

UK Education Solutions & Technology 2021

18 - 26 January 2021



**EDUCATION
IS
GREAT**

BRITAIN & NORTHERN IRELAND



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Foreword

Welcome to UK Education Solutions & Technology! We are delighted that you are reading our online brochure, which, in conjunction with the exciting range of activities listed on the wider UKEST website, includes contact details for a large selection of the Department for International Trade's global education network and the [British Educational Suppliers Association](#).

Whilst we have hosted many virtual activities since last spring, this is our first online offer on a global scale, and we are hugely excited by the prospect.

The UK has long been regarded as being at the forefront of EdTech, and as a result of this sustained global interest, we're offering a series of virtual activities over two weeks, aimed at UK EdTech providers, the wider education scene and overseas stakeholders, whether you are new to export or looking to expand your international presence. A reminder here of the key sessions:

- **(18-20 January)** - online sessions and Q&A with our overseas-based colleagues on global trends, EdTech opportunities and the wider education environment in a selection of international regions.
- **(18-19 January)** - am and pm EdTech knowledge sharing sessions for overseas stakeholders, to enable a clearer understanding of how the UK's innovative EdTech solutions, including online teaching, can be adapted to suit teaching, learning and assessment internationally, in the current COVID-era, and for the future.
- **(25-26 January)** - the opportunity for prearranged 1-2-1s with DIT's international colleagues.

Within the [UKEST website](#) you will also find a resources page, which includes links to HMG websites offering advice following the UK's departure from the EU, UK Export Finance, and those of our key stakeholders across all parts of the education sector.

Whilst the main theme of UKEST is EdTech, we also encourage UK providers in other areas of education to join us, particularly the 1-2-1 sessions with our overseas colleagues.

We urge you to explore the activities on offer, and please use the contact details within this brochure to continue your discussions with DIT Education colleagues and BESA after UKEST.



Geoff Gladding

Sector Lead,
Education Team,
Department for
International
Trade



Caroline Wright

Director General,
British
Educational
Suppliers
Association



Department for
International Trade



Where will you find Education Technology that's out of this world?

The UK is home to 1 in 4 of Europe's EdTech companies. Our innovators in the UK are using AI, gamification and immersive technology to create educational experiences that are best in class.

We're the UK and we're ready to trade with you at great.gov.uk

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STEM Learning
Science Class

About the Department for International Trade

The Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

The range of expert services is tailored to the needs of individual businesses to maximise their international success. Companies are given advice and practical support, and staff can assist at all stages of the business planning cycle, from inception to completion.

DIT offers expertise and contacts through a network of international specialists throughout the UK, and in British Embassies and other diplomatic posts around the world.

We are an international economic department, responsible for:

- supporting and encouraging UK businesses to drive sustainable international growth
- ensuring the UK remains a leading destination for international investment and maintains its number one position for international investment stock in Europe
- opening markets, building a trade framework with new and existing partners which is free and fair
- using trade and investment to underpin the government's agenda for a Global Britain and its ambitions for prosperity, stability and security worldwide

For more information, please visit:
www.great.gov.uk/international



Department for International Trade

British Educational Suppliers Association (BESA)



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BESA, the British Educational Suppliers Association, is the UK's trade association for education resource and service companies. Representing more than 400 companies covering all aspects of education supplies, including EdTech, BESA carries out financial and due diligence checks on all its members as well as requiring them to adhere to a rigorous Code of Practice. Our vetting processes mean that educationalists can be confident

that they are working with the UK's most trusted, quality educational suppliers. BESA provides support and advice to industry and to schools looking for the best resources and services. BESA founded the BETT show, the world's leading education technology event series and is proud to work with BETT's owners, Hyve, to showcase the world-leading educational products and services provided by British educational suppliers.

UK Capability

Education has the power to transform lives. It's one of the most important investments a country can make for its people and its future. Where great schools, great universities, great teachers and great education providers exist and work together, you'll find a powerful framework for learning and success.

The UK is seen as an exemplar in the field of education, and many overseas governments and institutions look to the UK to facilitate collaboration and to support the development of excellence in their own systems.

Today, 3% of the overall spend on education is spent on digital resources. This has seen a modest increase over the last 5 years. However, most industry experts believe that the COVID pandemic has rapidly increased digital adoption across the sector and positioned providers for significant growth. Education technology has moved from 'nice to have' to a 'must have'. Schools, districts, local and national governments find themselves having to quickly bring themselves up to speed on EdTech policies and preparedness. The UK has also long been regarded as being at the forefront of EdTech, and this is evidenced by the fact that we are amongst the top 5 countries globally for the number of EdTech start-ups; the 4 other countries are those with large domestic markets such as the US, Brazil, China and India.

The DIT education network has been specifically established to work with international governments and institutions. We make it as simple as possible to realise the benefits of our education offer in both

small and large-scale education projects. We always adapt our offering and approach to meet each partner's individual needs, ensuring the right solution whatever the requirements or challenges.

