



BRITISH EDUCATIONAL
SUPPLIERS ASSOCIATION

L&T Expo 2016 Report

February 2017

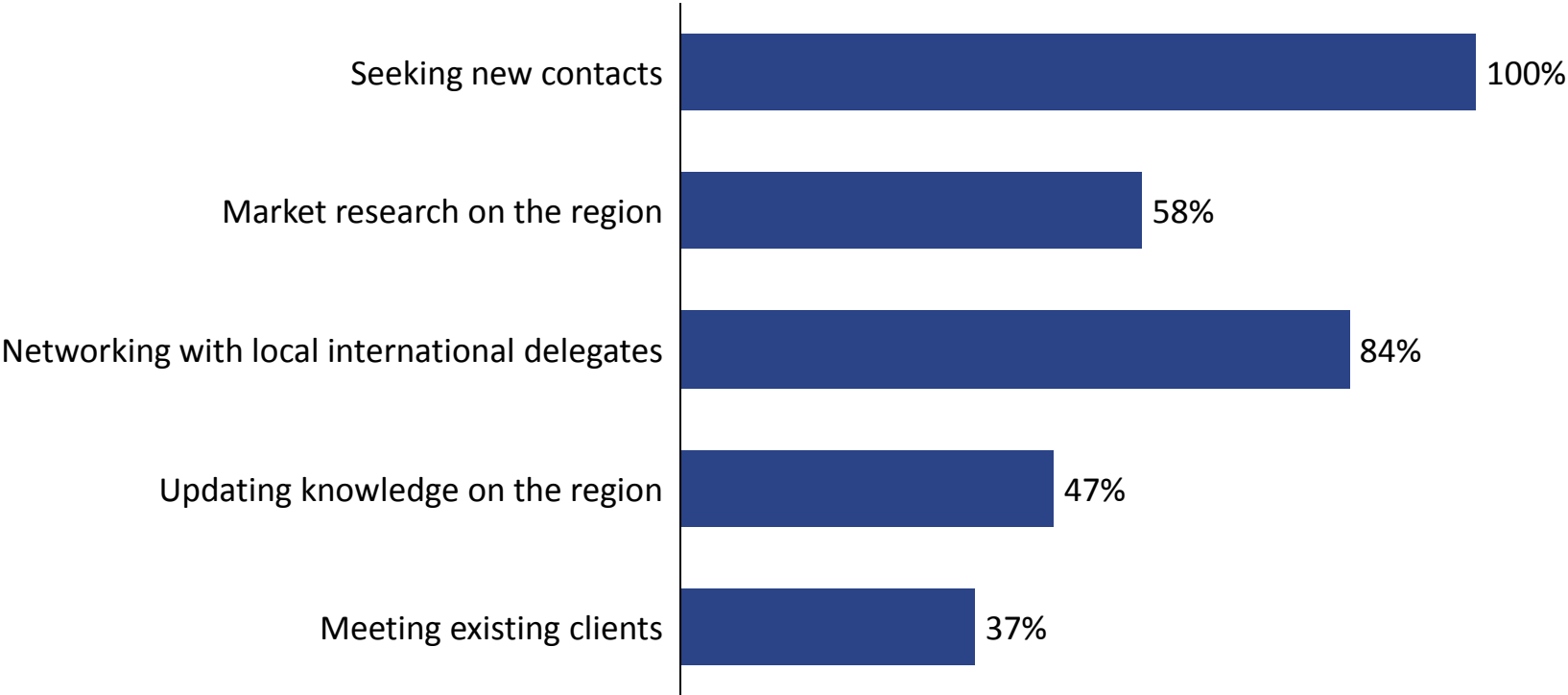
Overview of the event

- L&T Expo 2016 was held in Hong Kong for the 7th year.
- The show was organised by Diversified.
- 240 companies exhibited at the show.
- There were 11,438 attendees, a 26.9% increase on 2015.
- 20 countries were represented at the show, with 45% attendees coming from outside Hong Kong.
- 350 + school leaders attended from across the Asia-Pacific region
- The UK Pavilion, organised by BESA, consisted of 22 companies.
- Of the 22 exhibitors that attended the show, and were sponsored by DIT, 19 responded to the survey, which equals a response rate of 86%.

All the exhibitors went to L&T Expo to seek new contacts, and network with local and international delegates. Over half of exhibitors also wanted to attend to gather market research on the area.

