

2nd Annual

INTERNATIONAL SCHOOLS APAC

15-17 September 2020

Holiday Inn Bangkok Sukhumvit, Thailand



WHAT'S NEW!

EdTech Startups
Pitching Session –
Mapping Education's
Next Transformation

NETWORKING DINNER

16 Sept 2020
7:00PM-9:00PM
The Grand
Chaophraya Cruise

CONFERENCE HIGHLIGHTS



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

brought to you by



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



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**



**JANTANAEAK (YUI)
TUEKAEW**
Managing Director
Stormbreaker Venture
Thailand



MARK MCVEIGH
Principal
Denla British School
Thailand



ROSALIND YEOH
Chief Financial Officer
Taylor's Education Pte Ltd.
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**



MEGAN AMES
Human Resources and
Communications Manager
**Concordian International
School, Thailand**



AHMED ADHLY RASHEED
Chief Executive Officer
Islanders Education
Maldives



DR. MURRAY TOD
Headmaster
EPSOM College in Malaysia
Malaysia



STEVE WINKELMAN
Head of School
**Concordia International
School Hanoi, Vietnam**



MIKE WALTON
Head Master
Brighton College Bangkok
Thailand



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



ONCHANOK NAWAPRUEK
Analyst, Thailand Research
& Consulting
CBRE, Thailand



CHRISTOPHER SEAL
Principal
**Shrewsbury International
School, Thailand**



RAJ SHASTRI
Partner/Principal
Kaizen Private Equity
Singapore



CHARLES ROBINSON
Group Development Director
**International Schools
Partnerships**
United Kingdom



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



NIKO LINDHOLM
Program Director
EduSpaze Pte Ltd.
Singapore

Main Conference Day 1

Wednesday 16 September 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

DEMAND-LED GROWTH MARKETS

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 **Case Study: Pioneering Partnerships for International School Development**

AHMED ADHLY RASHEED, Chief Executive Officer, **Islanders Education**, Maldives

10:30 Morning Networking and Refreshment Break

11:00 **Leadership Roundtable: Market Entry and Growth Strategies in the Asia-Pacific Region**

Panelists:

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

DR. MURRAY TOD, Headmaster, **EPSOM College in Malaysia**, Malaysia

DWAYNE LEHMAN, School Director, **Footprints International School**, Cambodia

(This session will not reference to commercial strategies of speakers' schools. Discussions and comments are solely for regional commercial knowledge exchange only)

EMERGING BUSINESS MODELS

11:30 **Data for Leadership**

JAMES LYNG, Vice Principal, **Denla British School**, Thailand

11:50 **Refining the Business Model – Creating Marketing Edge through Global Networks**

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

12:10 Networking Lunch

13:10 **Investors' Roundtable: Investing in APAC's International Schools: Opportunities and Challenges**

Panelists:

AHMED ADHLY RASHEED, Chief Executive Officer, **Islanders Education**, Maldives

JASPAL SIDHU, Founder and Chairman, **SIS & Inspirasi Group of Schools**, Singapore

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

RAJ SHASTRI, Partner/Principal, **Kaizen Private Equity**, Singapore

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 **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

14:30 **Insuring the Schools: Understanding the Insurance Needs of International and Private Schools**

PIERRE DE MIRMAN, Director – Global Corporate Development & Key Accounts, **Pacific Prime**, Hong Kong

15:00 Afternoon Networking & Refreshment Break

REVITALISING COMMERCIAL STRATEGIES

15:30 **Human Resources Spotlight: Financial and Operating Strategies to Positively Impact Teacher Retention**

MARK MCVEIGH, Principal, **Denla British School**, Thailand

16:00 **Strategic Marketing in International Schools**

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

16:30 **Leveraging on Networks for the Success of International Schools**

DR. AHMED MITWALLI, Chief Strategy Officer, **Esol Education**, **American School Hong Kong**, Dubai /Hong Kong

17:00 **Chairperson's Closing Remarks & End of Main Conference Day 1**



09:00 Chairperson's Opening Remarks

NIKO LINDHOLM, Program Director, **EduSpaze Pte Ltd.**, Singapore

09:10 ASEAN EdTech Market 2020 Outlook

JANTANARAK (YUI) TUEKAEW, Managing Director, **StormBreaker Venture**, Thailand

09:25 An Edtech Innovation Ecosystem for SEA: International Schools and Edtech Companies Co-Creating New Solutions Together