In the current COVID-era, The DIT Education Sector Team, along with our international colleagues and BESA, have continued to showcase and share the UK's EdTech capabilities and experience across the globe with ministries and schools, including advising overseas ministries on national EdTech policies, as we see a growing appetite to recognise qualifications taught online. We're also pleased to see that there was a large international take-up of free online and blended education packages as offered by a selection of UK providers across all streams of education, from early years to schools to vocational training to higher education. One such example was in Mexico, where as part of the effort to provide online learning tools for children and teenagers to continue their studies during the COVID-19 crisis, 3 UK companies were selected amongst over 50 international EdTech companies to be part of the Mexican Ministry of Education's digital and TV platform. The UK companies donated content in Science, English Language Training and Maths, and the Mexican Ministry of Education was thrilled with the results of the platform onto which 11 million local students had enrolled by the summer.



UK capabilities

5 reasons to choose the UK education sector



Education that fits around you

We're passionate about delivering world-class education and will tailor our offer and services to meet your unique requirements.



Extraordinary expertise

The home of many of the world's greatest academic institutions and most innovative research projects.



Global influence

Benefit from strong intercontinental ties, a deep understanding of national and regional education systems and guaranteed partnership security.



A recognised reputation

The high standing of a UK education helps attract students based on academic quality and enriched prospects.



Commercial help and support

Global support, advice and a range of focused schemes and initiatives make it easy to access the UK's education services.

Where technology meets education

Increased use of educational technology, including ICT infrastructure, digital resources and learning platforms, can enable organisations to reach much larger audiences from a wider range of geographical locations, reduce overcrowding in classrooms and give students more flexibility to learn when and where they want, at their own pace.

The UK is a thriving hub for EdTech, with over a thousand British companies helping teachers and students, both within the UK and across the world, to learn smarter through innovation. 60% of the top 20 European EdTech companies are from the UK and, with a history of competitive innovation, our businesses are well placed to help overseas organisations develop their EdTech capabilities to support effective teaching and learning. As the technology sector continues to evolve (and different teaching and learning opportunities are adopted at scale), the UK is increasingly influential as a global hub for emerging EdTech, and this has been particularly evident since the outbreak of COVID which restricted standard methods of teaching, learning and assessment.

In the UK, you will find a range of UK EdTech providers who can offer adaptable and sustainable long-term solutions, from early years to online teaching for students, from STEM to English Language Training.

To potential investors into the UK EdTech industry, there is room for growth. EdTech is one of the UK's fastest growing sectors with over 1,000 companies accounting for 4% of all digital companies. The UK offers strong and sustained demand for those who are willing to build content relationships.

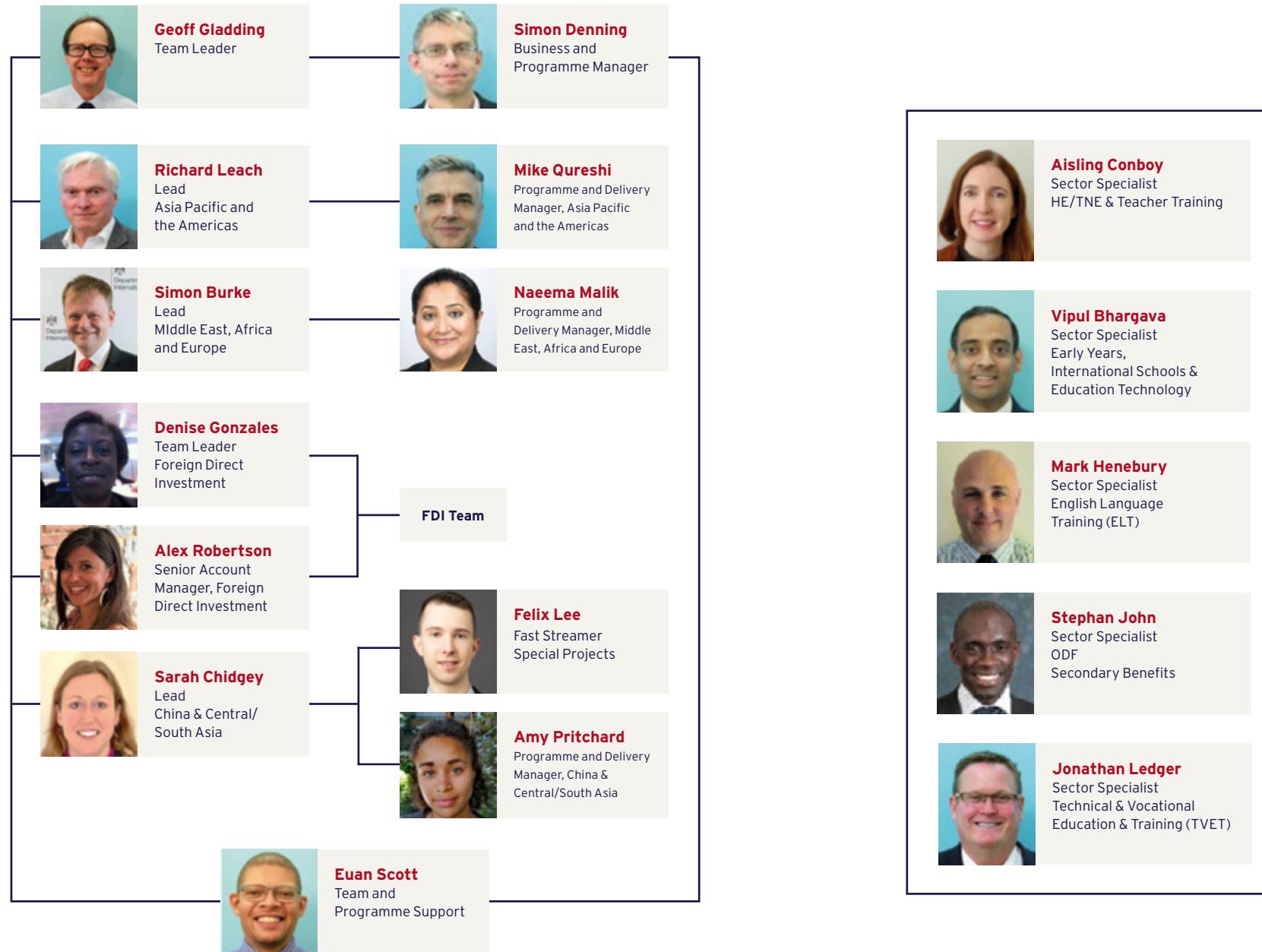
The UK EdTech market is expected to reach £2.6bn by this year. We also rank as No1 in EdTech venture capital and angel funding in Europe, and, since the beginning of the pandemic, and the restrictions on face-to-face teaching, we have seen a massive increase in international investment into UK innovative solutions. DIT can assist potential investors in exploring the UK market, skillsets and location options. Once you have set up, DIT can help with your export efforts to new international markets from your UK base.

