

## Webcast Series on the Global Ed Tech Market: Focus on the UK

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### **Moderated By:**

- Mimi Jett, General Manager, netTrekker
- David Samuelson, President, Global Schools, Pearson

### **Panellists:**

- Ray Barker, Director, British Educational Suppliers Association
- Roger Larsen, Founder and Managing Director, Fronter

As a prelude to SIIA's 2009 Ed Tech Business Forum on Growing Globally, this webcast provided a window into the UK marketplace for education technology. Participants heard directly from high level insiders on: the landscape of the UK ed tech market, trends in government spending, emerging opportunities and vendor perspectives on doing business in the UK, with answers to such questions as:

What exactly does the landscape look like for education technology products and services?  
How does the UK purchasing system work for education technology products and services and how can US companies gain entre?  
What are the government spending trends and which technologies are gaining traction in UK schools?  
Which technologies are seeing a decline in usage and what opportunities should ed tech companies focus on in the current and coming period?

Speakers brought perspectives from the UK ed tech industry, the UK government, and global vendors doing business in the UK market.

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