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**FROM SINGAPORE**

### **Safety Media Ltd of UK and EDTRIN Seal an Agreement in Health and Safety Training to a Global Market**

October 20<sup>th</sup>, 2015 – “Safety Media and EdTrIn has formed a strategic partnership to deliver our best of breed Health and Safety Training products to a Global market,” said Toby Roberts, Managing Director of Safety Media.

EdTrIn will be responsible for the marketing and delivery of Safety Media’s training programs to global markets and will also provide translation, localization and contextualisation services.

Toby Roberts, commented that “We are really excited to be partnering EdTrIn in this project. EdTrIn’s local knowledge will combine perfectly with our globalized products ensuring successful delivery to relevant markets in need of top quality health and safety training and education.” Graeme Coomber, CEO of EdTrIn added, “We welcome this wonderful partnership with Safety Media to deliver their world-class health and safety programs to our target markets in the Asia Pacific, Indian Subcontinent and the Middle East. We recognize that there is an increasing demand for such training and this complements EdTrIn’s vision of providing life-long education and training to the global community.”

The Safety Media courses are expected to be available to EdTrIn’s customers commencing January 2016.

## **Background**

### **EDTRIN,**

EdTrIn's 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's operational headquarters are located in Singapore and it also has developmental offices in Melbourne Australia. This places EdTrIn in the educational epicenter of the region, giving it premium entry to target markets in the Asia Pacific, China, Indian Sub-Continent, and Middle East and North African regions.

### **Safety Media**

With over 20 years experience, Safety Media is an established and trusted brand in the Health & Safety training market.

Having evolved from a supplier of Health and Safety Videos to DVDs to e-Learning, Health and Safety Media now provide fully integrated Software Solutions covering a number of Health & Safety challenges. All of their relevant Health & Safety titles are approved by RoSPA, their courses are CPD certified and we have been named by the Learning and Performance Institute as an Accredited Learning Provider.

With offices in the UK and Dubai and having achieved the globally recognised Investor in People Gold Status, Health and Safety Media are very proud to be a North Wales based company working in the global arena. Their customers range from global brands such as Adidas, Aviva, VW, Sony, Chelsea FC, Mars to multi-nationals in the B2B world to small companies looking to provide the best for their employees.

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