Further details on the UK's cutting-edge capability in EdTech, and other key streams of education, are included in the separate brochure on the UKEST website, and you can find contact points within the DIT & BESA global network within this brochure.

60% of the top
20 European EdTech
companies are British

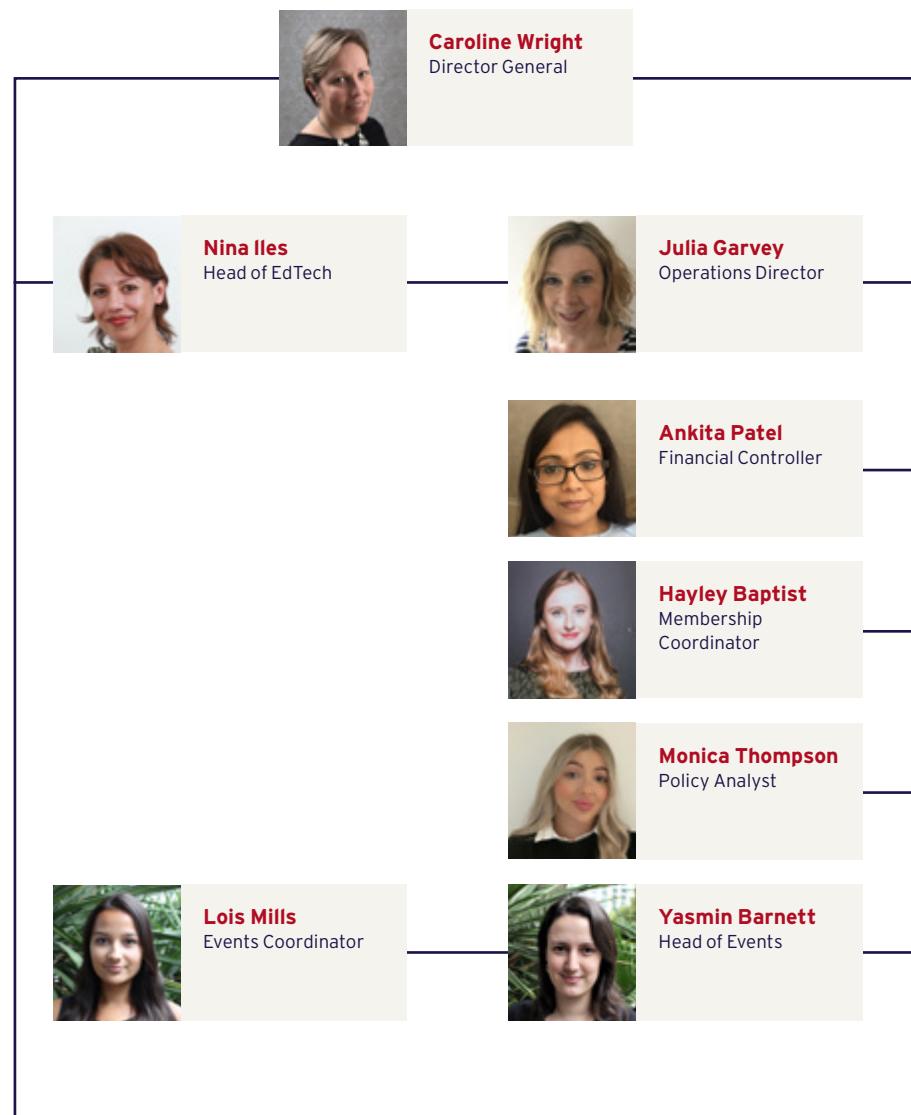


DIT Education Sector Team



If you are interested in contacting us please email:
dit-education@trade.gov.uk

BESA: Meet the Team



DIT Overseas Education officials



Lisa Kelly
Project Support
Officer, Performance &
Delivery Team
DIT Australia
lisa.kelly@fcdo.gov.uk

Industries and Sport. Within the sector of education, she has seen an increase in company enquiries for EdTech, as Australia is a world leader in this field.

