



Interview with Ans Chang, EDMAS

FLA: Hello Ans, who are one of FLA new-members. Tell us more about you.

Ans Chang, EDMAS: For a start, I have over 20-years of experience in education. Among others, I was a part-time lecturer for over 5-years with the Stamford College and taught adult-learners the art of effective communication, public relations as well as secretarial skills. I believe there is much for people to learn in this field.

FLA: Indeed, you seem very passionate about your trade...

Ans Chang, EDMAS: I strongly believe in belief in life-long learning. I walk the talk. In 2010, at the age of 58, I graduated with a Masters in Business Administration from the University of Adelaide in Australia. So there is me. And there are younger people, starting with the kids. I am so convicted that every child should have the chance to realise their full potential, I went on to found the E-EDMAS Incorporated (Education Development Mastery Actions and Skills) in 2012.

FLA: What is the company's focus or niche approach?

Ans Chang, EDMAS: E-EDMAS introduces the concept of blended learning as an alternative to mainstream pedagogy, and focuses on training educators to deliver the curriculum effectively. I believe that education in Singapore schools emphasizes content delivery while active participation and enjoyment of learning are key elements that will improve student attitudes towards learning. To cater to different children with varying pace of learning, with blended learning -online delivery of content combined with face-to-face classroom methods, we give the student control over the time, place, path or pace in collaborating in the educational experience.

FLA: Education is seen as a means for an end. Is that outlook being changed progressively?

Ans Chang, EDMAS: In a way yes. It is no longer just about getting a better job and a higher salary to buy a bigger house and faster car. We need to think more macro first. As such, believing that education what helps children breaking out of the poverty cycle is the key. That understanding is a critical. And this is where EDMAS intervenes. Then, at micro level, we do what we can. This is why I also participates actively in philanthropic activities by contributing textbooks to underprivileged children in Singapore and abroad.

Note: EDMAS will be exhibiting at the upcoming FLAsia Show, Marina Bay Sands, October 16th to 18th.