

# Table of contents

**Preface** ..... 7

Mark Abell  
Bird & Bird

**Section A**

**The market viability of** ..... 9

**English-medium K-12  
international schools**

Richard Gaskell  
Diane Glass  
ISC Research

**Challenges of managing** ..... 15  
**an educational business and  
building infrastructure**

Mark Abell  
Bird & Bird  
Edoardo Monopoli  
Baseline

**Launching an international** ..... 21  
**growth strategy**

Mark Abell  
Bird & Bird

**IP issues** ..... 27

Mark Holah  
Bird & Bird

**Data protection issues** ..... 37

James Mullock  
Bird & Bird

**Employment issues** ..... 47

Pattie Walsh  
Stephanie Wong  
Bird & Bird

**Transnational education** ..... 67

John Shaw  
Cushman & Wakefield  
Stephanie Terreni Brown  
Clean Water Wave; Cushman &  
Wakefield

**Tax issues** ..... 75

David Field  
Grant Thornton UK LLP

**Structural options – an** ..... 99  
**overview of the international  
growth of schools and universities**

Mark Abell  
Bird & Bird

**Section B**

**Brazil** ..... 113

Luiz Henrique O do Amaral  
Luciana Bassani  
Dannemann Siemsen Advogados

**China** ..... 125

Sven-Michael Werner  
Bird & Bird

<b>Hong Kong</b> _____	135	<b>Nigeria</b> _____	221
Hank Leung		Nick Green	
Pattie Walsh		Bird & Bird	
Bird & Bird		Osayi Ogbeta	
		Inam Wilson	
		Templars	
<b>India</b> _____	151	<b>Singapore</b> _____	227
Nipun Gupta		Ling Yee Neo	
Bird & Bird		Lorraine Tay	
Divya Sharma		Bird & Bird ATMD	
DBS Law			
<b>Indonesia</b> _____	161	<b>Thailand</b> _____	243
Sherroy Ong		Nick Green	
Bhredipta C Socarana		Bird & Bird	
Risti Wulansari		Anake Rattanajitbanjong	
K&K Advocates		Supasit Saypan	
		Chinachart Vatanasuchart	
		Tilleke & Gibbins International Ltd	
<b>Japan</b> _____	179	<b>United Arab Emirates</b> _____	257
Mark Abell		Melissa Murray	
Bird & Bird		Bird & Bird	
Hitomi Iwase			
Hideki Katagiri		<b>United States</b> _____	265
Daisuke Morimoto		Madeleine G Kvalheim	
Nishimura & Asahi		Patricia B McMurray	
		Christopher G Morris	
		John M Scannapieco	
		Baker Donelson	
<b>Korea</b> _____	187	<b>Vietnam</b> _____	279
Han Ah Lee		Shelley Nadler	
Hwang Mok Park		Bird & Bird	
		Waewpen Piemwichai	
		Tilleke & Gibbins	
<b>Malaysia</b> _____	195	<b>About the authors</b> _____	287
Mei Quin Chen			
Lin Li Lee			
May Fenn Lim			
Joe Yee Yap			
Tay & Partners			
<b>Mexico</b> _____	215		
Shelley Nadler			
Bird & Bird			
Silverio Sandate			
Von Wobeser y Sierra			