

Bruxelles, 29th March 2007

Subject: Launching the “New Elig”

Dear Elig members

At the Elig executive committee meeting on March 26 we have been elected as new Elig co-chairs. In this new capacity we are delighted to announce to you today a renewal of Elig and the direction that Elig will take in the future.

First of all – we are re-branding ourselves. Elig now stands for “European Learning Industry Group”. Technology offers us a wide range of opportunities to enhance and reshape learning processes, be it formal or informal. However, eLearning is just an element of this. Hence we take on a wider definition which better represents the strategic focus of Elig. With the subtitle “Promoting innovation in learning for Europe” we underline this broader perspective.

Second – we are putting equal weight on key constituents of the European learning industry. The Elig executive committee has expressed this by choosing us as co-chairs, one, Intel, representing a large global technology player and the other, Giunti Labs, a leading native European learning solution provider with strong ties into the European content industry.

Third – we have appointed a new secretariat following a formal tendering process and are pleased to announce that Richard Straub will take the role of the Elig Secretary General after having served for two terms as the Elig chair.

We are truly excited to take on our new roles in a period where Europe is exposed to increasing competitive pressures. As Tom Friedman put it – the world is becoming “flat” with technology creating a level playing field for new competitors entering the global economy. The ability to innovate will make the difference and will decide about winners and losers. To cope with the new challenges, education and learning must be themselves subject to fundamental innovation be it in Schools, Universities, professional training and lifelong

learning at large. We strongly believe that the new Elig will make a major contribution to shaping a learning society in Europe.

Elig is in the process of entering new partnerships with other key players in this field and will launch targeted initiatives that will give our members opportunities to engage.

You will shortly receive more specific information from Richard Straub.

We are looking forward to work with you, our members in conjunction with our various stakeholders to make a difference for Europe.

Sincerely



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