Lisa helps UK businesses who are looking to do business in Australia. Whether it is market advice, introduction to contacts or advice on export regulations, she strives to help these companies on their market journey to Australia. She leads on the sectors of Education, Retail, Consumer Goods, E-Commerce, Creative



Sherry-Ann Blackett
Trade and Investment
Manager (Education)
DIT Barbados
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education, training and more, to interested UK suppliers across Barbados & Eastern Caribbean, Guyana & Suriname, Jamaica and Trinidad & Tobago. For more info about the wide range of opportunities in the English-Speaking Caribbean please feel free to contact her through email or reserve a 1-2-1 session.

Sherry-Ann is the UK Department for International Trade Officer based in Barbados with cover over the Eastern Caribbean including Antigua, Dominica, Grenada, St. Kitts, St. Lucia and St. Vincent & Grenadines. She works as a part of the wider LATACT Education Campaign to promote upcoming opportunities in

DIT Overseas Education officials



Barbara Lotierzo
Head of Education
DIT Brazil
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providers to establish and improve their presence in Brazil. Her remit includes promoting UK expertise in English Language Training, Higher Education, Education Technology and Technical and Vocational Education Training.

Barbara also has experience in account management, government relations, public and third sector and promoting engagement with higher education institutions internationally. Barbara holds a degree in International Relations and specialisations in Marketing Strategy and Project Management.

Barbara Lotierzo is the DIT Head for Education to Latin America and the Caribbean. Her role includes leading the regional education efforts to increase awareness of the UK offer, identify demands and coordinate joint work and activities in LATAc. Barbara is based in Brazil, where she also leads the DIT education team to identify opportunities in the market and support UK Education



Maria Vitória Silva
Intern
DIT Brazil
maria.silva@uk.org.br

Maria represents the General British Consulate Education and Training team, based in São Paulo (Brazil). Maria's work consists in finding opportunities of collaboration between UK and the LATAc region in the education sector. She can assist you in providing market information, contacts and promoting your services along with governments, companies and educational institutions.



Larissa Vazquez
DIT Brazil
larissa.vazquez@fcdo.gov.uk

Larissa holds a degree in International Relations and her past experience includes engagement with higher education institutions from Brazil and abroad. She also has experience in project management, account management and government relations.

Larissa Vazquez is the Education and Training Analyst at DIT Brazil. Her role is to support UK education providers entering and growing their presence in Brazil by providing market information and identifying demands and opportunities from the Brazilian market. She covers all areas of education but focus her time in English Language Training, Higher Education, Education Technology and Vocation Education Training.



Anelia Todorova
Specialist - Higher Education, TNE and Teacher Training
DIT Bulgaria
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Anelia represents the Department for International Trade at British Embassy Sofia, Bulgaria. She is interested in UK Educational providers with interest to expand their portfolio of services and products in Bulgaria. She can assist with introductions to relevant contacts and partners.

She is also interested in companies offering EdTech solutions, transnational education, TVET and others. [View her LinkedIn profile.](#)

DIT Overseas Education officials



**Kyaw Kyaw
Myat Monn**
Trade & Investment Manager
DIT Burma
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appropriately to UK clients and exploring partnership opportunities for UK & Myanmar businesses. Prior to this she worked on managing and developing partnerships and branding at MPT & CarsDB. Kyaw Kyaw gained a bachelor degree from West Yangon University with English Major Specialization in 2008.

Kyaw Kyaw joined DIT in 2017 as a Trade & Investment Manager. Her role is to act as lead on the UK education sector's business in Myanmar; including bilateral trade enquiries on the education sector, resolving market access barriers, identifying trade & investment opportunities in Myanmar and promoting these business opportunities

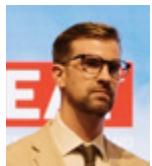


Jing Liu
Head of Education and Skills
DIT China
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With BA Trade and Economics from Renmin University of China and Msc. Management from London School of Economics, Jing worked in Ernst & Young China and the Culture and Education Section of British Embassy for 13 years before she joined Department for International Trade China to lead the national Education and Skills Team. With a wide range of knowledge and strong networks in the international education market in both China and the UK, Jing has a strong track record in helping

UK and Chinese education providers to set up partnerships and achieving the best business result by contributing and implementing UK government export and investment strategy in China.

For individual meetings, Su Si, Head of Education Technology and Higher Education from DIT China will also join to answer queries about China market.



Stewart Clayton
Country Director
DIT Cambodia
stewart.clayton@fcdo.gov.uk

Stewart Clayton is Country Director of the Department for International Trade, based at the British Embassy Phnom Penh. As part of his portfolio, Stewart promotes UK education in Cambodia, including education technology, K12, higher education, transnational education and partnerships, and technical and vocational training. Stewart has directed 'HMG's Education is Great' campaign in Cambodia for the past 3 years.



Mohamed AboulSeoud
Education & Healthcare Adviser
DIT Egypt
mohamed.abulseoud@fcdo.gov.uk

Mohamed has 20 years specialist experience in International Education and enrolment management; Student development programs; policy with UK education to Egypt; and negotiating trade deals and establishing successful charts.

