

2nd EduCon asia

23 - 26 September 2014
Park Royal Beach Road, Singapore



3 Conferences | 8 Workshops | 70+ Key Speakers | 250+ Attendees | Shared Exhibition

K-12 INTERNATIONAL SCHOOLS ASIA



Global Education Leader



Alan November
Senior Partner & Founder,
November Learning, US

Asia's Government Keynotes



Tengku Azian Shahrman
Director of Education & SRI
Human Capital Development,
PEMANDU, Malaysia



Dr. Ir. Harris Iskandar
Director of Senior Secondary
Education,
Ministry of National
Education, Indonesia

Why Attend?

- **GAIN INSIGHTS** on the next international schools investment hotspot in Asia
- **DISCOVER** what it takes to successfully establish international schools in Asia
- **BENCHMARK** your international schools performance with regional peers
- **BEST PRACTICES** on strategic international schools planning and management
- **NETWORK** and form partnerships with 250+ key professionals in the Asian private education sector

Leading International Schools Investors & Educators



Philippe Lager
Corporate Development Director,
Nord Anglia Education,
Hong Kong



Brian Rogove
Chief Executive Officer,
Cognita Asia,
Singapore



Dan Young
Founding CEO & Head of School,
GEMS World Academy,
Singapore



BK Gan
President of Taylor's Schools,
Taylor's Education Group,
Malaysia



Bassam Abushakra
Regional Director,
Esol Education,
UAE



Kaustubh Bodhankar
Deputy CEO,
Global Schools Foundation,
Singapore



Ricky Tan
Chairman,
KinderWorld Group,
Singapore



Peter Kenny
Director,
Branksome Hall Asia,
Korea



Robert Pick
Master,
Marlborough College,
Malaysia



Martin George
Headmaster Designate,
Epsom College,
Malaysia



Ben Morgan
Director of IT,
UWCSEA,
Singapore



Ted Faunce
Headmaster,
Chinese International School,
Hong Kong



Dr. T. Chandroo
Chairman/ CEO,
Modern Montessori
International Group, Singapore



Benjamin Lee
Co-Founder, President & Deputy CEO,
Evolve Knowledge Investments,
UAE

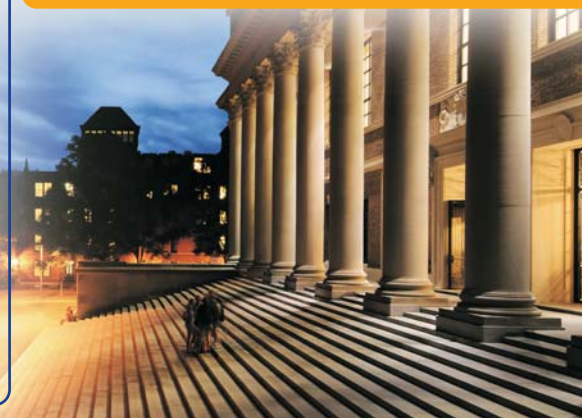
Value-Added Workshops:

PRE-CONFERENCE WORKSHOP
TUESDAY, 23 SEPTEMBER 2014 | 9am – 5pm

**Strategic International Schools
Planning & Governance Roadmap**

POST-CONFERENCE WORKSHOP
FRIDAY, 26 SEPTEMBER 2014 | 9am – 5pm

**Effective International Schools
Marketing & Branding**



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Held in:



- 8.30 **Registration & Morning Coffee**
- 9.00 **Welcome from IBC Asia & Opening of Educon Asia**
- 9.05 **Emerging Culture of Teaching & Learning**
Alan November, Senior Partner & Founder, November Learning, US
"Internationally recognised leader in teaching, learning and educational technology"

- 9.45 **Transform Learning Success for Strategic Impact: The Analytics Journey**
Jeremy Auger, Chief Strategy Officer, Desire2Learn, Canada

