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ICWE and ELIG Join Forces to Lobby for E-Learning

ICWE supports European Industry Group for Learning Technologies in strategic PR, events and research

Berlin/Paris – The Paris-based European Learning Industry Group (ELIG), and the German agency ICWE, which specialises in organizing events in education, training and ICT, today announced that they will work closely together to foster and implement innovative learning technologies.

ICWE, in cooperation with its partner agency E³ Communications, and ELIG will develop joint communication and marketing strategies. ICWE will also support ELIG in organising expert panels and conferences in the higher education, public and corporate sectors as well as in carrying out research. EU Commissioner Vivian Reding established ELIG in 2002. Today, the organisation is established as the leading industry network for technology enhanced learning solutions.

Rebecca Stromeier, Managing Director of ICWE, says: "ICWE has proven expertise and a strong international network in the e-learning arena, organising leading events such as Online Educa Berlin and eLearning Africa. This new cooperation with ELIG, will strengthen our long-established partnership and make use of specific synergies. Together we will be able to build a strong lobby for e-learning."

Richard Straub, Secretary General of ELIG, says: "ELIG is delighted with an intensified partnership with ICWE. This will further strengthen ELIG in its goal to demonstrate thought leadership and provide orientation to the key participants in the marketplace by leveraging high quality events and communication channels that ICWE provides."

The next events where ELIG will be represented will be eLearning Africa 2009 (27th - 29th May, Dakar Senegal) and Online Educa Berlin 2009 (2nd - 4th December, Berlin, Germany).

About ELIG

The European Learning Industry Group (ELIG) is an open industry group which explores, researches and promotes 'innovation in learning' throughout the EU. It aims to offer thought leadership in this field, a communication channel to the learning market and a network within which its members collaborate rather than compete. ELIG's membership encompasses those operating in the areas of technology infrastructure, media, learning content, publishing, learning platforms, software, learning services providers and research, involving a wide variety of associations and user organisations.

About ICWE

ICWE specialises in organising and staging events for all sectors of education, training and ICT. ICWE's international conferences and exhibitions are the leaders in their field. ICWE events cater to organisations, institutions and individuals interested in acquiring or disseminating information, developing business and fostering international partnerships. Annual events include Online Educa Berlin, eLearning Africa, StudyWorld, EXPOLINGUA Berlin, EXPOLINGUA Praha, Languages & Business and Languages & The Media.

About E3 Communications

E3 Communications is an international consulting agency devoted to increasing the effectiveness of its clients' marketing and communications. E3 helps its clients to develop and extend their business on an international scale, drawing on an experienced team of advisers and associates, a track record of providing quality service at the highest level and a network of influential contacts in over ninety countries.

Contacts:

ICWE GmbH: Nina Wittrock, PR and Communications, nina.wittrock@icwe.net,
Tel.: +49 (0)30 310 18 18-0

ELIG: Ms Matty Smith, ELIG Senior Advisor. Matty.smith@elig.org, Tel.: +44 (0)1491 57 30 31.