ŠVIESA. Brief profile
## Lithuania: country profile

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Population:</td>
<td>2.9 million</td>
</tr>
<tr>
<td>GDP at market price</td>
<td>(2014): 36 270,843 million €</td>
</tr>
<tr>
<td>Real GDP growth</td>
<td>2.9% (2014)</td>
</tr>
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<td></td>
<td>3.3% (2013)</td>
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<tr>
<td>Average monthly salary</td>
<td>714.50 EUR</td>
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<tr>
<td>Average growth of monthly salary</td>
<td>4.2%</td>
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<tr>
<td>Average inflation (2014)</td>
<td>0.4</td>
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<tr>
<td>Unemployment</td>
<td>10.4%</td>
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Who we are

ŠVIESA is a part of Alma Littera Group, consisting of eight companies and operating in Lithuania, Latvia and Estonia. The scope of group’s businesses:

• Two Publishers: **Alma Littera** (fiction) and **Šviesa** (educational publishing),

• **National Geography** and **National Geography Kids**: publishing and distribution in the Baltics,

• **33 Pegasas bookstores** all around the country,

• Online bookstore **Knygų klubas**,

• Company **AL sprendimai**, provider of audio-visual, interactive IT technology, conference equipment,

• **ALG logistika** - logistics and storing services.
General facts

• ŠVIESA was established in 1945 and maintains its educational profile ever since

• ŠVIESA is an educational market leader, working in this field for 70 years

• Turnover in 2014 was 5,5 million Euro, with 4,6% annual growth during last year

• Has 68 % of the market

• in 2014, published 103 new titles (out of those, 11 textbook titles), and 589 reprinted titles
ŠVIESA: full scope

- Educational publishing
  - Educational material for all grades and subjects
  - E-products and projects
- E-Publishing
  - Developing online Educational projects for clients
- Education center
  - Seminars and other training events for teachers
Educational publishing scope

- Covers all major subjects
- Approximately 120 different titles yearly
- Learning material for wide range of classes: from Preschool to 12th grade

<table>
<thead>
<tr>
<th>Math</th>
<th>Biology</th>
<th>Physics</th>
<th>Chemistry</th>
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<tbody>
<tr>
<td>Lithuanian language and literature</td>
<td>IT</td>
<td>Preschool</td>
<td>Primary school</td>
</tr>
<tr>
<td>Technology</td>
<td>Arts</td>
<td>History</td>
<td>Geography</td>
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<tr>
<td>Russian</td>
<td>German</td>
<td>English</td>
<td>Minorities</td>
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</tbody>
</table>
ŠVIESA Education Centre

• Established in 2004
• Accredited by Lithuania’s Ministry of Science and Education
• 365 educational events in 2014, 105 events in 1Q 2015:
  - seminars and webinars introducing new textbooks,
  - practical seminars with authors and teachers,
  - e-book presentations and trainings,
  - meetings with textbook authors,
  - consultations,
  - workshops,
  - methodological days and other activities.
  - special events and seminars for parents
ŠVIESA e-products and projects

I. Active Classroom Project

Launched in 2013
Full packages for innovative schools:
• Equipment
• Digital content
• Training
• Support
60 Classrooms, 100 planned for 2015.

II. Digital Learning Environment e.šviesa.lt

Launched in 2014
Progressive, time-saving and helping to improve:
• Planning
• Classroom activity
• Evaluation of the results
• Publishing content

III. Exam preparation App

Released in March 2015
• First app, designed as a tool to prepare for school exams
• Provides biology, math, history and Lithuanian tests
Questions?