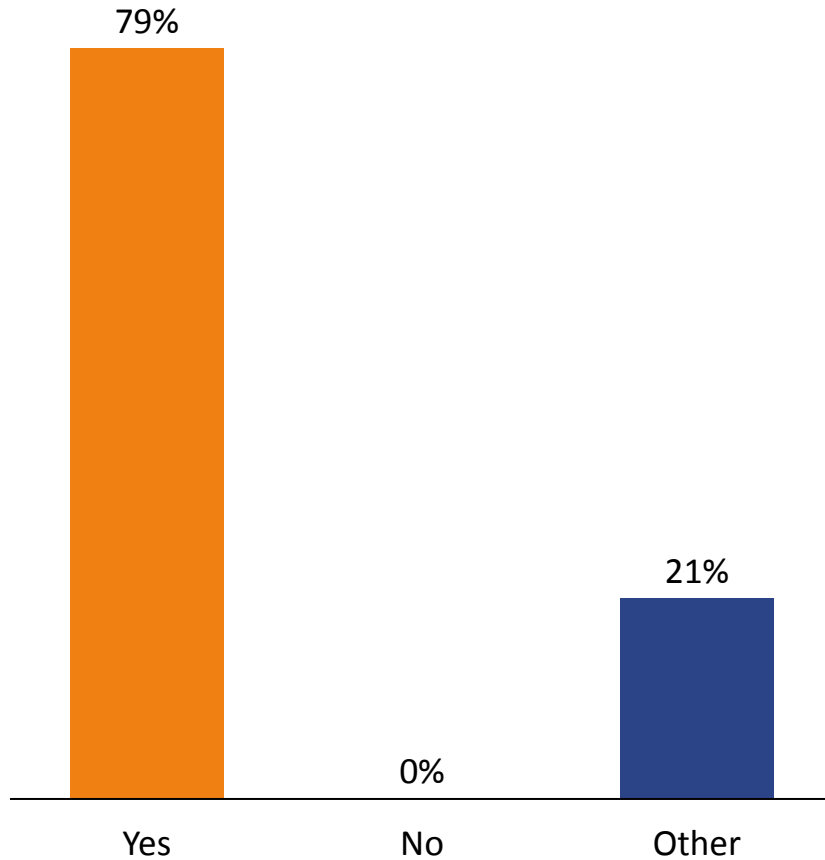


What were your business objectives in attending L&T Expo 2016?



The majority of respondents stated that their objectives for the show were met.

Were your objectives met?



Respondents who stated other, explained their reasons below:

“Not many international schools attended conference - which would be our main focus. However the adjoining conference was useful.”

GL Education

“To some extent. We did not meet any existing clients and the new contacts were not quite our target market.”

Manga High

“Only 2 new contacts made”

Commotion

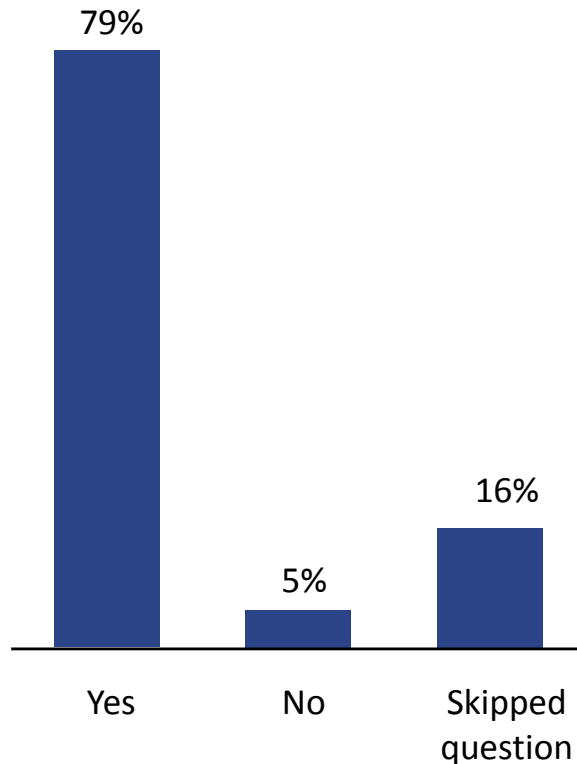
“I don't think it was the right event for us”

Wimbledon School of English

The majority of respondents stated they gained valuable market intelligence at the show.



Did you gain valuable market intelligence on the region's training sector?



Additional comments from respondents who answered yes:

"Meeting with DIT representatives and local companies was very beneficial."

Impero Software

"Yes, through support from DIT"

Elyon Schools Peer Exchange

"The need for a translation into mandarin"

CHQ Group

"Through meetings and conversations with various potential collaborators we were able to get a feel for the potential demand for our products in the region."

Renaissance

"Yes, it was very useful to talk to people and discover the differences between the UK and HK markets"

Lingotot

"I made several new contacts in Hong Kong, China, Taiwan and Macao despite there not being a big focus on HE at the show."

