



## The Debater—Special Edition

### Meet Our Title Sponsor

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# Blazing the Trail

YBM is a well-known publisher in Korea. With its support of the World Schools Debating Championships 2007 YBM has once again proven its commitment to long-term education and debate. YBM's participation ensures that the legacy of WSDC 2007 will be more debate and debaters in Korea.

YBM/Si-sa has long been the leader in English language education in Korea. Since its founding in 1961, YBM/Si-sa has striven to meet the ever-changing demands of the nation's language learners with innovative products and services. Times have changed, but the goal at YBM/Si-sa remains the same—to develop and to make available to the public the finest in English- and other-language study products and testing services.

For the foreseeable future, two areas will stand at the fore of YBM/Si-sa's corporate priorities, language study and application of technology in education. YBM/Si-sa is active in developing these priorities through an expanding line of land-based and Internet-delivered products and services.



Sunshik Min, President of YBM/Si-sa and Joshua Park at the signing of the sponsorship agreement

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# YBM/Si-sa at a Glance

## **Publications**

YBM/Si-sa has produced nearly 8,000 language-study publications, including many multimedia study products and online and offline magazines. Some 250 of YBM's publications are licensed for publication abroad. The company distributes its products through direct and indirect marketing channels such as telemarketing, home tutoring networks, and wholesale and retail outlets. The company also imports and distributes foreign magazines and popular paperback books.

## **Language Schools**

With 139 language schools in Korea, two in Canada, one in China, and one in the Philippines, YBM/Si-sa provides learners in these countries many kinds of English-language study programs, including test preparation courses and joint programs with overseas universities. YBM/Si-sa language-school curricula are designed to meet the needs of the individual student of all ages and at all levels. This flexibility allows students to study English conveniently in a variety of settings.

## **Testing Services**

YBM/Si-sa introduced the TOEIC test to Korea in 1982. Today the TOEIC attracts more than two million applicants annually. YBM/Si-sa also administers the TOEIC Bridge test, designed for pre-TOEIC level students of English, the Spoken English Proficiency Test (SEPT), the Junior English Test (JET), the Japanese Proficiency Test (JPT), the Microsoft Office Specialist (MOS) test, a certification test for Microsoft Office Software proficiency, and the YBM Test of Chinese Characters for Business.

## **Online Business**

YBM/Sisa.com, a subsidiary of YBM/Si-sa, specializes in online education services. Using YBM/Si-sa's vast collection of language-study materials, developed over the company's more than four-decade history, YBM/Sisa.com's e4u Cyber Language Institute provides a variety of foreign-language study content and lectures to websites, mobile-communications companies, and multimedia libraries.

## **Overseas Education Services**

YBM Overseas Education Service (OES) provides Korean clients with a wide range of opportunities to study abroad in countries such as the USA, UK, Canada, Australia, and Japan, including diploma courses and short-term language school courses for both adults and children. It also offers youth camp programs for students who want to have a unique experience with friends from all over the world.

## **International School**

The Korea International School (KIS), an affiliated organization of YBM/Si-sa, provides a complete K-12 American curriculum. KIS is accredited by the Western Association of Schools and Colleges (WASC) in the USA.

## **Overseas Activities**

YBM/Si-sa is actively expanding its overseas businesses. It operates overseas language schools and is also part owner of a two-year college in the USA. YBM/Si-sa's goal is to become a comprehensive educational institute operating internationally.

## **Social Services**

Through the International Communication Foundation (ICF) and other channels, YBM/Si-sa participates in a number of activities that support studies of Korean literature and a wide range of academic activities. It also conducts programs to improve teaching skills of school English teachers in Korea and promotes international cultural exchange.