

**12/06/15 FOR IMMEDIATE RELEASE  
FROM THAILAND**

**EDTRIN STRIKES STRATEGIC ALLIANCE DEAL WITH ASAIHL**

12th June, 2015 – EDTRIN Group Ltd (EDTRIN), are pleased to inform the market of an agreement with the Association of Southeast Asian Institutions of Higher Learning (ASAIHL) to provide localised, contextualised, curated educational content to ASAIHL members via the EDTRIN Learning Management System. Under the agreement ASAIHL will assist EDTRIN with elearning content development with emphasis put on cultural sensitivities that apply to the different ASAIHL members, while accrediting, certifying and marketing EDTRIN, its products and services to members.

The Association of Southeast Asian Institutions of Higher Learning was founded in 1956 as a non-governmental organisation at a meeting in Bangkok of the heads of eight state universities in Southeast Asia and has since grown to over 200 Member Institutions in 24 countries. The Association exists as a network hub to develop members by facilitating relationships, distributing relevant information and highlighting collaboration opportunities such as the development of cooperative arrangements on specific projects and initiatives.

After the deal was signed in Bangkok, Thailand, Secretary General of ASAIHL, Dr. Ninnat Olanvoravuth commented on the importance of the union with EDTRIN, saying, “The future of institutional education relies on the smart application of technology coupled with high value, locally relevant educational content. Our agreement with EDTRIN satisfies these needs and is an important step towards new and effective educational models for our members. I encourage all ASAIHL members to connect with EDTRIN to leverage this partnership and unlock its great value.”

Global CEO of EDTRIN, Graeme Coomber also commented, saying, “The deal will ultimately hold genuine value for the reputation of graduates, but it will also reflect very well on ASAIHL member universities that work with us. Ultimately EDTRIN will be building the reputation of each participating university as an institution of choice through new or improved educational content and systems leading to strengthened graduate employability. This is really about the future successes of ASAIHL members alumni.”

Pointing to EDTRIN's focus on real world outcomes for individuals, Mr Coomber added, "EDTRIN and ASAIHL will actually be undertaking important economy building work here. Our alliance unlocks potential for stronger capacity in the region, which in turn helps ensure sustainable growth."

EDTRIN has also recently signed several important agreements in Australia, after the appointment of Australia and New Zealand CEO, Brian Styles.

## **Background**

EDTRIN, whose name derives from the convergence of Education, Training and Innovation, is developing an integrated physical / digital education ecosystem designed to assist lifelong personal advancement for individuals through timely, personally relevant educational resources and ongoing career management. The company is developing and delivering more effective training and learning outcomes through smart technology and a better understanding of industry knowledge needs and capability gaps. The process is to continuously refine and innovate educational resources and delivery mechanisms that have business and consumer relevance in today's rapidly evolving commercial and social landscape.

The company recently acquired innovative Victorian Communications Technology companies ProjectProject Pty Ltd and learning management software developer Finpa Australia Pty Ltd as part of a strategy to develop Intellectual Property educational technology, educational and training content, communications and marketing strategies in house. The company's establishment of operational headquarters in Melbourne and Singapore places EDTRIN in the educational epicentre of the region, giving it premium entry to target markets in New Zealand and Asia including China, India, Malaysia, Indonesia, Thailand and Myanmar.

**For further information please contact:**

**Global CEO EDTRIN / Graeme M Coomber / [graeme.coomber@edtrin.com](mailto:graeme.coomber@edtrin.com)**

[www.edtrin.com](http://www.edtrin.com)

<http://www.seameo.org/>