

This webcast provides a primer on Ed Tech opportunities in Asia and the South Pacific region and for the top 5 critical tools and tactics required to succeed in this emerging market. This discussion will have a special focus on Korea, Malaysia, and Singapore. You'll hear from ed tech vendors, already doing business in the region on such topics as trends in government spending, emerging opportunities and vendor perspectives on doing business in these promising markets.

Watch the webcast:

{youtube}vk16dz0MQwY{/youtube}

Webcast participants will hear the answers to such questions as:

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

Moderator:

Mimi Jett, Co-Chair, SIIA Global Strategies & Strategic Partnerships Working Group

Panelists:

Dr. Duriya Aziz, Vice President, Educational Publishing, International Group, Scholastic, Singapore

Trilby Berger, Vice President, Strategic Partnerships, MetaMetrics, Inc., USA

Jin Yoon, Senior Manager, Global Business Strategy, Chungdahm Learning, Inc., Korea