HEA

“Networking opportunities were good, talking to other exhibitors, a range of attendees to learn more about the region was very interesting and deepened our knowledge and understanding of the market “

Mangahigh

“Yes and our EdTech technology was very well received by the visiting delegates. We have very recently engaged a reseller partner in the region and following the event we are now very well placed to win orders. “

iBoardTouch

“The Hong Kong market gets funds from the government to procure innovative and technologically advanced learning resources for students. The Philippines visitors also showed interest in content that can run on tablets in classrooms.”

Sterling Pixels

“Of interest was the State funded technology park which houses some suppliers that may provide a synergy for us.”

WCBS International

“Yes - meeting with new contacts on how to gain entrance into the Hong Kong and other asian markets. “

Primo Toys

“They are crying out for Early Years self explanatory Learning Programmes focusing on the phonics. “

Ben & Betty

Nearly all respondents stated that L&T Expo 2016 met their expectations

Respondents made additional comments regarding their expectations for the show below:

"It would have been good to have been able to speak directly to more school teachers/headmasters etc, but the contacts we did make are of great interest for us moving forward."

Renaissance

"I realise that this show was not targeted at HE but nevertheless feel that I increased brand awareness. Next year should be better as they will draw in HE through the HE Technology section."

HEA

"However it was still an interesting conference and we did make some higher level contacts which may assist our business in the region in the mid to long term."

Mangahigh

"The footfall of relevant distributors and buyers was rather low."

Sterling Pixels

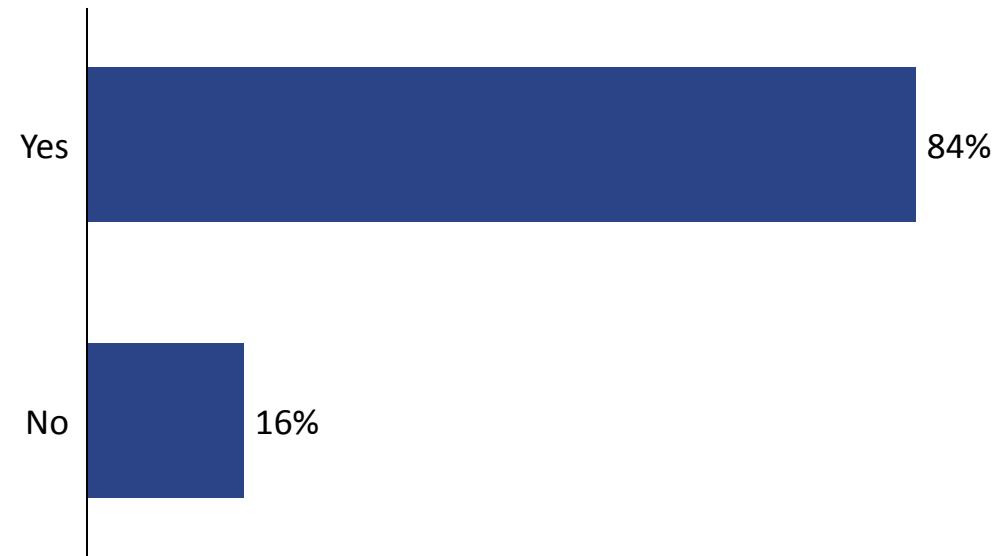
"A smaller show than GESS, but the help, information, support and introductions provided by William and Heidi, prior, during and after the show were amazing and exceeded all our expectations."

Ben & Betty

"Not great for language schools

Wimbledon School of English

Did L&T Expo 2016 meet your expectations?



Just over half the respondents stated that visitors to the show were the correct target audience



Additional comments regarding the type of delegates visiting the show included:

Particularly the International Schools at the Asia Pac Conference
CHQ Group

The event was really for people promoting products (especially STEM products) so it wasn't really the right forum for my business.
Lingotot

Although did meet enough quality delegates to justify event.
GL Education

Partly but most visitors came from the school sector.
HEA

I was hoping to see more attendees from the Asia Pacific International Schools Conference as our target market is closer to the International Schools rather than local. These delegates did not seem to make their way to our stand.
Mangahigh

Whatever few visitors who came to our booth were our target audience.
Sterling Pixels