- 10.15 **Morning Refreshment & Networking Break**

PRIVATE EDUCATION OUTLOOK & REGULATORY UPDATES

- 11.00 **International Schools Investment Landscape in Malaysia**
 - Brief overview of the Economic Transformation Program, EPP3: Achievements-to-date
 - Private education targets as part of EPP3
 - Review of government incentives and support for international schools investments
 - International school sector updates in Malaysia – How far along are we?
 - Malaysia as a global education hub – The road ahead**Tengku Azian Shahrman**, Director of Education & SRI Human Capital Development, PEMANDU, Malaysia

- 11.30 **Indonesia's National Education Requirements for International Schools**
 - Indonesia's current student demographics, education trends and challenges
 - National education vision and targets: How can international schools fit in?
 - International schools regulations and national education requirements for Indonesian students
 - Striking the right balance between an international education and local Indonesian curriculum**Dr. Ir. Harris Iskandar**, Director of Senior Secondary Education, Ministry of National Education, Indonesia

INTERNATIONAL SCHOOLS INVESTMENT TRENDS & HOTSPOTS

- 12.00 **New Trends & Opportunities in International Schools Investments**
 - How is the K-12 sector evolving? What are the trends?
 - Emerging international schools markets and hotspots
 - Partnerships vs. acquisitions vs. new campuses
 - Strategies driving successful international schools investments**Philippe Lagger**, Corporate Development Director, Nord Anglia Education, Hong Kong
Brian Rogove, Chief Executive Officer, Cognita Asia, Singapore
Bassam Abushakra, Regional Director, Esol Education, UAE
BK Gan, President of Taylor's Schools, Taylor's Education Group, Malaysia

- 12.45 **Networking Lunch**

- 14.00 **Establishing World-Class International Schools in the Middle-East**
 - Key drivers for international schools growth and demand in the Middle-East
 - What are the challenges and opportunities for international schools investors?
 - Effectively managing Esol's international schools, stakeholders engagement and upholding schools performance and standards**Bassam Abushakra**, Regional Director, Esol Education, UAE

INTERNATIONAL SCHOOLS FINANCING

- 14.30 **Financing for International Schools Projects**
 - Current investment climate, deal-makers and breakers
 - Available options: Debt vs. equity financing
 - Main investment risks and mitigation strategies
 - Keys to sustainable investor/ operator relationship**Benjamin Lee**, Co-Founder, President & Deputy CEO, Evolve Knowledge Investments, UAE

CURRICULUM DEVELOPMENT & PERFORMANCE BENCHMARKING

- 15.00 **International Schools Curriculum for Different Market Segments in Malaysia**
 - Catering to specific markets: Curriculum demands, trends and key selection factors
 - Identifying and meeting different market needs**BK Gan**, President of Taylor's Schools, Taylor's Education Group, Malaysia

- 15.30 **Afternoon Refreshment & Networking Break**

- 16.00 **Benchmarking International Schools Performance**
 - Variables measuring international schools performance
 - Maintaining school competitiveness with global standards
 - Investing in staff's professional development and improving student learning outcomes**Brian Rogove**, Chief Executive Officer, Cognita Asia, Singapore

INNOVATIVE LEARNING PROGRAMS

- 16.30 **The Need for Personalized Learning**
 - Changing learner
 - Adaptation of pedagogy to learner needs and their learning behavior through technology
 - Leveraging technology for effectiveness in teaching learning process
 - Data analytic to track, support learning uniqueness with timely intervention mechanism**Poonam Singh Jamwal**, Chief Marketing Officer, Extramarks Education, India

- 16.50 **Experiential Learning: CIS' One Year Academic & Residential Program in Hangzhou**

In August 2013, the Chinese International School launched the first-of-its-kind exchange program with a partner, the Greentown Yuhua School in China. This program invites Grade 9 / Year 10 students to spend a year immersed in Chinese culture and language, while continuing their education in English under the framework of the internationally recognized IB Middle Years Program. This session will review the program's challenges and results – a year after this program has commenced.

