

## **iGroup Asia is selected by Electude International to be its distribution partner for The Philippines, Malaysia, Thailand and Indonesia**

**APRIL 4, 2016**

Nuenen, The Netherlands: Electude International, the leading global provider of automotive e-learning solutions, and iGroup Asia, a leading provider of content and educational solutions throughout Asia, are delighted to announce they will be working together to distribute and support Electude, the innovative e-learning solution that is used by students and trainees in over 50 countries around the world. Electude has already been working iGroup in Korea, Japan and Taiwan through its affiliate, IDC Asia.

"Electude is the best automotive e-learning solution available anywhere in the world", said DJ Kim, Managing Director of iGroup Asia. "It engages students through its use of interactive gaming-based software and helps them to really understand the theory and the practical applications of automotive technology". Mr. Kim continued, "the unique quality of Electude is evident in the manner in which it has been picked up by technical programs in South Korea. The leading automotive college in the country has already integrated Electude into its curriculum".

Thomas Snyder, the Chief Commercial Officer of Electude International, stated, "We are very excited at the opportunity to expand our partnership with iGroup Asia as we believe that they are perfectly positioned to help bring Electude to the automotive students through the continent. Electude is already very popular in the United States where we have more than 500 schools and tens of thousands of students using it everyday and we are experiencing a rapid adoption in South Korea. With iGroup's decades of experience in selling solutions to the educational sector and proven success with selling Electude, we are very confident about this expanded partnership".

The partnership will go into immediate effect, which will allow schools and students to experience the benefits of Electude for themselves and to sign up for the coming school year.

**About Electude:** Electude ([www.electude.com](http://www.electude.com)) is the world's leading automotive e-learning company. Built on a quarter century of experience in providing students with the most effective, engaging and enjoyable method of learning. Electude prides itself on focusing on equipping instructors with the techniques, tools and training to give students the best educational experience possible. With clients in over 50 countries spread over 6 continents, Electude is available in more than 30 languages. Electude is a true educational innovator that provides the most comprehensive and effective automotive e-learning solution currently available in the market.

**About iGroup Asia:** iGroup Asia is a leading provider of scholarly information and educational solutions in Asia. Based in Seoul and Tokyo respectively, it has been actively engaging in the education market as a representative of over 100 university presses, educational solutions companies, and publishers. Customers range from schools, research institutes to the government, mostly in the educational sector. With a great deal of experience, it serves in bridging between learning needs and educational contents/solutions. iGroup Asia takes a great pride in enhancing learning

experience for both students and teachers and, by extension, in helping create value for society.

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