



Foundations you can build a career and business on

PRESS RELEASE

CITT to enter Indian marketplace

For Immediate Release

Toronto, Ontario -- With the increasing focus on global logistics these days, it is no wonder that CITT is turning its attention to outside markets. The CITT is expanding into the logistics scene and bringing its logistics know-how to India to build relationships with like-minded individuals and organizations by promoting the CITT Designation within.

At the CITT strategic planning session held earlier this year, several adjacent markets were identified and promising business ventures examined within India. Considering the country's recent economic successes, it was determined that forming mutually beneficial relationships with other logistics based organizations in India would best help to promote the CITT Designation. As stated by the President of CITT, Catherine Viglas, "India is the place to do business. With an increase and expansion of trade worldwide and global awareness along with the logistics required to support it, the CITT Program of Study fulfills the need to offer high quality training *at a distance*. As CITT gains an even greater presence within the Indian logistics community, we can expect to see more and more logisticians holding the CITT Designation in India."

CITT is reviewing various business channels that will help to promote the CITT Designation; and will look for opportunities to contribute to the Indian logistics populace by providing valuable resources and information on the CITT Program of Study.

With the value of the CITT Designation not only contained within Canadian borders, international colleagues and business partners will gain tremendously by joining the CITT in partnership and as students on the pathway to the CITT Designation.

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CITT is Canada's leading professional development organization in the supply chain and transportation logistics sector. We promote professional excellence and advancement for transportation logisticians by offering

- *professional certification,*
- *professional development,*
- *professional networking opportunities.*