

## **Incremedia ready to conquer African e-learning market**

Zagreb, 2009-05-04: Incremedia, a leading provider of e-learning content on Croatian market, announced today that they have decided to serve the African market. As the first step, Incremedia will participate on eLearning Africa in Dakar, Senegal, May 27-29, 2009, an international conference on ICT for development, education and training.

After a successful start, several long-term contracts, production of own award winning multimedia titles and publishing first translations in English language; Incremedia has turned its attention to Africa.

„African e-learning market represents strong demand for content production and consulting services and a healthy growth rate,” said M.Sc. Sonja Priščan, MBA, the director and founder of Incremedia. “We are very excited to participate in eLearning Africa 2009 and to begin our operations in this region where the market is yet to boom.”

„Incremedia can offer new innovative ways of presenting e-learning content with best practices and capabilities of knowledge transfer methodologies that will enhance the learning experience of end users.” continued Ms. Priščan.

“We will present our new multimedia product ‘Project Management’, which is our first title translated in English. Our product has won the 1<sup>st</sup> place in the competition of World Summit Award Croatia in category e-learning and education.”

Incremedia offers courses developed in accordance with the world standards. The courses are available on the Internet and in CD/DVD format. In addition, custom made e-learning content is developed to meet customer specific needs.

“We will be looking there for potential distributors of our products, as well as customers that need consulting in introduction of e-learning to their organizations. We are also prepared to translate our most popular titles in French, since Africa is largely French-speaking continent.” concluded Ms. Priščan.

Incremedia will be at booth # 46 at eLearning Africa 2009 conference exhibition.

### **About Incremedia**

Incremedia was founded 2007 in order to address the requirement for methodological preparation of e-learning content and consulting in ICT-enabled knowledge transfer. Ms. Sonja Priščan, the founder, got her masters degree on e-learning and gained several years of experience in academic environment before pursuing entrepreneurial career after the explosion of demand for e-learning content in Croatia.

The name *Incremedia* is a compound of two Latin words: *incresco* and *media*, which means “grow through a medium“, because the mission of the company is to create high quality multimedia solutions using interactive, informative, entertaining and attractive methods that will contribute to the organizational and individual development.

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