. APICS is an official exam centre for both the CILS and CELI exam certifications and also runs the Italian Supplementary School (Scuola Supplementare Italiana) for kids ranging from toddlers to teenagers.

### ABOUT ICBA

The Italian-Cambodian Business Association (ICBA), incorporated in July 6th 2017 as a National Chapter of EuroCham Cambodia, promotes Italian excellence, culture, and bilateral trade between Italy and Cambodia. The increasing presence of Italian businesses in Cambodia was the major driving factor behind the creation of ICBA, whose mission is to stimulate, facilitate and foster trade, investment and opportunities between Cambodia and Italy—by exchanging knowledge and acting as a catalyst for the commercial energies of both countries.