2nd Annual
INTERNATIONAL
SCHOOLS APAC

23-25 March 2020 | Holiday Inn Bangkok Sukhumvit, Thailand

WHAT’S NEW IN 2020!

Zooming into demand-led growth markets and their prospects
Spotlight on recruitment and retention
Revitalising international schools’ commercial strategies

The big picture showcase of Asia Pacific international schools’ market – Growth, expansion and market capitalisation

Innovative advantage – Tech, schools design and emerging schools’ location at mixed-use properties
Staying relevant with emerging business models
Winning Strategy – Curriculum & accreditation

Exhibitors
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Brought to you by:

www.informaconnect.com.sg/event/international-schools-apac
Featuring APAC Top International Schools’ Thought Leaders & Decision Makers

SAM FRASER
Head of Asia Research
ISC Research, Singapore

AIDAN MCCARTHY
Principal - K12 Digital Transformation and Strategy
Microsoft Education, Singapore

THOMAS BANYARD
Founding Head
King’s College International School Bangkok, Thailand

JASPAL SIDHU
Founder and CEO
SIS Group of Schools, Singapore

HUALI XIONG
K-12 Principal for Chinese Language and Culture
Canadian International School, Singapore

DWAYNE LEHMAN
School Director
Footprints International School, Cambodia

ASHLEY DEACON
Director of Admissions
Rugby School Thailand, Thailand

JOSE RUTHCHAN PORTILLO
Principal and Vice-Director
The Australian International School Laos, Laos

JOHN MURPHY
Principal
Sampoerna Academy, Indonesia

MARK MCVEIGH
Principal
Denla British School, Thailand

ROSALIND YEOH
Chief Financial Officer
Taylor’s Education Pte Ltd., Singapore

RAJ SHASTRI
Partner/Principal
Kaizen Private Equity, Singapore

PETER CORCORAN
Head of School
Canadian International School, Singapore

NHU Y NGUYEN NGUYEN
Head of Marketing, Communications and Admissions
Australian International School Saigon, Vietnam

STEVE BOUSFIELD
Principal
Maple Leaf School – University of South Australia, Australia

AHMED ADHL Y RASHEED
Chief Executive Officer
Islanders Education, Maldives

DR. MURRAY TOD
Headmaster
EPSOM College in Malaysia, Malaysia

CHARLES ROBINSON
Group Development Director
International Schools Partnership, United Kingdom

STEVE WINKELMAN
Head of School
Concordia International School Hanoi, Vietnam

MIKE WALTON
Head Master
Brighton College Bangkok, Thailand

HENRY NGUYEN
Chief Executive Officer
St. Nicholas International School, Vietnam

NATHALIE DELGADO
Vice Principal of Learning & Teaching
Concordian International School, Thailand

CHRISTOPHER SEAL
Principal
Shrewsbury International School, Thailand

ANTHONY ROBERTI
Head of School
U.S. Vietnam Talent International School, Vietnam

NEW SCHOOL

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REGISTER ONLINE
Main Conference Day 1

Tuesday 24 March 2020

08:00 Main Conference Registration and Morning Coffee
09:00 Opening Remarks

THE BIG PICTURE

09:00 The Big Picture: Asia Pacific International School Markets – Growth, Expansion and Commercial Opportunities
Sam Fraser, Head of Asia Research, ISC Research, Singapore

09:30 Vietnam in Spotlight: Economic Growth, Increase in Demand for International Education, and Further Investments
Steve Winkelman, Head of School, Concordia International School Hanoi, Vietnam

10:00 New School in the New Era: Outlook for International Schools Market in Thailand
Ashley Deacon, Director of Admissions, Rugby School Thailand, Thailand

10:30 Morning Networking and Refreshment Break

11:00 Leadership Roundtable: Market Entry and Growth Strategies in the Asia-Pacific Region
Moderator: Steve Bousfield, Principal, Maple Leaf School – University of South Australia, Australia
Panellists:
Dr. Murray Tod, Headmaster, EPSOM College in Malaysia, Malaysia
Henry Nguyen, Chief Executive Officer, St. Nicholas International School, Vietnam
Dwayne Lehman, School Director, Footprints International School, Cambodia
(To - reference to commercial strategies of speakers' schools. Discussions and comments are solely for regional commercial knowledge exchange only)

