



Press Release – for immediate release

## **SeeHearTouch and *Learn*: ISE links up with a global educational pilot project**

### ***E-Start-Up Academy will create local business opportunities***

**AMSTERDAM, 13 OCTOBER 2015:** Integrated Systems Events, the producers of the Integrated Systems Europe trade exhibition, is linking up with Education for Children in Need, an international educational programme headed by UNESCO Special Ambassador Dr. Ute-Henriette Ohoven.

The Education for Children in Need programme provides educational and vocational training to stimulate social development through the provision of quality education and gender equality. Since its launch 20 years ago the programme has supported more than 450 different projects in over 100 countries working alongside “the poorest of the poor.” Dr. Ute-Henriette Ohoven has been involved with the programme since its inception.

The initiative, being piloted by Education for Children in Need, will see Integrated Systems Events paying for specialist consultants and integrators to assist in the installation and equipping of a new E-Start-Up Academy in Chisinau, Moldova. The academy will be constructed to provide a base for the running of modern educational programmes that cover Web, IT, economics, marketing and business English. Specifically, the course in Chisinau will cover the basics of economics, accounting and the creation of business plans. Plus, there will be an optional online module designed to lay the groundwork for students to take the InfoComm Certified Technology Specialist (CTS) exam as well as the opportunity to access the CEDIA track of residential networking courses leading to certified networking credentials.

Ultimately, the goal of the programme will be that graduates gain the necessary skills and confidence to return to their local community and launch a sustainable micro, small or medium sized business. The five week course will seek to train 400 Moldovans annually of which 50% will be women. As well as teaching practical business skills there will be a focus on personal development for students. After course completion graduates will be mentored by local entrepreneurs and business people to increase their chances of success.

ISE's move is part of its charitable SeeHearTouch work that has seen in recent years it subsidising the design, installation and support of cinema theatre systems in children's hospices. Equipment for the theatres has been donated by AV equipment manufacturers. This programme will now be expanded to encompass the E-Start-Up Academy. ISE's decision to fund local installers and integrators is to ensure that the academy receives full ongoing technical support once the initial equipment installation has been completed.

ISE Managing Director, Mike Blackman commented: "We are delighted to be able to work with UNESCO Special Ambassador Dr. Ohoven and her foundation on this vital educational programme in Moldova. It will help young people build a future for themselves and others within their own country. Given the support we have had for the SeeHearTouch charitable work I know the wider AV community will get fully behind this new initiative. From now on it will be SeeHearTouch and *Learn*."

**Ends**

**Additional information is available from:**

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**Programme: Education for Children in Need**

**An initiative of Special Ambassador Dr. hc Ute-Henriette Ohoven**

The number of the worldwide projects and programmes that have been initiated, developed or supported by Dr. hc Ute-Henriette Ohoven, amounts to 450 projects in more than 100 countries. This has led to more than 1.7 million children, adolescents and mothers leading an independent and dignified life.

Education is the sole key to sustainably, reduction of poverty, cessation of war and religious prejudice! The Foundation operates on building Sustainable Development in a rapidly changing social upheaval marked by globalisation and pluralism.

**About Integrated Systems Events:**

Integrated Systems Events organises, manages and develops leading business-to-business events for the professional audiovisual and electronic systems integration industry.

A 50-50 joint-venture partnership of two not-for-profit trade associations, CEDIA and InfoComm International, Integrated Systems Events was established in 2003. The company maintains an operations office in Amsterdam and has employees engaged in sales, marketing and content development across Europe.

The flagship event, Integrated Systems Europe, is the best-attended AV tradeshow anywhere in the world, attracting almost 60,000 and over 1,000 exhibitors to its Amsterdam location each February. Integrated Systems Events also produces a number of independent, technology-focussed business conferences. These are: Digital Signage Summit Europe, Digital Signage Summit MENA, Digital Signage Summit Russia and The Smart Building Conference. For more information visit: [www.iseurope.org](http://www.iseurope.org).

**About CEDIA:**

CEDIA is an international trade association of companies that specialise in designing and installing electronic systems for the home. The association was founded in September 1989 and has more than 3,500 member companies worldwide. CEDIA Members are established and insured businesses with bona fide qualifications and experience in this specialized field. For more information on CEDIA, visit: [www.cedia.org](http://www.cedia.org) or [www.cedia.co.uk](http://www.cedia.co.uk).

**About InfoComm International®:**

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm has 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 80 countries. InfoComm International is the leading resource for AV market research and news. Its training and education programs set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. InfoComm also produces trade shows in Europe, Latin America, the Middle East and Asia. Additional information is available at [www.infocomm.org](http://www.infocomm.org).