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Strawbees latest Coding & Robotics Kit, that combines key skills for future problem solvers, creativity and programming.

The Strawbees founders Erik Bergelin and Erik Torstensson has been invited to join the Swedish delegation to Japan to celebrate 150 years of business relations between Sweden and Japan.

Strawbees, who delivers products and content for creative learning and programming has been invited to join a Swedish delegation, together with HM King Carl XVI Gustaf and HM Queen Silvia and several of Sweden's most prominent corporations to strengthen the bonds between Japan and Sweden.

”We are deeply honored to join the delegation, together with the likes of Volvo, H&M, IKEA and Saab.” says Strawbees VD Erik Bergelin

The purpose of the trip is to bring together thought leaders from Sweden and Japan to discuss future technology, and how to further strengthen the bonds between two of the world’s most innovative countries.

”We are extremely excited about the trip, and we have several business meetings planned to get the Strawbees products into both retail and education in Japan. On top of that we have meetings booked with some of Japan’s most prominent Venture Capital firms .” continues Erik Bergelin

Programming will be mandatory in the Japanese curriculum from 2020, and Strawbees will have meetings with the Ministry of Education to show how code, creativity and technology can be combined, to a fraction of the cost of competitors. This means that we can give more children the opportunity that is otherwise reserved to a select few.

”We know how important the combination of creativity and programming will be in the future, where students need to become good problem solvers merging technology with innovation. We were recently invited to the Varkey Foundation conference in Dubai where we discussed education 2030, and common themes were sustainability, affordability, technology and innovation, and that is in our DNA” continues Erik Bergelin.

Japan is the next step in Strawbees global expansion.

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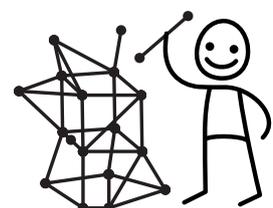
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Strawbees is a Swedish edtech company providing products and content that focuses on innovation, technology and sustainability. 60% of sales is in education, and 40% is in retail.

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