11:40 Venture Capital Perspectives: Financier View on Lending, ROI and Business Models
For Speaking Opportunity, please contact Casey Ho at Casey.Ho@informa.com

12:00 Case Study: Pioneering Partnerships for International School Development
Ahmed Adhily Rasheed, Chief Executive Officer, Islanders Education, Maldives

12:30 Networking Lunch

EMERGING BUSINESS MODELS

13:30 Refining the Business Model – Creating Marketing Edge through Global Networks
Steve Bousfield, Principal, Maple Leaf School – University of South Australia, Australia

14:00 Investors’ Roundtable: Investing in APAC’s International Schools: Opportunities and Challenges
Panelists:
Ahmed Adhily Rasheed, Chief Executive Officer, Islanders Education, Maldives
Jaspal Sidhu, Founder and Chairman, SIS & Inspirasi Group of Schools, Singapore
Rosalind Yeo, Chief Financial Officer, Taylor’s Education Pte Ltd, Singapore
Ray Shastri, Partner/Principal, Kaizen Private Equity, Singapore

14:40 Bilingual Strategy and Enrollment: What to Learn from the World’s Leading Chinese Bilingual Program?
Joint Presentation
Peter Corcoran, Head of School, Canadian International School, Singapore
Huali Xiong, K-12 Principal for Chinese Language and Culture, Canadian International School, Singapore

15:10 Insuring the Schools: Understanding the Insurance Needs of International and Private Schools
For Speaking Opportunity, please contact Casey Ho at Casey.Ho@informa.com

REVITALISING COMMERCIAL STRATEGIES

15:30 Afternoon Networking & Refreshment Break

16:00 Human Resources Spotlight: Financial and Operating Strategies to Positively Impact Teacher Retention
Mark McVeigh, Principal, Denia British School, Thailand

16:30 Vietnam: Investment, Commercial Assessment and Differentiation through Accreditation
Henry Nguyen, Chief Executive Officer, St. Nicholas International School, Vietnam

17:00 Strategic Marketing in International Schools
Nhuy Nguyen Nguyen, Head of Marketing, Communications and Admissions, Australian International School Saigon, Vietnam

17:30 Leveraging on Networks for the Success of International Schools
Dr. Ahmed Mitwalli, Chief Strategy Officer, Esol Education, American School Hong Kong, Dubai/Hong Kong

18:00 Chairperson’s Closing Remarks & End of Main Conference Day 1
Main Conference Day 2

Wednesday 25 March 2020

09:10  Chairperson’s Opening Remarks
CHARLES ROBINSON, Group Development Director, International Schools Partnership, United Kingdom

INNOVATION ADVANTAGE

09:10  Digital Transformation in Education
AIDAN MCCARTHY, Principal – K12 Digital Transformation and Strategy, Microsoft Education, Singapore

09:40  Panel Discussion: Pros and Cons of Integrating International Schools in Mixed-Use Developments
Panelists:
BASSAM ABUSHAKRA, Regional Director, Esol Education, United Arab Emirates
ONCHANOK NAWAPRUEK, Analyst, Thailand Research & Consulting, CBRE, Thailand
CHARLES ROBINSON, Group Development Director, International Schools Partnership, United Kingdom

10:10  An Architect’s View: Innovation in Building and Campus Design When You Expand or Under Refurbished Operational Strategy: Case Study
For Speaking Opportunity, please contact Casey Ho at Casey.Ho@informa.com

10:40  Morning Networking & Refreshment Break

RECRUITMENT & RETENTION

11:10  Reflections on Recruitment and Retention of Staff
DR. MURRAY TOD, Headmaster, EPSOM College in Malaysia, Malaysia

11:40  Finding, Growing and Retaining – Staff Recruitment and Retention in a Competitive World
CHRISTOPHER SEAL, Principal, Shrewsbury International School, Thailand

Panelists:
CHRISTOPHER SEAL, Principal, Shrewsbury International School, Thailand
ANTHONY ROBERTI, Head of School, U.S. Vietnam Talent International School, Vietnam
MEGAN AMES, Human Resources and Communications Manager, Concordian International School, Thailand
MICHAEL WALTON, Head Master, Brighton College Bangkok, Thailand

