



## PRESS RELEASE

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For immediate release

### Ed Tech conference keeps NZ in touch with \$86 billion global industry

Wellington is gearing up to play host to New Zealand and international education technology sector experts at the Ed Tech for Export 2014 (eT4e) conference in June.

Registrations are due to open next month for eT4e at Shed 6 on June 19 and 20 which will see a diverse range of providers in education, training and research come together with game and app developers, hardware, software and content developers and more.

Gerard Quinn, CEO of Grow Wellington says the education technology sector is now worth \$86 billion internationally, a figure forecast to grow to \$257 billion by 2017. "Wellington as the high tech capital is the ideal centre for this conference which is key to encouraging the industry collaboration needed to ensure New Zealand enjoys a part of this growth."

He says that New Zealand is already thought of as a producer of quality and innovative education technology, with Wellington companies such as Totara LMS and Learnko, and Auckland company Vital English, all performing well in global markets.

"However we have to keep up with development and the speed of technological advancement. Today's children who enter the labour market in ten years' time will need technological skills that are unknown in education environments today," says Mr Quinn.

eT4e 2014 will feature four international speakers from business and academic backgrounds including Lee Wilson, the CEO of Filament Games in Wisconsin; Dr Erkki Sutinen, head of edTech Research Group from the University of Eastern Finland; Jennifer Carolan, the head of NewSchools Seed Fund in California, a non-profit venture philanthropy firm; and Jan Zawadzki from Hapara, also from California.

The conference will examine business growth and global opportunities for both local companies and individuals in the sector and include New Zealand speakers, workshops and showcases.

***For further information please contact:***

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Further Information on eT4e 2014 go to: <http://edtechforexport.co.nz/>

**Background**

eT4e 2014 is organised by Grow Wellington, the region's economic development agency, and Education New Zealand. In 2013 Grow Wellington and Education NZ kick-started a process for developing a collaborative EdTech sector for New Zealand where networks and partnerships can be built for an EdTech exports future.