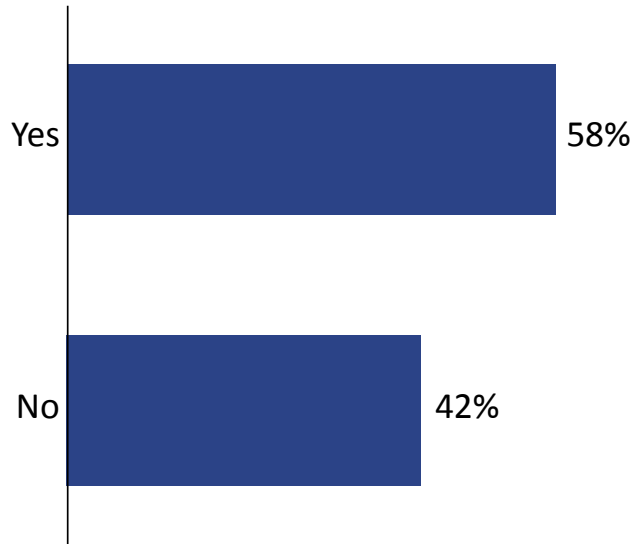
Vast majority were not.
WCBS International

There was a mix of people - would be improved by more access to the AISC conference who are more of the target
Primo Toys

Maybe surprised that many of the teachers from AISC conference stated that the conference was so full on that they needed a time out rather than spend time in the Expo.
Ben & Betty

We were expecting more international schools
Pamoja

Were the visitors/delegates the correct target audience?



All respondents were satisfied with the support provided by BESA

Respondents added:

“Excellent support from start to finish.....thanks!!”

Renaissance

“The event was very well organised and professional. The support given both before attendance and during the event was first class.”

Lingotot

“Very helpful and supportive! Thank you!”

HEA

“Support was excellent! I was extremely satisfied with the assistance.”

Mangahigh

“Excellent.”

iBoardTouch

“Very excellent. William was outstanding and helped with anything needed”

Primo Toys

“Cannot thank William and his team enough for all their help ,support and hard work both prior and during the show. My grateful thanks to William who solves everyone's problems always with a smile in a calm unflustered way. He solved my missing screen connection, helped with my laptop during my presentation , and helped us transporting heavy banners ,products at the end of a show. He took all my panic and problems away to leave me free to concentrate on my audience/potential customers.”

Ben & Betty

Were you satisfied with the support you received from BESA?



All of the respondents were pleased with the support provided by organisers Diversified.

Were you satisfied with the level of support from Diversified?



Additional comments from respondents included:

“Although I think there system of multiple forms is over bureaucratic! (I told them this).”

HEA

“A very easy conference to attend due to the excellent communication and support at each step. Very good.”

Mangahigh

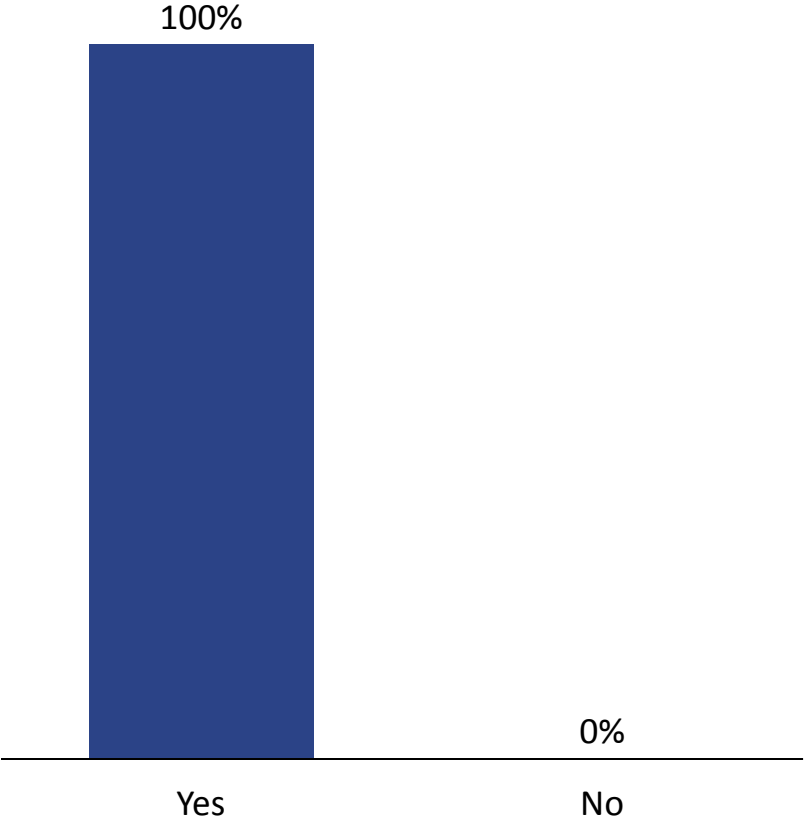
“AMC ordering online was the most difficult as catalogue product pictures were not all online for ordering. My thanks to Jonathan for arranging my presentation in the Early Years Theatre - a real bonus, thank you.”

Ben & Betty Ltd

All of the respondents felt that they were kept sufficiently informed of arrangements for the event



Did you feel you were kept sufficiently informed of arrangements for the event



Additional comments included:

“E-mailings were very regular and informative. Any questions were always answered quickly and efficiently.”

