

## Strategic partnership between Syntra West and U&I Learning

To further align Syntra West's pedagogic class offer with students' demands in this ever evolving digital era, Syntra West and U&I Learning have decided to enter into a strategic partnership.

At the occasion of the 50<sup>th</sup> anniversary of Syntra West, the strategic redefining of the class offer is the key towards the future.

In U&I Learning Syntra West has found the ideal in-depth partner to jointly realise new and contemporary pedagogic methods and thus guide students into the future.

From now on the class offer will be available in various pedagogic methods, depending on the need of the student/organisation: blended learning (combination of class training and e-learning), traditional e-learning, rapid e-learning, serious gaming, m-learning, etc.

### **Johan de Neve, general director and delegated manager at Syntra West:**

“Various technological evolutions create new routes for offering efficient training. The specific training method where contact moments remain limited and where knowledge is partially transferred over the net, allows the training to evolve to a cross between tailor-made for a small group and open source, where the teacher becomes more of a coach.

Syntra West is keenly aware of these continuous changes in society, and is determined to innovate and invest in order to offer combined forms of learning. That allows us to replace classroom workshops by virtual classrooms and bring elements such as varying self-study, coaching and on-the-job training into play.”

### **Guy Herregodts, CEO at U&I Learning:**

“Knowledge available to the right audience: anyway, anyhow, anywhere!”

Knowledge is the ultimate key to success. U&I Learning is specialised in knowledge transfer, where the various forms of e-learning are a means to a clearly defined end: gaining knowledge.

With Syntra West we have a perfect strategic fit. The high quality content offered by Syntra West today, will tomorrow be offered in the way the student wants, as well as in the form and at the time he needs. That is how Syntra West and U&I Learning anticipate the new forms of didactics and the evolutions of new technologies.

### **Who is Syntra West?**

Syntra West stands for learning how to better enterprise at a higher level inside the SME. Syntra West offers training in as much as twenty different sectors, in both day and evening school, in six campuses spread across West-Flanders. The practically oriented approach guarantees that all knowledge a participant acquires at Syntra West, is immediately professionally applicable. Syntra West mostly provides training for employees, staff members and managers in SMEs, but organisations from the social-profit sector and government institutions frequently rely on our vast knowhow as well.

Syntra West has its head office in 8200 Bruges, Spoorwegstraat 14. Telephone: +32 50 40 30 80, fax +32 50 40 30 81, website: [www.syntrawest.be](http://www.syntrawest.be)

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### **Who is U&I Learning?**

U&I Learning, established in 1997, is European market leader in knowledge transfer with offices in Belgium, the Netherlands and France. U&I Learning offers companies and organisations solutions for the productive and efficient development of knowledge and then offering it to their employees and customers. Today U&I Learning boasts some 110 specialised employees with relevant experience in pedagogic disciplines, psychology, technical writing and ICT.

Over recent years U&I Learning has enjoyed a strong growth, expanding its customer portfolio to a well balanced, high quality portfolio of well over 350 active customers such as VDAB, European Commission, Toyota, Dredging, Voka, Technifutur, NMBS, Belgacom, DHL, Alcatel, Arcelor, Aveve, Volkswagen, Interpolis, Dexia, DAF, Unilever, Pfizer, EDF, Air Liquide, Carrefour, Nissan Europe, Citibank, Vopak and USG.

Since August 2006 U&I Learning is quoted on the stock exchange Euronext Free Market.

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