

# Barbara to make BATA bigger and better

The British Assistive Technology Association (BATA) has been making its presence felt in recent weeks with a highly publicised export seminar and news that they have appointed Barbara Phillips, CBE, as Executive Director.



Martin Littler and John Crick at BATA export seminar

With recent gloomy predictions for companies in the educational technology sector, it was feared that BATA, which represents assistive technology companies at home and overseas, would disappear.

Martin Littler, chair of BATA, has bounced back from recent setbacks. His own company Inclusive Technology has had to shed jobs and will not be sponsoring the Special Needs Fringe at the Hilton in 2012.

He feels that buoyant export markets will offer, “significant business opportunities” in the coming months. While sales are falling in the USA and in Britain, there may be opportunities for companies in emerging markets such as Malaysia, Saudi Arabia and The Gulf States.



New blood  
Barbara  
Phillips

BATA is not just a trade organisation. It also campaigns on behalf of disabled people who need assistive devices to remain

independent, to communicate and to access education and training.

To strengthen this role they have just appointed Barbara Phillips as Executive Director. A former senior civil servant, she has the vision and clout to raise BATA's profile, "We want to change public perception of assistive technology and make it more accessible to those whose lives would be better through its use. Being able to bring about change like that is what motivates me – and I like a challenge!