Renaissance

“Excellent support throughout”

Lingotot

“Excellent”

Mangahigh

“Many emails from many different people in Hong Kong. The ultimate would be to have 1 person there who deals with and helps you.”

Ben & Betty

Almost all of the respondents were satisfied with their exhibition stand

Did you find the stand layout suitable for you?



Additional responses regarding stand layout included:

“Very happy.”
Renaissance

“Being able to draw how we wanted to stand set-up made this very easy.”
Mangahigh

“The UK section was at the end of the arena so did not feel best placed in terms of prominence and footfall.”
WCBS International

“Corner stand with 2 open sides is perfect, thank you.”
Ben & Betty

“Stand layout was fine, although last year we had a corner booth which got more traffic.”
Pamoja

All of the exhibitors were happy with the venue.

Respondents included additional comments with regards to the venue which can be seen below:

“Good quality location.”

HEA

“It’s a great venue and location.”

Mangahigh

“The venue was convenient and accessible.”

Sterling Pixels

“Great venue!”

Primo Toys

“Amazing modern venue!”

Ben & Betty

“Venue was very good. Good links to the centre.”

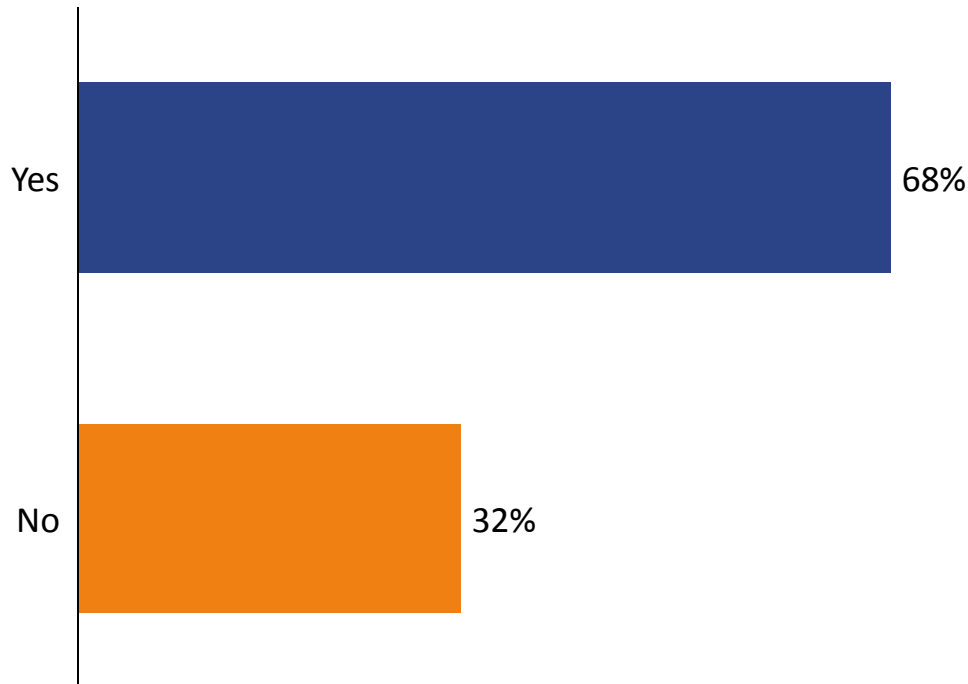
NetSupport Ltd

Were you happy with the venue?



Just over two thirds of respondents took part in the conference at the show

Did you take part in the conference?



Additional comments included:

"I gave a seminar on the Friday of the event, organised by BESA."

Renaissance

"But I did a presentation in the LT Expo."

HEA

"Presented on the Friday. Attended some sessions of interest where we could."

Mangahigh

"Presented on the Friday. Audience was not target market on the whole however 2 people came back to our stand, one of them from an international school."

WCBS International Limited

"Speaking at workshop. would have been nice to have further speaking opportunities."

Primo Toys

"The opportunity to give a presentation in the Early Years Theatre was a bonus and created a lot of interest , thank you. A fantastic opportunity."

Ben & Betty

Additional comments about improving the conference from participants can be found below

“Time slot for my seminar, especially being Early Childhood which is of huge interest.”

Eylon Schools Peer Exchange

“Ensure all technical specifications/needs are catered for.”

Renaissance

“Target HE audience and provide HE seminar/presentation content to attract potential visitors. (The HEA could provide a talk....)”

HEA

“Further engagement with international school delegates. More encouragement for the delegates from the co-hosted event to visit / meet with the UK suppliers.”

WCBS International Limited

“More integration with AISC, as that is more of our target market.”

