

Martin Davidson CMG
Chief Executive, British Council

invites you to

India and China ELT today

Thursday 21 May 2009, 0930–1545 at the British Council London headquarters
10 Spring Gardens, London SW1A 2BN

Demand for English language services in India and China has never been higher. The British Council has commissioned research into the ELT markets in both of these countries and we would like to share this with you. Join us to network, find out the latest developments in ELT in India and China and meet our teams there, along with experts from the two countries.

The programme is divided into overviews of both countries, taking place in separate rooms. If you are interested in ELT in both India and China, please ensure that you send more than one person from your organisation so that you benefit fully from the dual programme. Lunch will be provided for all participants.

Please **RSVP** with the names of delegates attending from your organisation along with which of the two sets of sessions they are interested in attending (**India** or **China**), to:

Arabella Tindall, Events, British Council, 10 Spring Gardens, London SW1A 2BN

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The programme

0930–1000 Registration and refreshments

1000–1015 Welcome by **Martin Davidson** CMG, Chief Executive, British Council

1015–1100 **David Graddol**, The English Company (UK) Ltd – **The future of English in India and China**

1100–1115 Refreshment break

1115–1200 **Maya Menon**, Director, The Teacher Foundation, Bangalore – **The ELT operating environment in India**

Professor Gu Yueguo, Pro-Vice Chancellor, Beijing Foreign Studies University, and Member of the Chinese Academy of Social Sciences – **The ELT operating environment in China**

1200–1300 Networking lunch

1300–1345 **Chris Gibson**, Director South India, British Council – **Presentation of new Ipsos MORI market research findings on the ELT market in India**

Grahame Bilbow, Director of English, British Council China – **Presentation of new Ipsos MORI market research findings on the ELT market in China**

1345–1430 **Rod Pryde**, Director India, British Council – **Overview of the British Council's activities in India**

Joanna Burke, Director China, British Council – **Overview of the British Council's activities in China**

1430–1445 Refreshment break

1445–1545 **India and China surgeries** – a chance to discuss issues with the speakers in an informal networking environment