

FOR IMMEDIATE RELEASE

UBIS Rebranding: University of Business Innovation and Sustainability – Receives HELC Approval in Washington DC

Press release

Washington DC, 10/11/2022 — It is with great pleasure that the UBIS would like to announce that Thursday October 6th 2022, the university was granted state licensure approval by the Higher Education Licensure Commission of the District of Columbia – better known as Washington DC. We were granted full rights to operate the University of Business, Innovation and Sustainability from new headquarters in Washington DC.

Historically known as the University of Business and International Studies, UBIS will be pivoting to a new brand name under the same acronym that better represents the institutions future and mission. UBIS will be known as the University of Business, Innovation and Sustainability. UBIS believes that this change makes what was implicit in our mission, culture and academic focus, profoundly explicit for UBIS constituents around the globe.

Over the last few years, UBIS had consistently reviewed international research data that stated US continues to be the most “in-demand” global education provider; always holding the #1 spot. Over the years, with increasing frequency, our students, international education partners and articulated Universities, alumni and our faculty have expressed the desire to gain US-recognition.

The University leadership selected Washington D.C. in recognition of its dominant position as one of the leading global US cities. As stated by the World Economic Forum, “Washington, D.C. has been crowned as the city that’s leading the way in talent competitiveness, thanks to its ability to attract and nurture entrepreneurs, whilst meeting the needs of being a strongly-connected, “global” city.”

Washington is a very attractive education destination and is critically important as a cultural and political center of the democratic world and the access it will provide students in other countries for possible study- abroad opportunities like Geneva, Switzerland and Barcelona, Spain. Washington will be our official US headquarters and our home base when physical meetings are required.

We do not anticipate students, faculty or instructional activities at the DC headquarters in the traditional manner. In the future, we may host an immersive, one-week graduate experience in Washington so that our international graduate students can experience the unique international aspects that Washington offers.

Cathi Raffaelli – CEO of the University of Business, Innovation and Sustainability

