

FOR IMMEDIATE USE

STRONG UK PRESENCE AT E LEARNING AFRICA

The UK is a world leader in educational ICT so it is perhaps not surprising that there is a strong presence from the UK at eLearning Africa, whether delegates, speakers or exhibitors.

Co-ordinating the UK exhibitors is the British Educational Suppliers Association (BESA). BESA is the UK trade association for suppliers of educational materials for schools, colleges and universities. Around a third of their 300 plus members are involved in educational ICT, whether in hardware, software, peripherals or web based applications.

On the UK group stand (5) BESA will be making available a range of materials to help delegates identify appropriate UK partners. Ask BESA's International Manager, Mark Roelofsen, for the BESA catalogue which details all 300 members, and a DVD explaining the UK education system, some of its key features and key current government strategies.

The stand also includes five UK companies. These include:

AXIA INTERACTIVE MEDIA - learning applications that assess competency levels

CONTRACEPTION EDUCATION – a board and computer game that explores sex education

EUROTALK – interactive language learning materials

NELSON THORNES –publisher of blended learning materials

THE PORTABLE GROUP – bespoke IT and management training providers

Both Axia and Eurotalk are speaking at the conference.

ENDS Approx 200 words

All press and media enquiries to:

Mark Roelofsen 20 Beaufort Court, Admirals Way, London E14 9XL

Tel: +44 (0) 20 7537 4997

Fax: +44 (0) 20 7537 4846

Email: mark@besa.org.uk

Web: www.besa.org.uk

Editor's notes

- **The British Educational Suppliers Association (BESA)** is the trade association for the British educational supply industry. Founded in 1933, funded by the industry to serve education and training - in the UK and world-wide.
- Encompassing companies providing equipment, materials, teaching aids, consumables, books, furniture, technology, ICT hardware and software and related services including total project management of large scale development projects world-wide across the curriculum, all disciplines including special needs, for all age ranges from pre-school to universities and for training.
- Over 300 manufacturers and distributors are BESA members, all of whom sign up annually to abide by the **BESA Code of Practice**. Combined annual turnover of over £2 billion.
- BESA promotes, unites and informs member companies - seeking a competitive level playing field in education supply. It acts as a conduit between education and industry and industry and government - and is a focus for the committed and specialist companies and organisations serving the sector.
- It is a catalyst for appropriate partnerships seeking to set its membership apart so they can be recognised as a unique community serving a specialist market.
- Industry sponsor of **BETT** and co-organiser of **The Education Show, Education Northern Ireland** and the **Specialist Schools and Academies Trust Conference Exhibition**, the Association's involvement in national showcase events is a core activity.
- **BESA's** annual research programme includes the annual **Resources in English Schools Survey** together with sector-specific reports and overseas market reports to complement trade show attendance world-wide – other reports include the **ICT in UK Schools** which focuses on both investment and application of ICT in education, copies of which are available to the press on application.

Press Release