



Connecting the Arab World. One Learner at a Time.



Learners, educators, employers and governments throughout the Arab World understand the important role English language can play in life, in business and in the global economy.

Pearson has used its 150 years' experience to develop an ecosystem for quality English language learning. Drawing on global talent and regional expertise, this ecosystem is helping to provide the Arab region - and the rest of the world - with the scalable solutions it needs to foster outstanding English language teaching, learning, assessment, and much more.

So whether you are a student hoping to study in a foreign university, a CEO seeking to improve employability in your workforce or a university dean looking for world-class English language testing, Pearson can help.

Just ask us how.

“English is the language of our connected, 21st Century world; the language of the web, the language of the global media, the means by which we get things done”

John Fallon, Pearson CEO.

The Pearson English Language Ecosystem



Powered by the latest technology

We believe in the successful integration of technology and learning at every level of education and are constantly evaluating and evolving our English language offering to harness the power of the latest technology.

21st Century Businesses

As business becomes increasingly international, the ability to work across borders and cultures becomes ever more important. English is the language of global business, whether you're from Britain or Bahrain, and the ability of your staff to work in English is a key factor in your future success.

21st Century Learners

We all know that English language competency is related to how easy it is to find meaningful employment, and how quickly you can progress in your career. It is linked to your lifelong earning potential, and even your future socio-economic standing. Having quality English language skills allows you to dream big and gives rise to endless possibilities.

Professional Development

We have an extensive range of face to face and online programmes designed to help English language educators progress their careers and bring the best out of their learners.

Qualifications

Pearson can offer a range of internationally recognised and respected qualifications in English language, from primary school to professional level and everything in between.

Putting Efficacy at the heart of English language education

The Global Scale of English

The world's first truly global standard for measuring English language proficiency and progress.

Educator Resources

We understand that English language educators want to give their learners the best possible chance of success. We offer an extensive collection of dynamic resources that assist educators in improving learner outcomes and help their students to love learning English.

Learning Resources

Regardless of what stage of education you are at, or what your learning ambitions are, Pearson can offer an unparalleled range of acclaimed and renowned print and digital resources to make your English learning experience an engaging and effective one.

Testing and Assessment

Whether you are an educational institution, business or government agency, Pearson can help equip your organisation with some of the world's leading English language testing and assessment technology, guaranteeing both accuracy and security.

21st Century Education Institutions

If you thought learning was confined to the classroom, think again. Every day, we work in classrooms, all around the world, continuously looking at ways to combine qualifications, content, assessment, technology and services to help teachers and students teach, learn and practise their English skills.

21st Century Governments

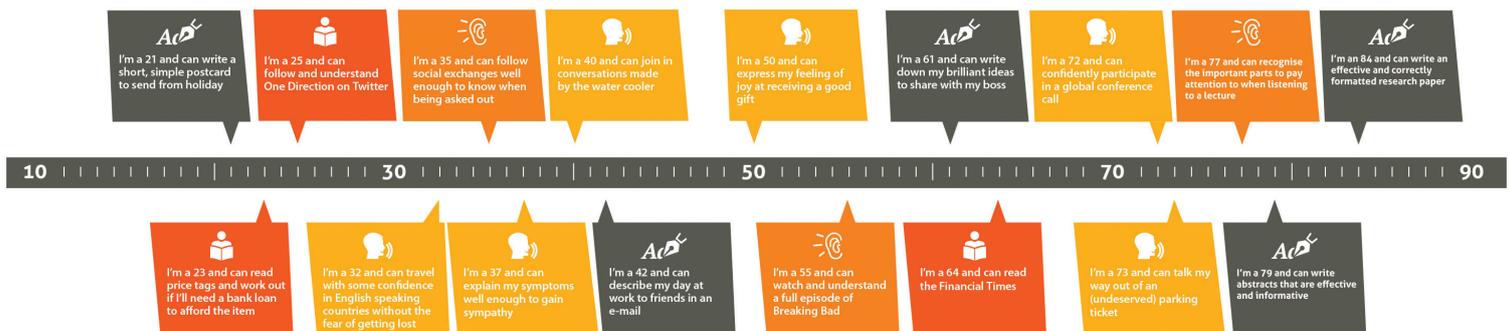
For governments seeking to develop their economies and develop a better standard of living amongst their populations, improving English language competency across all levels of society is key. A workforce with a high standard of English attracts foreign investment, fosters innovation and productivity and generates greater employment opportunities.

The Global Scale of English

A solution that is off the scale.

If you think about it – global standards are everywhere. In business, energy, science and nature. So why not English language learning? Why is there no single standard that every person, company and institution can use to benchmark learning progress? Well now there is - the **Global Scale of English (GSE)**, the world's first truly global English language standard which will allow you to measure progress on your English language journey. Our ultimate ambition is to provide you - wherever you are in the world – with the answers to these questions...

- how good is my English?
- am I progressing?
- and what do I need to do next?



To discover more about the Pearson English Ecosystem, and how it is transforming lives, organisations and communities visit english.com or contact us at enquiries.middleeast@pearson.com