NIKO LINDHOLM, Program Director, **EduSpaze Pte Ltd.**, Singapore

INNOVATION ADVANTAGE

09:40 PLENARY SESSION: EdTech Startups Pitching Session – Mapping Education's Next Transformation

FEATURED START-UPS:

Edmicro: Home Powering Adaptive and Personalized Learning with AI technology

QUE NGUYEN, CEO and Co-Founder, **Edmicro**, Vietnam

Soqql: Social Learning – A Private Instagram for the Classroom for Real Formative Assessments

DANIEL SHEN, Founder, **Soqql**, Singapore

Vonder: Microlearning Games for your students

SHIN WANGKAEWHIRAN, CEO and Founder, **Vonder**, Thailand

360ed: Democratizing Quality Learning Tools in Myanmar

HLA HLA WIN, Founder and CEO, **360ed**, Myanmar

10:30 Morning Networking & Refreshment Break

11:00 Chairperson's Opening Remarks

CHARLES ROBINSON, Group Development Director, **International Schools Partnership**, United Kingdom

Digital Transformation in Education

AIDAN MACCARTHY, Principal – K12 Digital Transformation and Strategy, **Microsoft Education**, Singapore

11:30 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

ELIAS KAREEM, Regional Director of Projects – Middle East, **International Schools Partnership**, Dubai

12:00 Networking Lunch

RECRUITMENT & RETENTION

13:00 Reflections on Recruitment and Retention of Staff

DR. MURRAY TOD, Headmaster, **EPSOM College** in Malaysia, Malaysia

13:30 Finding, Growing and Retaining – Staff Recruitment and Retention in a Competitive World

CHRISTOPHER SEAL, Principal, **Shrewsbury International School**, Thailand

13:50 Recruitment and Retention Panel: Filling in the Talent Requirement Gap to Meet Growing Half a Million Students Population in South-Eastern Asia

Panelists:

CHRISTOPHER SEAL, Principal, **Shrewsbury International School**, Thailand

ANTHONY ROBERTI, School Cluster Head, Riverside & Sunrise Campuses, **Vietnam Australia International School**, Vietnam

MEGAN AMES, Human Resources and Communications Manager, **Concordian International School**, Thailand

MICHAEL WALTON, Head Master, **Brighton College Bangkok**, Thailand

WINNING STRATEGY – CURRICULUM & ACCREDITATION

14:40 Creating a Premium Student Brand to Increase School's Market Reputation

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

15:10 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 Chairperson's Closing Remarks & End of Main Conference Day 2



International Schools APAC Side Events

What's NEW!

DAY 2- PLENARY SESSION:

EdTech Startups Pitching Session
– Mapping Education's Next Transformation

ASEAN's education sector is experiencing exponential growth. However, the challenge remains in keeping up with the demand for better quality education and expanding its access to rural areas.

Even within the sector, we're looking at alternative teaching methods that motivate students and promote inclusion. As governments, NGOs, investors and other conventional stakeholders continue to grapple with these challenges, entrepreneurs in the region have been silently transforming the sector.

With high hopes and their leadership foresights to introduce non traditional

approaches to fill the gap in the market, it brings us to launch this pitching session at Day 2 of the conference – with an exclusive feature of up-and coming edtech start-ups in Southeast Asia. Alongside these selected start ups, there will be two notable accelerators from Thailand and Singapore to provide their perspectives on the outlook of edtech and innovation in APAC's education sector.

Start-Up Rates for Attending are Available!

Featured Startups:



Featured Accelerators:



Pre-Conference Workshop

MONDAY, 15 SEPTEMBER 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?

Workshop Speakers:



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

NETWORKING DINNER @ THE GRAND CHAOPHRAYA CRUISE

When: 16 September 2020, 7:00PM – 9:00PM (2 hours)

Where: Chaophraya Cruise, Soi Charoen Krung 24, Talat Noi, Samphanthwong, Bangkok 10100, Thailand

Cost/pax: USD \$60

Hotel pickup to and fro available (Hotel pickup at 5:15 PM after Day 1 conference ends)

What is provided:

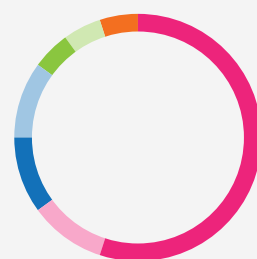
- Welcome by Thai Classical Dance
- Live music entertainment and karaoke
- Food (Thai and International Buffet)
- Drinking water, tea and coffee
- FREE flow of alcohol beverages for 1 hour!
- Vegetarian options are available