13:00  Networking Lunch

WINNING STRATEGY – CURRICULUM & ACCREDITATION

14:00  Creating a Premium Student Brand to Increase School’s Market Reputation
THOMAS BANYARD, Founding Head, King’s College International School Bangkok, Thailand

14:30  Concordian International School: 20 Years of Success Delivering a Cutting-Edge Trilingual Immersion Programme
NATHALIE DELGADO, Vice Principal of Learning & Teaching, Concordian International School, Thailand
ARIEL YU WANG, PYP Vice Principal of Learning and Teaching, Head of Chinese Department, Concordian International School, Thailand

15:00  International Accreditation for APAC Schools: Improving quality and gaining regional and international recognition to differentiate in competitive markets
TRILLIUM HIBBELN, Associate Director, Commission on International Education, New England Association of Schools and Colleges, China

15:30  Afternoon Networking & Refreshment Break

EMERGING MARKETS

16:00  Understanding the Student Demographics in Laos’ International Schools Market
JOSE RUTHCHAN PORTILLO, Principal and Vice-Director, The Australian International School Laos, Laos

16:30  Growth of the Middle Class in Indonesia and Capitalising on Opportunities
JOHN MURPHY, Principal, Sampoerna Academy, Indonesia

17:00  Chairperson’s Closing Remarks & End of Main Conference Day 2
Pre-Conference Workshop
Monday 23 March 2020 9:00AM – 12:30PM

Workshop Title:
International Accreditation as Important Operational and Marketing Strategy: A Framework for Efficiency, Sustainability and High-Quality Learning

Workshop Synopsis:
In this workshop, leaders of new, existing or future school can learn the value of seeking International Accreditation to build, sustain and improve their school and stand out in a crowded market.

Workshop Takeaways:
1. The Value of International Accreditation: Why should school’s seek accreditation to have better competitive advantage?
2. Foundational Elements: What are key elements all effective schools must have to be successful and to become accredited?
3. High-Quality Learning: How can schools ensure that they are transforming to meet the modern needs of our time and not just replicating traditional systems of education? Do you want your students to: - NEASC’s 10 Learning Principles provide a guide for schools to think deeply about their Learning Community so they can build sustainable structures that will help them stand out as schools of modern learning.

Workshop Speaker:
TRILLIUM HIBBELN, Associate Director, Commission on International Education, New England Association of Schools and Colleges, China
KEVIN SKEOCH, Head of School Dwight School Seoul, South Korea

About the Conference
The very successful International Schools APAC Conference returns to Bangkok, Thailand on 23 – 25 March 2020. This is Asia’s ONLY conference at the center stage of commercial opportunities in international education – addressing key trends and imminent issues facing the sector, and what it takes to stay on top of growing competition, managing increasing costs and a demanding business environment in international education.

BY INDUSTRY
- International Schools: 55%
- Education Technology Providers and Suppliers: 10%
- Investors and Financiers: 10%
- Consultants: 10%
- Recruitment Agencies: 5%
- Property Developers and Architects, Designers: 5%
- Government: 5%

BY GEOGRAPHY
- Thailand: 25%
- Vietnam: 15%
- Malaysia: 15%
- Singapore: 8%
- North Asia: 15%
- Australia: 7%
- US/UK: 8%
- Others: 7%

Raise your Brand awareness at Asia’s Top Education Event!
We offer a variety of opportunities to raise your profile with some of the most influential people in the education industry.

SHAPE THE DEBATE
Present a keynote, case study, or contribute to a panel

BE AN EXHIBITOR
Demonstrate your products and engage with customers

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VIP Lunch, Closed door workshop, Refreshment breaks and many other options

BRAND AWARENESS
Through the Smartphone App, Corporate Gifts, etc.

To discuss tailored opportunities, please contact Casey Ho Tel: +65 6508 2470 Email: Casey.Ho@informa.com

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3 EASY WAYS TO REGISTER

Contact Mazura Samri
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<th>Fee Per Delegate</th>
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<th>Normal Rate</th>
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<td>2-Day Conference</td>
<td>US $995</td>
<td>US $1195</td>
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SPECIAL 1-FOR-1 OFFER FOR K-12 SCHOOLS

ATTRACTIONAL GROUP DISCOUNTS AVAILABLE

Delegates who have successfully registered for the event will be able to access our Online Networking System nearer to the event date and during the event!

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Connect with us: 

Hotel Information
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