



IPSEF

international  
and private schools  
education forum

# IPSEF launches in Asia

## Kuala Lumpur 6-7th March 2012

Following three highly successful editions in London the organisers of IPSEF are delighted to announce that the event will now run in the Middle East and Asia in March 2012, as well as in London in November.

IPSEF is the world's only international conference to address the business issues of schools operating in the private and international school sectors. IPSEF attracts school owners and Heads, along with investors in education, to discuss and debate issues of strategic importance with governments and educational supply companies.

Conference themes include:

- raising capital, buying and selling schools
- school design and managing a school building programme
- how the private sector can work successfully with governments
- curriculum choices, standards and inspection
- the private schools market – growth, trends and opportunities
- teacher recruitment and CPD
- developing a school brand overseas

With Asia and the Middle East continuing to see significant growth in demand for paid for educational places, from local parents as well as corporations and expatriate workers, IPSEF plays an important role in drawing together the key stakeholders involved in planning and delivering major educational projects in these important regions.

### IPSEF Asia, Kuala Lumpur

will take place at the Intercontinental Hotel on Tuesday and Wednesday 6-7th March.

The conference will look at the market for private education across Asia, and look at all aspects of managing a school development project, from raising finance to the fixtures and fittings of a new school.

The programme will also include visits to important local educational organisations and schools on Monday 5th and Thursday 8th March, thereby adding valuable insights into the dynamic Malaysian market.



6th - 7th  
MARCH  
2012



### Conference speakers

**Chris Bogden**, Jeju Education City, South Korea

**YM Tengku Azian**, Director PEMANDU, Malaysia

**Nick Brummitt**, ISC Research, UK

**It Khairil Anwar Ahmad**, CEO Education@Iskandar

**Bob Pick**, Master, Marlborough College, UK and Malaysia

**Dr Rob Mockrish**, Headmaster, Raffles American School

**Nicola Sum**,  
Head of Education, Aga Khan Education Services

**Dr Mark Hensman**,  
COO, Harrow International Management Services

**Datuk Seri Panglima Ghulam Sayeed**,  
Founder, Sayfol Schools

**Sim Quan Seng**, Founder, REAL Education Group

**Andrew Dalton**,  
Head, The International School Park City

**Dan Lewis**,  
Deputy Head (Franchising), North London Collegiate  
School, UK and South Korea

IPSEF ASIA **£475** per person  
(includes FREE study tour visits on 5th and 8th March)

For more information see [www.ipsef.net](http://www.ipsef.net)

# Who should attend IPSEF?

Anyone with an interest in developing a new school in the private sector, and those concerned with their standards and regulation, including:

## Schools

Heads  
Owners and investors  
Business Development Managers  
Marketing and PR Officers  
Finance Directors  
Facilities Managers  
Recruitment Managers

## Businesses

Architects  
Construction firms and project managers  
Publishers, and ICT and school equipment suppliers  
Teacher recruitment and CPD providers  
Law and professional services firms  
Private equity and finance houses  
School management companies

## Educational organisations

Curriculum providers  
Awarding bodies  
School improvement organisations  
Consultants  
School inspectors

## Government and public bodies

Ministers  
Sovereign wealth funds  
Licensing and oversight departments  
Inspection and standards authorities  
Examination agencies

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Just some of the speakers at IPSEF Asia



**Nicholas Brummitt,**  
ISC Research



**Sally Smart,**  
Cognition Education



**Andrew Dalton,**  
The International School @ ParkCity



**Sim Quan Seng,**  
Real Education



**Karan Khemka,**  
The Parthenon Group



**Datuk Seri Panglima Gulam Sayeed,**  
Sayfol Group

**BOOK NOW** – download a booking form at [www.ipsef.net](http://www.ipsef.net)

**IPSEF Asia** only £475 per person (for 2 days)

**IPSEF Middle East** only £275 per person  
1st March 2012, Dubai, UAE

## Ask us about marketing and sponsorship opportunities

The proximity of the two events will ensure that companies keen to raise their profile at both events can do so cost and time effectively.

For more information on sponsorship and marketing opportunities contact Mark Roelofs on +44 [0]20 7394 1060 or [mark@methodinternational.com](mailto:mark@methodinternational.com)

For general information visit

[www.ipsef.net](http://www.ipsef.net)