?Macat signs exclusive partnerships to expand into China

Wednesday 14 February, 2018

Macat International – a leader in the development of critical thinking solutions for education, business and consumer markets – is pleased to announce two exclusive partnerships with Phoenix Education and SFLEP to help distribute the Macat Critical Thinking iLibrary and its analyses throughout China.

These partnerships are the first in a series of deals planned by Macat in 2018, to continue their expansion into bilingual markets. In 2017, Macat confirmed an exclusive agreement with Taylor & Francis to distribute printed analyses from Macat Critical Thinking iLibrary in English language around the world, under its Routledge imprint.

Phoenix Education to distribute Macat iLibrary in China

Phoenix Education – a provider of educational services in China since 2008 – will help with distribution and support of the Macat Critical Thinking iLibrary to Chinese universities. Phoenix has also confirmed Renmin University of China in Beijing as the first iLibrary subscriber in China, which will be available to its students by March 2018.

SFLEP to translate and distribute bilingual iLibrary analyses

Shanghai Foreign Language Education press (SFLEP) – founded in 1979 and now one of the most prestigious publishing houses in China – will produce bilingual (Chinese/English) editions of Analyses from the Macat Critical Thinking iLibrary. Produced in print and eBook formats, SFLEP will also distribute these bilingual editions globally to offline and online bookstores and libraries.

“Macat is proud and excited to announce these new partnerships with Phoenix and SFLEP” said Mark Anderson, Executive Chairman of Macat International Ltd, “We look forward to working with our Chinese Partners to extend the benefits of our critical thinking solutions into China and other markets which require Chinese-translation.”

About Macat Critical Thinking iLibrary

The Macat Critical Thinking iLibrary is a collection of analyses that unlock wisdom found within the world’s greatest books. Through text, video and audio, the Macat Critical Thinking iLibrary helps individuals to develop a deeper understanding of the original text, draw out interesting ideas and conclusions, and improve critical thinking skills. Analyses from the iLibrary are also available in print and eBook formats.

https://library.macat.com/

About Macat

Macat is a global leader in developing critical thinking skills, which is widely regarded as the most in-demand skillset of the 21st century. Developed in association with The University of Cambridge, Macat has defined critical thinking in six interlocking skills, called PACIER skills: Problem-solving, Analysis, Creative thinking, Interpretation, Evaluation and Reasoning.

Macat’s unique solutions help institutions, businesses and individuals to effectively measure, analyse, and develop critical thinking, contributing to greater personal and professional success.

https://www.macat.com/

About Phoenix Education

Phoenix Education Academy focuses its efforts on both planning and developing curricula, and building a team of teachers. The planning and development of the curricula is based on thorough analysis of the characteristics of China’s education system, teaching standards, and the job market in this sector.

http://phtv.ifeng.com/

About SFLEP

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As an affiliate to Shanghai International Studies University, Shanghai Foreign Language Education press (SFLEP) was founded in 1979. It distinguishes itself by its dedication to foreign language education, propagation of cultural excellence and promotion of academic achievements. Among its wide array of publications, it is well reputed for the contribution of course-books, academic works, reference books, dictionaries, journals and electronic publications.

http://sflep.com/

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