**Swedish EdTech Dugga launches in Asia during**

**Business of Design Week Hong Kong and an inauguration**

**by HRH Prince Carl Philip**

**Invited by Business Sweden and the Consulate General of Sweden in Hong Kong, Swedish EdTech company Dugga Learning Assessment announces today their launch onto the Asian market during Business of Design Week (BODW) in Hong Kong. The event is supported and attended by HRH Prince Carl Philip.**

The goal is to introduce Swedish EdTech companies such as Dugga to the Asian market and to provide the opportunity to connect and interact with investors, school principals/leaders and representatives from the Hong Kong government during exclusive roundtable discussions with Education as a central theme. For a company such as Dugga this theme is of high importance since their learning assessment system is created together with teachers whereby striving for pedagogical excellence is key.

Dugga will also participate in the inauguration, by HRH Prince Carl Philip, of the Swedish Pavilion where Swedish creative industries and innovative businesses in the region are promoted. During this week the organizers strive to create a strong platform for business opportunities and long-term relation building with stake holders that will pave the way for more successful Swedish companies in Asia.

"Considering Asia’s vast growth rate with an increasingly growing middle-class, its great focus on obtaining the best education opportunities while not shying away from technological development, entering the Asian market is a strategic and natural next step to take for Dugga", says Robert Rosenberg, Chief Operative Officer for Dugga Learning Assessment.

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