DIT Overseas Education officials



Elizabeth Nixey

Trade and Investment
Advisor - Retail/Creative
Industries/E-commerce
DIT France
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Born in the UK and living in France since the age of three, Elizabeth has a strong personal understanding of the French education system, having attended all levels of primary, secondary and higher education in France's public institutions. Having worked in numerous consumer goods retail sectors, Elizabeth joined the DIT France team in 2018 to cover Consumer Goods, Creative and e-commerce.



Jane Annan

Trade Services Officer
DIT Ghana
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Jane Annan is a Trade Services Officer with the Department for International Trade, based in Ghana. She supports UK businesses and Education organisations with market entry and business development advise through market research, introduction to partners (both government organisations and public or private institutions), due diligence on local companies as well as setting up networking receptions and webinars.



Hayley Waskett

Head of Creative
Industries and Retail
DIT France
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Hayley leads the Retail and Creative Industries team at the Department for International Trade, France. Based at the British Embassy in Paris, the team has a particular focus on EdTech and is happy to present opportunities in the French market and support French companies looking to establish themselves in the UK.



Sherwyn Naughton

Country Director for Trade and Investment British High Commission to Guyana and Suriname
DIT Guyana
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Economic Partnership Agreement and the World Trade Organization. He covers both Guyana and Suriname from the British High Commission in Guyana.

Sherwyn Naughton is a former Foreign Service Officer with sixteen years' experience as a career diplomat with specific emphasis on trade-related matters. He is a former trade negotiator and has been involved in several bilateral, plurilateral and multilateral negotiations including CARICOM, CARIFORUM/EU

DIT Overseas Education officials



Sophia Ip

Head of Education
DIT Hong Kong
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organisations including, the British Council, the International Affairs Office of the Hong Kong Polytechnic University and as an education consultant for a leading education agency in Hong Kong.

Sophia works in the trade team in Hong Kong. She is the lead for the education and training sector, her portfolio ranges from international school licenses, eLearning opportunities, education infrastructure to transnational education opportunities. Prior to this she has worked in a variety of different education



Piyush Awasthi

Trade Advisor
DIT India
piyush.awasthi@mobile.trade.gov.uk

Piyush represents the Department for International Trade- UK in India - Hyderabad. He has been managing the Education sector for close to a year and has been actively pursuing opportunities of collaboration between UK & India in the Education Sector. In his role, Piyush assists UK companies in the Education and EdTech sector to help them access the Indian Market.



Andrea Hajdu

Senior Trade Adviser
DIT Hungary
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agents/distributors to gauge business interest, mapping of business opportunities in the sector. Education, including EdTech, TVET, TNE and UK HE promotion is likely to receive enhanced focus from our next financial year, so she is looking forward to leads and best practice from the UK.

Based at the British Embassy Budapest acting as a Senior Trade Adviser, Andrea assists UK SMEs in their export journey. Education is one of the sectors she covers. Acting as a go-between for UK clients we provide a range of services including customised market research, facilitation of introductions to key local players and institutions, direct outreach to potential



Shabrina Fadhila

Trade and Investment Manager (Education)
DIT Indonesia
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Together with the team in DIT Indonesia, Shabrina supports UK education providers and institutions to identify and promote business and partnership opportunities with Indonesian stakeholders. This role is aligned to her passion in supporting partnership and cooperation between Indonesian-UK in education, which will contribute to the development of Indonesia's human capital.

DIT Overseas Education officials



Rawand Askary

Senior International
Trade Adviser
DIT Iraq
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and services to the Kurdistan Region. Rawand previously worked in the UK in the private sector working on infrastructure projects before joining DIT in 2015.

Rawand Askary is the Department for International Trade's (DIT) Senior International Adviser for the Kurdistan Region of Iraq. Based at the British Consulate General in Erbil, he provides market advice and assistance to British businesses who are interested in potentially exporting their products



Dina Marto

Trade and
Investment Adviser
DIT Jordan
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Dina is a Trade and Investment Adviser, leading on the following sector clusters: Creative, Lifestyle and Learning (which includes Education & Skills), as well as Healthcare, Life Sciences and Bio-Economy. Dina has been with DIT Jordan for the past three years, with the Education sector being her priority work. Day-to-day work involves supporting UK companies in exporting and investing in Jordan, promoting UK Export Finance and working on market access issues.

Jordan has an established regional and international legacy of delivering high quality educational services, which has made the sector a key contributor to its economic growth. Dina supports engagement of British companies with local stakeholders in the private and public sector, as well as with donors via the Development team in FCDO. Opportunities exist in EdTech, Higher Education, English Language Training, and more.



Akiko Yanagisawa

Senior Trade Advisor / Head
of Sports Economy, Business
Services and Education
DIT Japan
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Her recent main focus has been the generation of UK business for RWC2019/Tokyo2020 and education has been added to her portfolio recently.

Akiko started her career as a Marketing Specialist in Arthur Andersen before joining in the British Embassy Tokyo as a Senior Commercial Officer for consumer goods, automobile and creative industries. She has delivered some hundreds of UK promotions/campaigns for food & drink, gardening, music & films, crafts and modern UK design etc and raised UK profile amongst general public as well as business.