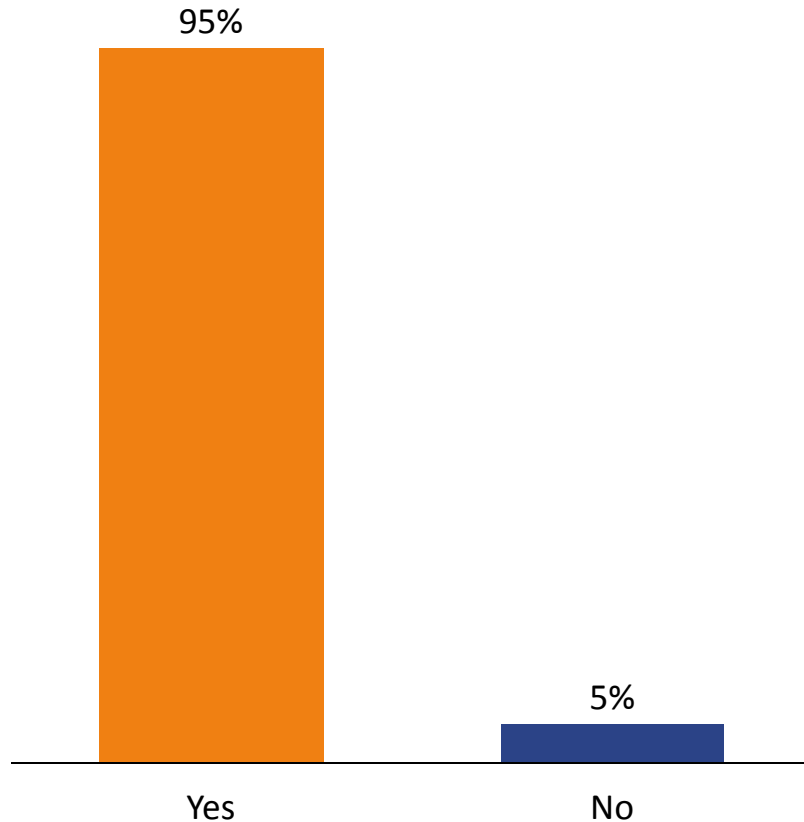
Pamoja

“Maybe we could have had a better position for our stand.”

NetSupport Ltd

Almost all the exhibitors were satisfied with the BESA UK Brochure

Were you satisfied with the Besa Brochure?



Additional comments included:

"Contact details incorrect - although may have been a GL Internal error not a BESA error!"

GL Education

"Very professional looking."

HEA

"Could we get an electronic copy please."

iBoard Touch

"Excellent as usual. Loved that it was in alphabetical order - meaning we were 1st page !!! Thank you".

Ben & Betty

Most of the exhibitors collected details of potential new business partners or leads for future orders, and some respondents placed orders at the show



Further information regarding potential new business leads can be viewed below:

“No orders were placed but we had leads from International schools in Hong Kong and elsewhere and met with a couple of future partners based in Hong Kong and Taiwan.”

Impero Software

“Shanghai and Kuwait. Already followed up. Info Shared with Trade Adviser for follow up”

Eylon Schools Peer Exchange

“Met 23 contacts from different international schools (China, HK, Malaysia, S. Kores, Burma) as well as local Hong Kong schools interested in our software - in the process of booking online product demos with them.”

CHQ Group Ltd

“No actual orders have been placed as yet but we made a number of potentially interesting contacts with new business partners. Korea - potential distributor Hong Kong - HKEdCity Taiwan - potential distributor Hong Kong - potential distributor .”

“Followed up everyone who gave me a business card on the basis that if they are aware of us they might mention us in their encounters with HE. Possible workshops in Macao (Tourism Institute), Taiwan and support for data mining for the HK Open University. However we are at a very early stage.”

HEA

“Podar Education Network - India Noviy Disk – Russia”

Commotion

“Yes and we will be following this up with our reseller partner in the region.”

iBoard Touch

“Interest in improving early years provision”

Community Playthings

“Some contacts from international schools. I suggest you follow up with us in 6 months time to analyse the ROI”

Wimbledon School of English

“Main focus will be early in January as with Christmas almost upon us most schools are closing for a holiday period.”

Mangahigh

“We met potential business partners from Philippines - Joie Perilla from Microdata”

Sterling Pixels

“Found some potential business but very early days in qualifying them!”

WCBS International

“Possible extension of current relationships in Hong Kong. Will be following up with discussions on suppliers in the new year.”

Primo Toys

“The pre -conference briefing was very helpful and led to my meeting with Vipul Bhargava DIT, who has promised introductions with the right people, and Heidi believes that her introduction to HKEdCity will be a good move for us. I look forward to following up all leads at BETT and to making a successful entry into the export market in 2017.”

