



Visitor Profile

1. Head teachers/ principals/ heads of departments
2. Teachers/ lecturers
3. Representatives of government bodies and educational departments
4. Directors, bursars and purchasing managers of school foundations, trusts and charities
5. School owners, directors, managers, purchasing managers
6. Retailers, wholesalers, distributors and Buying agents of educational products and services
7. Members of parent associations

Why Exhibit?

1. Establish new business contacts, opportunities and relationships
2. Meet potential agents/distributors, key decision makers in the education system
3. Gain valuable exposure in the education market
4. Target visitors all involved in education
5. Connect to international industry players
6. Focus on the specific visitor group such as:
 - ✓ Primary and Secondary Schools Teachers.
 - ✓ School leaders
 - ✓ Academies and private schools
 - ✓ Inclusive education/further education/higher education officials
 - ✓ Government officials

General Information

In its seventh year, Learning and Teaching Expo is presented by Hong Kong Education City, supported by the Education Bureau of the Government of the Hong Kong Special Administrative Region (EDB), BESA and organised by Diversified Events Hong Kong.

Learning & Teaching Expo comprises a large scale exhibition and a series of comprehensive seminars and forum programs on education related topics such as e-Learning, inclusive education, raising educational standards, game-based learning and choosing the best IT infrastructure for schools.

The BESA Service

From the moment you book a stand in the British Pavilion to the moment you return home after the exhibition, BESA's international team will be with you every step of the way. Moreover, at no extra cost and on top of the stand package, see stand booking form, UK companies within the UK pavilion will also get the following:

- ✓ UK brochure entry
- ✓ Industry information stand where your literature can be displayed
- ✓ Appointment of preferred freight and travel agents
- ✓ Pre event promotion of BESA Group
- ✓ Workshop slot (20 to 30 mins) to a targeted audience.

What You Should Do Now?

The BESA international team are here to answer any questions about the show, so please contact william@besa.org.uk for further information and if you are interested in taking part.

Stand Package

The cost is **£330** per square metre for shell scheme (**min 9sq mtrs**), which includes your shell scheme stand build (fascia with company name, carpet, walls) as well as two 100w spotlights, one information counter, two chairs, one lockable cabinet, one 500w socket, one waste bin, a show catalogue entry and don't forget all the extras you get which are listed under the BESA service.

UKTI Support

For this event there are **15 grants available from UKTI**. These will be allocated on a first come first, served basis, providing you are eligible. The value of the grant is **£2500**. If you would like to exhibit and apply for a grant, please complete both the booking form and the grant application and send to william@besa.org.uk

For companies that apply and are eligible for a grant, the grant will be paid within one month after the event has taken place.