Botagoz Seitbekova

Trade Officer
DIT Kazakhstan
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Botagoz is a DIT Trade Officer based in Nur-Sultan, Kazakhstan. She is responsible for education sector cooperation development and support of UK companies who are interested in Kazakhstani market. Together with the London DIT team, they hold missions and webinars to help British providers to come to the market. They also support initiatives on the government level, and help connect with local key sector players to establish future partnerships.

DIT Overseas Education officials



Larissa Glukhova
Trade Adviser
DIT Kazakhstan
larissa.glukhova@fcdo.gov.uk

In light of the COVID pandemic EdTech solutions are gaining popularity and attracting interest from both the Government and businesses. Larissa is interested to understand what companies offer and discussing potential opportunities of expanding your activities to Kazakhstan.

Larissa is a Trade Adviser at the British Embassy based in Nur-Sultan, Kazakhstan. The sectors of her responsibility are Financial Services, Healthcare and Education. The priority sectors for DIT in Kazakhstan are Oil & Gas and Mining, however Education has always been considered as an absolute importance and given considerable attention by the Government.



Megan Taylor
Trade and Investment Adviser
DIT Kuwait
megan.taylor@fcdo.gov.uk

Megan has worked with Kuwaiti businesses and International companies across sectors and has a good understanding of the unique culture of doing business in Kuwait as well as an insight on how the market operates. She joined the Department for International Trade at the British Embassy in July 2012 and has had the opportunity to build relationships and engage with key stakeholders in the various Ministries and Government departments seeking

opportunities for UK businesses focusing on Kuwait's Vision 2035. Megan also works closely with the Prosperity team at Post to identify and work with the local authorities in trying to resolve some of the Market Access Barriers with an aim to attract more British businesses to Kuwait.



Naomi Kinyanjui
Education Advisor
DIT Kenya
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Leading the Education sector in DIT Kenya and looking forward to speaking to companies and organisations interested in Kenya. The DIT Kenya Team supports all UK companies looking to partner, collaborate or set up in Kenya, and looks after your interests while you operate in the Market.



Diala Michlawi
Trade and Investment Officer
DIT Lebanon
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Diala leads on the Education sector at the Department for International Trade (DIT) British Embassy Beirut. As a Trade & Investment Officer, her priority is to promote the UK's global leadership in education, and to grow UK Lebanese education partnership through various services DIT provide. The EdTech sector has been our main focus for the

last couple of years and it has grown substantially, especially with COVID-19; the ministry of Education and Higher Education together with the private sector in the market are looking into so many EdTech solutions from the UK.

The DIT team in Beirut are further working on improving education access and quality and focus on increasing activity in mainly four areas: i) special needs education; ii) EdTech; iii) universities and alumni; iv) qualifications and English language teaching.

DIT Overseas Education officials



Gurpreet Kaur

Assistant Trade Manager Education DIT Malaysia gurpreet.kaur@fcdo.gov.uk

the Malaysian government, and with international educational institutions for collaborative prospects within the education sector. The Education team at post receives the most requests from businesses all year round.

Gurpreet provides expert advice and support to British companies/institutions on opportunities and potential collaborations within the Malaysian Education and Training Sector. Joining DIT with a background in Law, Gurpreet has experience in working with the student education services during her stint at the University of Leeds. DIT Education Malaysia works very closely with the Malaysian Education Ministry on opportunities with



Fiona Louis

Education Trade Manager DIT Malaysia fiona.louis@fcdo.gov.uk

Fiona is the Education Trade Manager in the Department for International Trade Section of the British High Commission Kuala Lumpur, Malaysia. She has been in the role for over 5 years and provides expert advice and support to British companies/institutions on the Malaysian Education Sector for making business decisions on opportunities in the market. It is the busiest sector in this Post.

Malaysia is fast becoming an 'Educational Hub' of the ASEAN region. In addition, Malaysia is part of the High Value Opportunities market for the education sector and is attracting foreign companies/institutions, who are setting up branch/regional offices. There are a number of UK businesses operating successfully, with more planning to set up in the future, including university/college branch campuses and regional offices.



Husna Hashim

Head of Education Asia Pacific DIT Malaysia husna.hashim@fcdo.gov.uk

successfully delivered many regional programmes nationwide including the International Inspiration, the first ever international legacy initiative linked to an Olympic and Paralympic Games in London 2012. Husna holds an MEd specialising in Curriculum and Instructions.

Husna leads the ASEAN Education HVC work for Department for International Trade which involves developing and delivering campaigns to promote UK business interests. Husna works with UK Education companies to help grow their international revenue across Malaysia and the ASEAN region. Prior to this, Husna was a Programmes and Partnerships Manager at the British Council and has



Deeptee Korlapu Gooheeram

Country Director DIT Mauritius deeptee.bungaree-gooheeram@fcdo.gov.uk

Deeptee Gooheeram is the DIT Country Director for Mauritius based out in beautiful Mauritius for the past 4 years. Before joining DIT, Deeptee has held various roles within Government and private sector. Deeptee's career started as a lecturer in English Language and English Literature before moving to work on a UNDP education project for integration

of Street Children in Mauritius; she also has experience in communication and business development in the private sector, as well as an adviser to the Minister of ICT at the Australian High Commission. With skills in corporate social responsibility, international relations and organisational development. Deeptee has an MA in Diplomacy and Trade from Monash University, a Postgraduate degree in International relations from Nottingham University and a BA Hons English from the University of Mauritius.