Ted Faunce, Headmaster, Chinese International School, Hong Kong

- 17.20 **Conference Cocktail Sponsored by Lendlease**

8.30 **Morning Coffee**

9.00 **Chairman's Opening Remarks**

SETTING-UP INTERNATIONAL SCHOOLS IN ASIA

9.10 **Launching GEMS World Academy's Singapore Campus**

A shared presentation about early research, investigation, profiling, marketing and other pre-operational planning required and learned when opening an international school. A reflective look at 'THEN-NOW-and AHEAD' insights suggested for consideration in a new school development and many aspects involved in each.

Dan Young, Founding CEO & Head of School, **GEMS World Academy**, Singapore

9.40 **From Vision to Reality: Developing Marlborough College in Malaysia**

This session will recount Marlborough's visions and challenges for their Malaysia campus from initial conception in 2005 to its opening in 2012. Now in its third year of operation, Marlborough will share their Phase 2 build plans to allow for planned expansion to a full capacity of 1260 pupils in 2019.

Robert Pick, Master, **Marlborough College**, Malaysia

10.10 **Bringing Epsom College to Malaysia**

Epsom College Kuala Lumpur is a natural extension designed to further the College's international reputation and provide more opportunities to students who can benefit from an Epsom College education. This presentation will share how this project is made possible, through the joint funding and support of the College's network of high profile Old Epsomians living and working in Malaysia, discuss next 5-10 years targets and strategies on meeting them.

Martin George, Headmaster Designate, **Epsom College**, Malaysia

10.40 **Morning Refreshment & Networking Break**

11.10 **Building Successful International Schools in Asia**

PANEL DISCUSSION

- What are the initial set-up difficulties and barriers to entry?
- Assimilation with local cultures and education requirements
- Infrastructure challenges: Dealing with local contractors and codes, managing programme delays and construction costs
- Keeping pace with evolving education needs and staying ahead of competition

Dan Young, Founding CEO & Head of School, **GEMS World Academy**, Singapore

Ryan Cupps, Head of Education & Hospitality - Asia, **Lendlease**, Singapore

Ricky Tan, Chairman, **KinderWorld Group**, Singapore

Peter Kenny, Director, **Branksome Hall Asia**, Korea

Robert Pick, Master, **Marlborough College**, Malaysia

12.10 **Networking Lunch**

CAMPUS & TECHNOLOGY INFRASTRUCTURE

13.30 **State-of-the-Art Campus Infrastructure & Design at Branksome Hall in Korea**

- Sustainable designs for creating a holistic learning environment
- Facilities and resources for the 21st century students
- Meeting the need for flexibility and adaptability in building designs
- Showcase of Branksome Hall Asia's advanced educational facility

Peter Kenny, Director, **Branksome Hall Asia**, Korea

14.00 **Using Pedagogy to Drive Technology Integration at UWCSEA**

In recent years, UWCSEA has undertaken two major initiatives: the articulation of a complete K-12 international curriculum and the integration of technology to support teaching and learning. This session will describe how UWCSEA is using the curriculum articulation to pedagogically drive the integration of technology into teachers' practice. By focusing on the use of technology to support pedagogy proven by research to improve learning, the school is able to make the value add of technology use explicit and to overcome many of the traditional issues associated with technology integration in education.

Ben Morgan, Director of IT, **UWCSEA**, Singapore

INTERNATIONAL SCHOOLS PARTNERSHIPS, EXPANSION & FRANCHISING

14.30 **Forming Effective International Schools Partnerships**

- Revisiting the choice for a partnership
- Establishing a common vision and integrating different academic and management styles
- Sustainable partnerships strategies, stakeholders' alignment and engagement
- What's next for Global Schools Foundation?

