

OPEN LEARNING AGENCY

*Commercialized
Training Product Development
April 4, 2000
Hanoi, Vietnam*

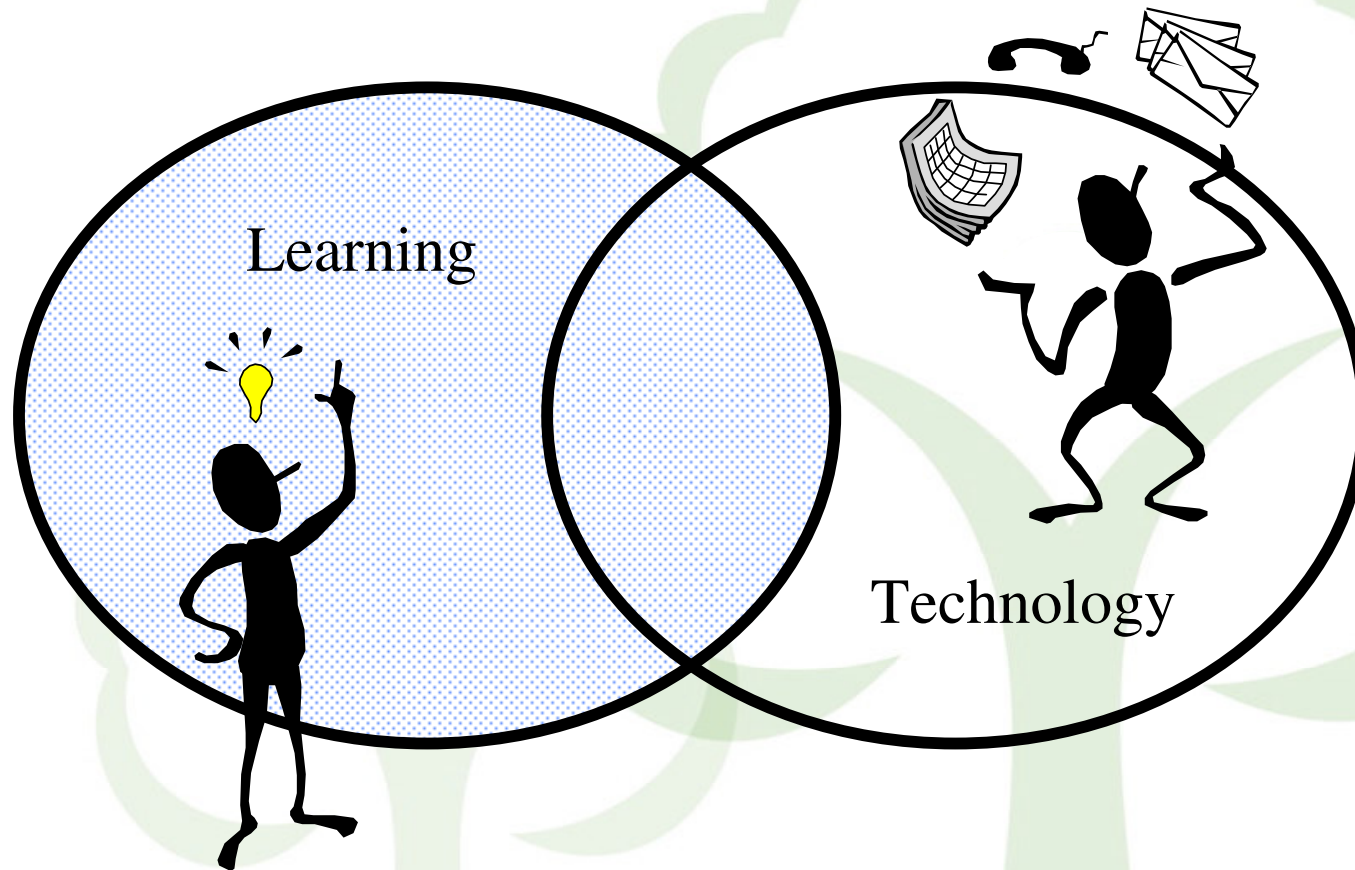


The future has arrived; the problem is that it's just not evenly distributed...