DIT Overseas Education officials



Abril Ramos

Trade Officer for
Education
DIT Mexico
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She works very closely with the Prosperity Fund and Newton Fund, which are British funds aiming to sponsor projects with social impact in subjects like education, health, technology and innovation, among others.

Abril has been working as Trade Officer for the Education sector within DIT at the British Embassy in Mexico during the past four years. She collaborates in the process of engaging British companies searching for business opportunities in Mexico, as well as promoting the UK offer to Mexican companies to acquire innovative products and services.



Ghufran Abbas

Trade and
Investment Manager
DIT Pakistan
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Ghufran works for the DIT Pakistan as a Trade Manager leading on the education sector across the country. He is based at the British High Commission, Karachi. Whilst he leads on public sector stakeholder relationships, Ghufran has also been involved in supporting a number of partnerships between UK and Pakistan on areas including Higher Education, EdTech, and Schools. He enjoys great access to a well-established network

across the country in private and public sector (mostly in education), which is very crucial and helpful when assisting UK companies/institutions looking to do business in Pakistan. He has previously worked with several British Companies whilst studying in the UK e.g. John Lewis Partnership, Tesco, Cancer Research UK.



Boma Beddie- Memberr

Tech, Education &
Creative Sector Lead
DIT Nigeria
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within the Nigerian market to potential exporters. Prior to working with DIT, she worked for a few startups as a UI/UX Design, Web & Mobile Application Design and Innovation Consultant. Boma has a bachelors degree in Information from Bells University of Technology and a masters degree in Spatial Planning with Specialization in Urban Design.

Boma Beddie-Memberr is an International Trade Adviser at the UK's Department for International Trade, Nigeria. She has gained some valuable experience in the International Trade industry; specifically in providing primary and some technical assistance to improve the export competitiveness of UK companies, through formulation of trade strategies, road maps and showcasing opportunities



Paul Alba

Trade Officer
DIT Panama
paul.alba@fco.gov.uk

Paul Alba is part of the sub-regional team of DIT, based in Panama and supporting Central America and the Caribbean. He leads the Education, Life Sciences, and Financial Services portfolio. Panama is a dynamic market, and in the past years the government has been investing in international English and professional development programs.

DIT Overseas Education officials



Angeli Mae Lirag
Trade and
Investment Adviser
DIT Philippines
angeli.lirag@fcdo.gov.uk

Commerce of the Philippines (ECCP), where she served as the Philippine representative of Messe München, one of the leading trade fair organisers in the world. Prior to that, she also worked for the Center for International Trade Expositions and Missions (CITEM), the export promotions arm of the Philippine Department of Trade and Industry.

Angeli joined the Department for International Trade in Manila as a Trade and Investment Manager working on Education and Technology sectors.

Angeli has extensive experience in organising events, trade initiatives, and overseas fairs and missions as she has worked with the European Chamber of



**Ewa Van
Veenendaal-Rawicz**
Deputy Director
DIT Poland
ewa.veenendaal-rawicz@fcdo.gov.uk

Ewa leads the Warsaw-based financial & technology team and a regional team of seven, focused on assisting UK businesses in accessing high value opportunities in financial and professional services sectors in 7 markets in Central Europe (Poland, Czech Republic, Bulgaria, Hungary, Romania, Slovakia and Slovenia). Ewa leads a team of 3 focused on: FPS, education and healthcare.

Ewa studied English Language, History and Literature and holds two MA degrees from the University of Warsaw and the University of Buckingham. She also holds an MBA from Oxford Brookes University.



Paulina Kanarek
Trade Adviser
DIT Poland
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She holds a master's degree from the University of Oxford and bachelor's degree from SOAS, University of London.

Paulina is a Trade Advisor at DIT Poland Trade Services Team. Her main sector within the DIT is Education. Before that, she worked in the Trade Section of the European Union's Delegation to Chile. Paulina has gained valuable professional experience by working with Polish exporters in China and setting up her own educational consultancy.



Donja El Gendy
Senior Commercial
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Donja is an experienced career-oriented professional with around 22 years of experience across a number of industries. She currently leads the DIT Healthcare, Life Sciences & Education focus within the DIT team in Qatar, supporting UK companies seeking to establish links within Qatar, utilising in-depth knowledge of the local market and the senior relationships that

she has established over 17 years within in the country. The role also requires her to link UK opportunities with possible partners or those seeking JV establishments within the country; this requires a strong understanding of the Qatari business/investment approach especially when dealing with overseas parties - managing expectations and relationships. She has a detailed understanding of the regions approach to trade and investments within these 3 sectors.

DIT Overseas Education officials



Asma Kamal

Trade and
Investment Officer
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Asma has been working for the Department of International Trade for a little over two years; she supports the lead on Education, Healthcare & Lifesciences.

Her responsibilities are mainly around supporting UK companies seeking to establish links within Qatar and engaging with local stakeholders to find relevant opportunities for UK expertise.



Nicole Wharfe

Business Services
Director
British Chamber
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As an experienced Business Development, Marketing and Consultancy Professional, Nicole has worked across multiple sectors within the UK and Internationally. Prior to relocating to Singapore 4 years ago, she completed an International MBA at Bournemouth University.