Ben & Betty

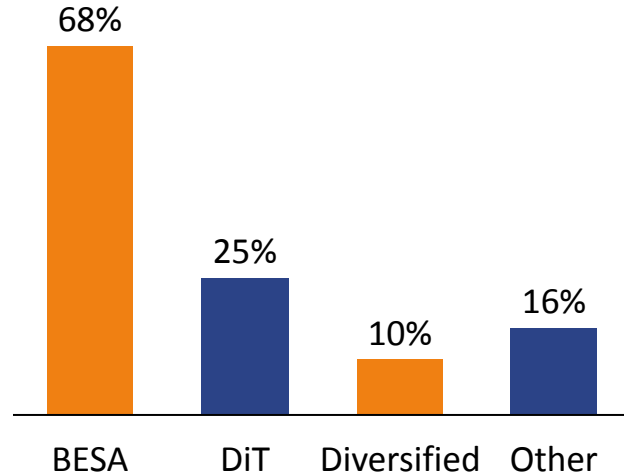
“Yes - several partner inquiries and met with existing customers looking for more licenses of our software.”

Netsupport Ltd

Most of the exhibitors heard about the show from BESA and the majority of respondents would not have exhibited without DIT support.



How did you hear about L&T Expo 2017?



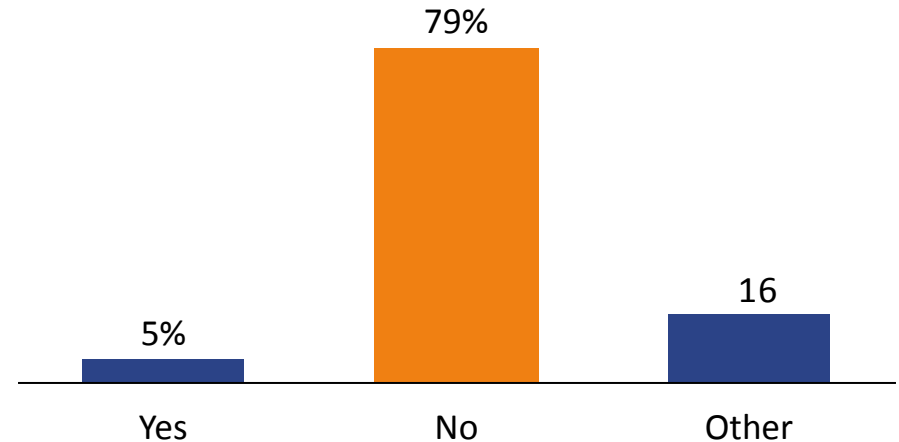
Some respondents heard about the show from the following sources:

"Info from another British exported."
Eylon Schools Peers Exchange

"My manager was aware of the event from previous years."
Renaissance

"Previous exhibitor"
Pamoja

Would you have taken part without DiT support



Additional comments regarding DiT support included:

"Yes, I think we would have but the support definitely helped us."
Renaissance

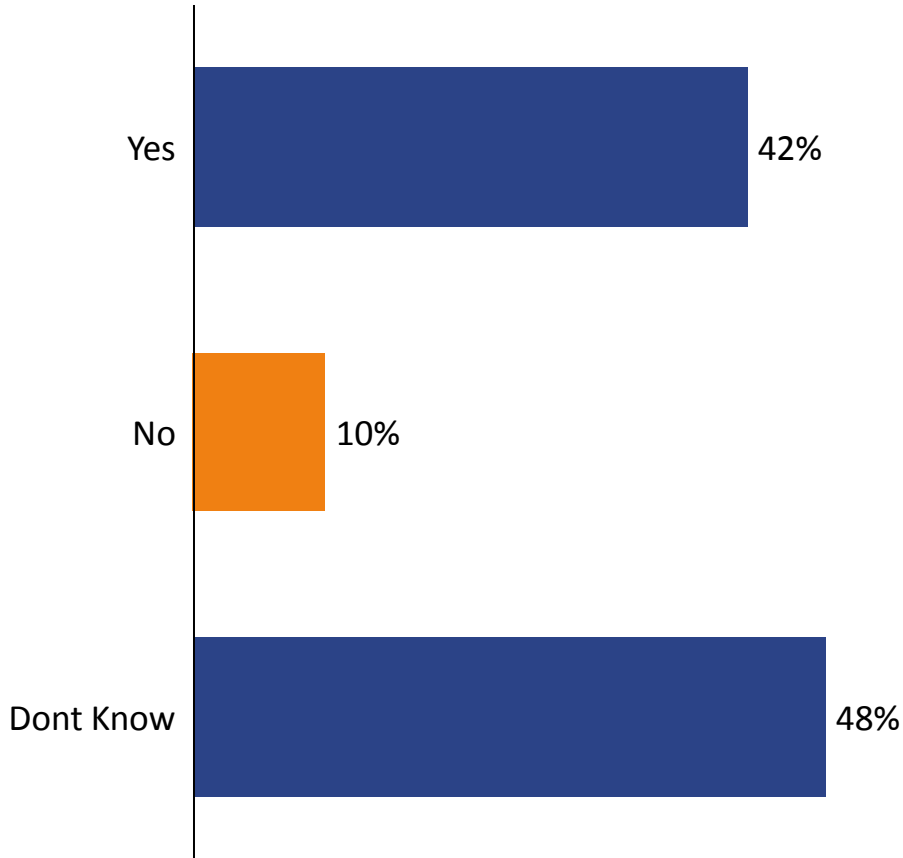
"Not sure - depends on other commitments at the time"
GL Education