- Attributed to William Gibson,
Author of *Neuromancer*



A DIFFERENT PERSPECTIVE



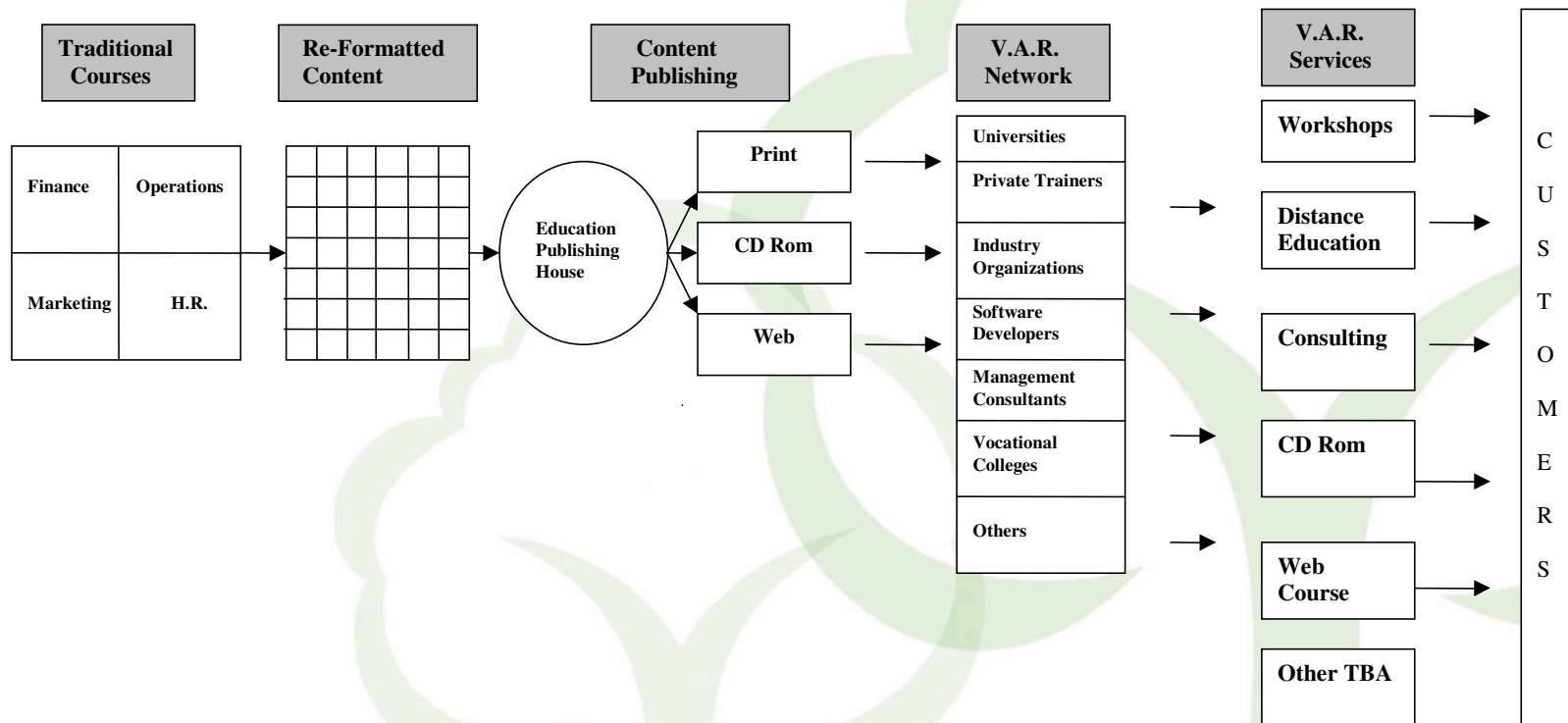
OVERVIEW OF PRESENTATION

- Key training trends
- A possible strategy for Vietnam, Cambodia and Laos
- Lessons learned

KEY TRAINING TRENDS

- Learning as business
 - Learning as product
 - Learning and technology
 - Under-served SME training market
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MPDF SME TRAINING STRATEGY



LESSONS LEARNED

- Don't become enamoured with technology.
 - Marketplace is the best mechanism for choosing “winners.”
 - Need is not demand.
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