Nicole leads the Business Services of the British Chamber of Commerce in Singapore which incorporates the Trade

and Membership Teams, providing support and consultancy for incoming organisations looking to export to Singapore and established businesses in Singapore respectively. Nicole provides specialist Trade advice and support for the Education sector in Singapore on behalf of the UK Department for International Trade.

Nicole was born in the UK but grew up overseas, predominantly in Swaziland; Also, Côte D'Ivoire, Southern Sudan, Washington DC, St. Lucia and Botswana.



Ibrahim Takriti

Trade &
Investment Advisor
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Having worked with the British Council, he has a strong background in education and many years experience of working in the Kingdom

Ibrahim is a Trade and Investment advisor working for the Department for International Trade in Riyadh, Saudi Arabia. He supports UK education companies to work successfully in Saudi Arabia in all education sub-sectors from early years, university partnerships, technical training and education technology.



Phumla Mntambo

Trade and
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Phumla Mntambo is DIT South Africa's Education Lead, supporting bi-lateral trade and investment transactions and market access challenges between the UK and South Africa. With a keen interest in Technology more broadly, Phumla looks forward to uncovering EdTech solutions that are key to tackling the systemic challenges of post-COVID education.

DIT Overseas Education officials



Belinda Coombes
Director DIT Madrid
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schools sector in Spain, and promoting the UK Higher Education offer. Currently, in Spain the team is seeing significant demand for innovative EdTech solutions.

Belinda is the Director of the DIT team in Madrid, Spain, a post she has held since 2009. She specialises in the Financial Services and Education sectors. Prior to joining DIT, Belinda worked in the Financial Services sector in London and Madrid, mainly in corporate banking and relationship management. In the education sector, Belinda has focused *inter alia* on the British and international



Steven Parker
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The British Chamber in Taipei works on behalf of the Department for International Trade (DIT) to promote Education, Food and Drink, Retail, and FMCG in Taiwan. Steve was born in Australia to Scottish parents, but has made Taiwan his home. He has also lived and worked in 6 countries. From 1997-2005 he worked for the University of Cambridge in several capacities and has since been working with Internationally focused NGOs and in Trade Development

in Taiwan and has extensive experience in global trade services. In 2015 Steve was invited to be the CEO of the British Chamber of Commerce. As part of his innovative platform for the chamber he has developed a powerful Women in Business and Young Professional Development programmes, and in 2017 he implemented the BCCT Better Business Award. At the same time he has helped the Chamber to double in size. Steve has lectured and mentored on Social Enterprise, CSR, Business Development, and Marketing at several universities around Taiwan, and is a special advisor to industry and educational institutions.



Paula Alonso de la Sota
Trade and Investment Adviser
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Paula helps UK companies do business and succeed in the Spanish market. She works in the Financial Services and Education sectors and is mainly specialised in EdTech, Fintech, Insurtech and Legaltech. She is happy to meet companies interested in discovering business opportunities in Spain.



Jaja Chatraporn
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DIT Thailand promotes UK education in school, higher education, Technical and Vocational Education and Training (TVET), English Language Training (ELT), EdTech, and special needs education. DIT Thailand work with various UK education providers; local schools, universities, colleges, and agencies of different sizes, as well as our DIT Education teams in the region and the UK.

DIT Overseas Education officials



Imad Arafat

Trade Officer
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Imad is a Trade Officer with the Department for International Trade based at the British Embassy in Abu Dhabi, UAE. He offers support to UK companies seeking business opportunities in the Education, Training and Educational resources sectors. He also has an overlapping responsibility supporting the Energy sector and can offer support in that sector as well.



Charos Kamlova

Commercial Advisor
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Charos works at the Commercial Section at the British Embassy in Uzbekistan leading Education sector and Financial Professional Services. Before joining the Embassy this autumn, she worked in a private sector, in a company which delivered foreign educational programs to the Uzbek market.

Prior to starting her working experience, Charos completed her degree in Economics with finance at the Westminster International University in Tashkent.



Sunita Mirchandani

Trade &
Investment Adviser
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Sunita was involved in facilitating agreements with key public and private stakeholders and setting up UK educational institutions in the UAE.

Sunita is the UAE Lead Adviser for the high priority Education and Training sector, covering Dubai, Abu Dhabi, Sharjah, Fujairah, Umm Al Quwain, Ras al Khaimah and Ajman. Sunita works with UK businesses to ensure their success in international markets and encourages local organisations to look to the UK as their global partner of choice.



Phuong Ho

Trade Manager
DIT Vietnam
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Phuong joined DIT (formerly known as UKTI) Vietnam in July 2006. Phuong looks after the Education and Training sector in Vietnam. She would be delighted to have meetings with UK companies, who have an interest in, or are looking to further explore Vietnam's market. This will enable Phuong to gain an understanding of a company's activities and introduce Vietnam's market, potential business opportunities and how DIT Vietnam can offer its support.

DIT Overseas Education officials



Anh Bui

Trade Manager

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Thuy Anh has worked with DIT Vietnam since March 2019. She has 7 years of experience working in Ministry of Industry and Trade Vietnam and expertise in services trade and trade negotiations as well as facilitation.



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The UK's Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

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