Kaustubh Bodhankar, Deputy CEO, **Global Schools Foundation**, Singapore

15.00 **Afternoon Networking & Refreshment Break**

15.30 **KinderWorld's Strategic International Schools Expansion Plan**

- Review of international education scene in the Asia-Pacific region
- KinderWorld's academic development strategy
- Strategic international school planning
- Cross-border campuses initiative

Ricky Tan, Chairman, **KinderWorld Group**, Singapore

16.00 **Managing Education Franchise in Asia's Developing Countries**

With bulging middle-income group and increasing expatriate population, Asia's developing countries present an unprecedented opportunity to Education Franchise. However, managing education franchise in those countries is never a straight-forward process. Join Dr. Chandroo - holder of the master franchise for the Modern Montessori International brand in the whole of Asia - as he shares his extensive expertise in business development and franchising highlighting some of the pitfalls to avoid, dealing effectively with local culture and how to negotiate bureaucracy and delay. In addition, gain exclusive insights on the fast-growing early childhood education market.

Dr. T. Chandroo, Chairman/CEO, **Modern Montessori International Group**, Singapore

16.30 **End of Conference**

PRE-CONFERENCE WORKSHOP ▶ TUESDAY, 23 SEPTEMBER 2014 ▶ 9am – 5pm

There be Dragons! Framing a Strategic International Schools Roadmap Based on Market, Program & Investor Goals

- ▶ Conducting an environmental scan: Using context and data to set the stage for strategy
- ▶ Why strategy fails and how to avoid the pitfalls
- ▶ Seeing around corners: What is ahead for the international education field?
- ▶ Strategic thinking and strategic acting: Vision, planning and execution for the education sector
- ▶ How owners and boards evaluate management on executing strategy
- ▶ Keeping the best strategies nimble in the face of volatile and changing environments

Participants will leave with immediately actionable items for developing and executing on strategy. Each person's situation will become their own case study as a way of personalizing the workshop and bringing the concepts to life for everyone in the room.

ABOUT YOUR WORKSHOP LEADER



Dr. Marc T. Frankel, *Partner & Senior Consultant, Triangle Associates, U.S*

Dr. Marc Frankel, Ph. D. is a Senior Consultant and Partner in Triangle Associates, an international consultancy specializing in higher, independent and international education. A psychologist by training, Dr. Frankel facilitates governance workshops, leadership development programs, and strategic planning in the United States and around the world, and coaches numerous senior leaders in universities and independent schools. His clients include schools in Europe, Asia and North America, including large and small institutions and Tier 1 universities.

Among his accomplishments are the development of evaluation methodologies for governing boards and senior academic and administrative leaders, co-founding the School Leadership Institute for the National Association of Independent Schools, and authoring or co-authoring numerous articles and white papers on issues in governance and leadership of schools and universities. Dr. Frankel is a member of the governing board at the Wildwood School (Los Angeles), and his undergraduate degree is from the University of Utah, his Masters and Ph.D. from Emory University in Atlanta, GA. Dr. Frankel has been part of Triangle Associates for over 18 years.

POST-CONFERENCE WORKSHOP ▶ FRIDAY, 26 SEPTEMBER 2014 ▶ 9am – 5pm

What's Your Story? Effective International Schools Marketing and Branding

- ▶ How to stand out in a crowded and competitive marketplace
- ▶ Benchmarking your school website for three key audiences
- ▶ Using video to share student, parents and staff testimonials
- ▶ Communication strategies for modern busy families
- ▶ Generating positive word-of-mouth promotion
- ▶ Extending the life and purpose of school newsletter content
- ▶ Avoiding the deceptive practice of bait and switch advertising
- ▶ Understanding the traps and myths of social media marketing: Realistic and cost-effective strategies
- ▶ Reputation management in an out-of-control online world
- ▶ Common first impression disasters – visual, phone, email website: Practical tools to audit and improve
- ▶ School marketing budget essentials: What to include or avoid

ABOUT YOUR WORKSHOP LEADER



Neil Pierson, *School Marketing Storyteller, Centre for Marketing Schools, Australia*

Over 1,700 school marketers subscribe to Neil's free weekly email newsletter. As a marketing professional, parent, storyteller and trained Secondary School teacher Neil understands schools. His insight and practical hands on approach to school marketing is helping individual schools, and school networks, attract and retain families.

