Asia IT&C Project Fact Sheet

Project: 11-09; Contract: ASI/B7-301/97/0126-22

Eu-Asia E-Learning 2002 (EAEL)

Programme Component: Get-in- Touch & Keep-in-Touch

Area of Activity: Education

Project Abstract:
The aim of this project is to stimulate the growth of e-learning in Europe/Asia for the education and corporate training industry. It serves to enhance bilateral e-education business opportunities and the role models of e-learning development from Europe. The identified target groups for this project are universities, colleges, training institutions, regulatory bodies on education, training and information technology development, media, broadcasting houses; small and medium enterprises (SMEs) in education inclusive of e-learning solutions providers, content specialists, courseware providers, hardware providers and publishers . A perfect combination of key players from industry, government and education. The main activities of this project are conference, business matching, workshops, publication and portal

Objectives:

- To mutually educate and update organisations and SMEs in the European Union and Asia on the current and future directions of e-learning as an industry, complementing the growth of e-business opportunities in both region;
- To provide a platform and forum for the establishment of business relationships between e-learning solution and providers, technology vendors, thought-leaders, consultants, educationists, media developers and regulators of the EU and Asia ;
- To act as a yardstick for the informal monitoring of the " digital divide" between advanced and developing economies and contribute towards its rectification.

Description of the work:
The first phase of the work aims to form the Steering Committee to ensure a detailed and careful project planning and implementation. The steering committee will be operating as an advisory panel to endorse and advice the overall concept the project as well as to give guidance on the implementation of the project. This phase will be based on the event, a research to identify the suitable venue for this event. The second phase of work targets the official launching of event ,road show to promote the event and awareness campaign will be organised and coordinated by the 11 public universities in Malaysia and working committee. In this frame work , follow-up on business meeting ,conference ,workshops will be carried out. The third phase of work covers promotional activities ,co-ordinate with various

subcontractors and service providers to undertake the relevant tasks in relation to event management and logistic arrangement .The fourth phase of work will be focused on a final co-ordination with the venue manager to ensure the smooth running of the event. The fifth phase will be on evaluation and follow up the real impact of the event in terms of materialising the objectives of the event. After the event , a post meeting will be held to discuss the strength, weaknesses and the implication of this bilateral project.

Milestones:
The milestones are: Preparation of forming up steering committee and event management plan (months 1,2 and 3); Promotion activities (months 4,5); Preparation of marketing materials (months 6,7and 8.);   Preparation of business matching and promotions for the conference (months 9,10); Event Day (month 11) ; Final Evaluation and preparation of final report (months 12-15)

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Start date: ?

Duration: 15 months