

The Middle Eastern market is fast becoming a hotbed of activity for education technology. The region is also becoming known for major ed tech industry events attracting vendors from all over the world. But where exactly do the opportunities lie? And what are the critical events to leverage for worthwhile market reconnaissance? Participate in this webcast for a high level overview of this emerging market, with a special focus on Qatar, United Arab Emirates (Dubai and Abu Dabi), Jordan, and Saudi Arabia. You'll hear from ed tech vendors who are already doing business in the region, as well as representatives from key public sector organizations on such topics as trends in government spending, emerging opportunities and vendor perspectives on doing business in the Middle East.

This webcast addresses such questions as:

- What exactly does the landscape look like for education technology products and services?
- How do Middle Eastern purchasing systems work for education technology products and services and how can companies outside of the Middle East gain entry?
- What are the government spending trends and which technologies are gaining traction in Middle Eastern schools?
- Which technologies are seeing a decline in usage and what opportunities should ed tech companies focus on in the current and coming period?

Moderator:

- Robert Iskander, Chief Executive Officer, EduTone Corporation

Panelists:

- Houssam Amer, Vice President, ITWorx
- Haif Bannayan, Chief Executive Officer, Jordan Education Initiative

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