Neil believes that stories engage, connect and move us to action. School marketers struggle when they don't ask, or answer, the question "what's your story?" A school's website, social media, and advertising all need to work together to help tell your school's unique story. He believes a school's most powerful marketing tool is the positive word of mouth stories told by current parents, and students. These parents and students need continual reassurance that choosing your school was a good decision. Sharing their real stories, and experiences, told through photos and videos, can open wide the window into your school community.

With over 20 years of marketing experience you will enjoy Neil's passion for schools and his willingness to equip and encourage his audience.

“By the end of 2014, ISC predicts there will be 7,200 English-medium international schools teaching over 3.7 million students and that by 2024, there will be over 12,000 international schools teaching 6.9 million students generating an annual fee income of over US\$62 billion”

~ ICEF Monitor, March 2014

3 Conferences | 8 Workshops | 70+ Key Speakers | 250+ Attendees | Shared Exhibition

What is Educon Asia? – The only event that brings together the entire education and training sector!

Educon Asia is Asia's Leading Education & Training Event. It is the meeting place for 250+ Asian educators, training departments, government regulators, suppliers and technology providers to share best practices, challenges and future opportunities in the Asian education and training landscape.

Tuesday, 23 September 2014: Pre-Conference Workshop					
Wednesday, 24 September: Main Conference Day One			Thursday, 25 Sept 2014: Main Conference Day Two		
EDUCON Asia 2014 Morning Plenary					
Morning Refreshments and Speed Networking					
Higher Education Summit	K-12 International Schools Asia	Workplace Learning and Development	Higher Education Summit	K-12 International Schools Asia	Workplace Learning and Development
Networking Lunch					
Higher Education Summit	K-12 International Schools Asia	Workplace Learning and Development	Higher Education Summit	K-12 International Schools Asia	Workplace Learning and Development
Afternoon Tea and Networking Break					
Higher Education Summit	K-12 International Schools Asia	Workplace Learning and Development	Higher Education Summit	K-12 International Schools Asia	Workplace Learning and Development
Networking Cocktail			End of Conference		
Friday, 26 September 2014: Post-Conference Workshop					

Are you looking to capitalize on Asia's strong demand for international schools? Part of EduCon Asia 2014, the K-12 International Schools Asia conference will be the prime meeting point for international schools stakeholders to gather, engage and share key K-12 sector updates and strategies on establishing successful international schools in Asia.

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Desire2Learn transforms the way the world learns. We provide an integrated learning platform to create a highly pervasive, predictive and personalized learning experience. Our flexible, collaborative solution environment supports the unique needs and goals of institutions. With a focus on user experience, mobility, accessibility, platform security and reliability, we deliver solutions that engage and inspire learners in an intellectually vibrant campus. We are a global leader in online (SaaS) learning solutions, providing an open and extensible platform to over 1100 clients and more than 13 million users worldwide across higher education, K-12, government and corporate sectors, including Fortune 100 companies. Desire2Learn has personnel in the United States, Canada, Europe, Australia, Brazil and Singapore. More information: www.desire2learn.com

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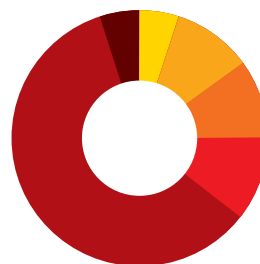
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WHO YOU WILL MEET



- Governments 5%
- International Schools 60%
- Education Suppliers & Technology Providers 10%
- Education Investors & Financiers 10%
- Property Developers, Architecture & Construction 10%
- Education/ Recruitment Consultants 5%



- South-East Asia 55%
- North Asia 15%
- US/ UK 20%
- Australia 5%
- India 5%

Why You Should Sponsor

Sponsoring or exhibiting at IBC Asia's **K-12 International Schools Asia** conference enables you to position your company as a market leader through acclaimed leadership and brand recognition. To discuss a customized Sponsorship & Exhibition package, please contact:

Ms. Ann Na Lee
Email: AnnNa.Lee@ibcasia.com.sg
Tel: +65 6508 2470

Educon Asia – K-12 International Schools Asia

6 EASY WAYS TO REGISTER

MAIL the attached registration form with your cheque to
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RESERVE YOUR PLACE TODAY!