*Registration is not limited to conference participants and we encourage all who are in the International Schools industry to attend



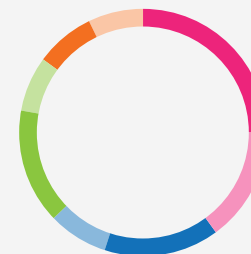
About the Conference

The very successful **International Schools APAC** Conference returns to Bangkok, Thailand on 15-17 September 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	10%
Providers and Suppliers	10%
Investors and Financiers	10%
Consultants	5%
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

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To discuss tailored opportunities, please contact Yvonne Leong Tel: **+65 650 82489** Email: Yvonne.Leong@informa.com

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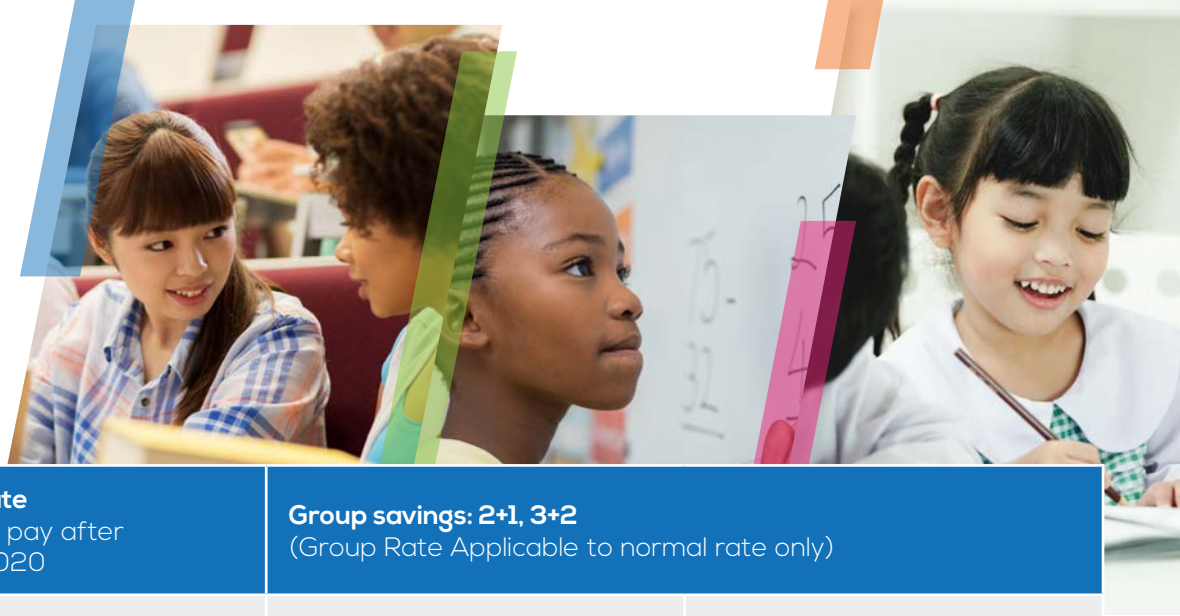
Supporting Associations



2nd Annual

INTERNATIONAL SCHOOLS APAC

15-17 September 2020 | Holiday Inn Bangkok Sukhumvit, Thailand



Fee Per Delegate	Early Bird Rate Register & pay before 24 July 2020	Normal Rate Register & pay after 24 July 2020	Group savings: 2+1, 3+2 (Group Rate Applicable to normal rate only)	
2-Day Conference	US \$ 1195	US \$1395	2+1 Register 2 delegates and get 1 FREE PASS	3+2 Register 3 delegates and get 2 FREE PASS
Pre-Conference Workshop			US \$350	
Start-Up Rates for EdTech			US \$500	

3 EASY WAYS TO REGISTER

Contact Mazura Samri
+65 650 82484

Registration Enquiry Email
register@informa.com

Website
www.informacomm.com.sg/event/international-schools-apac

**SPECIAL
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SCHOOLS**

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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!

Connect with us:

Informa Connect is a trading name of IBC Asia Pte Ltd

Hotel Information

HOLIDAY INN BANGKOK SUKHUMVIT
1 Sukhumvit 22, Klongton, Klongtoey, Bangkok 10110,
Thailand

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