- Yes! I/We will attend the **Educon Asia – K-12 International Schools**
 23 – 26 September 2014, Park Royal Beach Road, Singapore
- I would like to purchase the conference presentations at SGD1000 + GST (SGD1070) per log in.

HOTEL INFORMATION

PARKROYAL on Beach Road
 7500 Beach Road, Singapore 199591
 Hotel mainline: +65 6505 5666
 Contact Person: Teo Hui Ling
 Tel: +65 6505 5696
 Email: teo.huilin@parkroyalhotels.com

PAYMENT TERMS

Payment must be received 10 business days prior to the event. To take advantage of discounts with an expiry date, registration and payment must be received by the cut-off date.

- Payment by bankers draft or cheque in S\$ or US\$ should be made in favour of "IBC Asia (S) Pte Ltd" and mailed to: IBC Asia (S) Pte Ltd c/o Informa Regional Business Services 111 Somerset Road, TripleOne Somerset #10-06 Singapore 238164
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FEE PER DELEGATE	Early Bird Rate Register & pay on or before 25 Jul 2014	Special Rate Register & pay on or before 22 Aug 2014	Normal Rate Register & pay after 22 Aug 2014	Group Rate (3 or more delegates)
<input type="checkbox"/> 4 Day Package: 2 Day Conference + 2 Days of Workshops	SGD 4,100 SGD 3,000	SGD 4,300 SGD 3,200	SGD 4,400 SGD 3,300	SGD 4,000 SGD 2,900
<input type="checkbox"/> 3 Day Package: 2 Day Conference + 1 Day of Workshop	SGD 3,200 SGD 2,100	SGD 3,400 SGD 2,300	SGD 3,500 SGD 2,400	SGD 3,100 SGD 2,000
<input type="checkbox"/> 2 Day Conference only	SGD 2,200 SGD 1,100	SGD 2,400 SGD 1,300	SGD 2,500 SGD 1,400	SGD 2,100 SGD 1,000

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- Multiple Bookings Discount pricing is applicable to groups of 3 or more delegates from the same organisation registering for the same event, at the same time. Fee stated is the discounted price PER DELEGATE. Only one discount applies; either the early bird rate OR special rate OR group rate.
- All fees stated include luncheons, refreshments and complete set of documentation. It does not include the cost of accommodation and travel.
- Registration fees are subject to the prevailing government tax

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 Job Title: _____
 Department: _____
 Tel: _____
 Mobile No.: _____
 Email: _____

Delegate 2 Details

Name: Dr/Mr/Ms _____
 Job Title: _____
 Department: _____
 Tel: _____
 Mobile No.: _____
 Email: _____

Delegate 3 Details

Name: Dr/Mr/Ms _____
 Job Title: _____
 Department: _____
 Tel: _____
 Mobile No.: _____
 Email: _____

Delegate 4 Details

Name: Dr/Mr/Ms _____
 Job Title: _____
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The best way to pay by credit card is through our secure on-line registration process, simply log on to the website at www.educonasia.com/k-12-international-schools-asia and click "Register On-line". If you would prefer to pay over the phone please complete the contact name and details and our Customer Services Team will call within 24 hours to take payment. As we treat your credit card information in the strictest confidence, please do not send payment details by email.

Credit card contact: _____ Department: _____
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Should you be unable to attend, a substitute delegate is welcome at no extra charge. Cancellations must be received in writing at least 10 business days before the start of the event, to receive a refund less 10% processing fee per registration. The company regrets that no refund will be made available for cancellation notifications received less than 10 business days before the event.

IMPORTANT NOTE

Please quote the name of the delegate, event title and invoice number on the advice when remitting payment. Bank charges are to be deducted from participating organisations own accounts. Please fax your payment details (copy of remittance advice, cheque or draft to +65 6508 2407).

Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC assumes no further liability or obligation, beyond the refund of the paid registration fee, in the event of postponement or cancellation by IBC.

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