"Probably not"
NetSupport Ltd

Just under one half of the respondents stated that they would attend L&T expo next year, the remaining respondents stated that they don't know yet.



Would you attend L&T Expo in 2017?



Respondents that stated don't know explained their reasons for their choice below:

"Our attendance would be made more likely with BESA funding as we still don't have significant revenue coming from Asia."

Impero Software

"Will really depend on whether any of the contacts outlined above, come to fruition over the coming weeks/months."

Renaissance

"Depends on whether the organisers have a good marketing strategy to promote to an HE audience from mainland China as well as other SE Asia countries."

HEA

"We did not obtain any real leads that feel like they have true sales potential attached. We will need to see what outcomes eventuate, if any, before deciding on next year."

Mangahigh

"Need to assess business benefits from this year and factor into our 2017/18 marketing plan. There are lots of possible conferences to attend globally!"

WCBS International

"Yes - with support from DIT."

Primo Toys

"Waiting to see what develops before making a decision."

Ben & Betty Ltd

"If we still have the support from DIT, we sure that we will attend L&T Expo 2017."

Twig World

All respondents stated that they would recommend L&T Expo to other companies

Additional Feedback included:

“Depending on target audience”

GL Education

“For those selling physical products and software yes. If selling services I would need to wait to see what business comes out of this year's show.”

HEA

“Depending on their target market”

Mangahigh

“May be. There was a better turnout at BETT Asia.”

Sterling Pixels

“I would recommend L&T Expo to other companies due to the amount of help, advice and support given.”

Ben & Betty

“Any companies would like to explore the local school market are highly recommended to join L&T Expo.”

Twig World Limited

Would you recommend L&T Expo to other companies?



74% of respondents provided a summary of their experience at the show which can be seen below.



“L&T was a great opportunity for Impero to promote what we do to a new market.”

Impero Software

“Very helpful event to showcase products to the world.”

Eylon Schools Peer Exchange

“The whole experience was very valuable, especially as we are an emerging company in the market and looking to expand in the future.”

Renaissance

“It was extremely useful to make contacts and explore the local market. On this occasion it helped me discover that Hong Kong is not the right market for me at this time, which is itself very valuable information.”

Lingotot

“Enjoyable, friendly BESA and FCO/DIT staff.”

HEA

“An extremely well organised and well run conference. Great location, with a range of delegates from different backgrounds/levels.”

Mangahigh

“L&T Expo was help at an accessible location for clients from Philippines, Mainland China, Korea and Hong Kong. We made contacts in various regions, and were able to give a presentation to a lot of visitors in one of the theatres, introducing our new website, which we hope will get us valuable visitors on the website.”

Sterling Pixels

“The L & T Expo provided a good platform for us as a business to generate new business opportunities with schools that we would not normally meet at the other conferences we attend. It was also a good opportunity to make new contacts with existing schools we work with as well as to network with fellow UK, Hong Kong and international suppliers.”

WCBS International

“Good to connect with other suppliers from different sectors good networking with other like-minded companies.”

Primo Toys

“Grateful thanks to DIT , William and his team at BESA , and Heidi and her team in Hong Kong for all their support, hard work and the opportunity to have a stand at L & T Expo. As a hopeful newcomer to the Export Market and this part of the world the advice , information and introductions were invaluable and way beyond expectations. I am looking forward to following up on Stand F90 at BETT and entering the export market in this area of the world with their continued support. Thank you. I can recommend L&T Expo as an invaluable , enjoyable experience for any newcomer wanting to enter this market.”

Ben & Betty

“L&T Expo is beneficial for market research and awareness raising, but our target market is too niche for such a broad event. It was greatly organised, great communication from the DIT and Besa teams and we received a lot of support on location, especially from William.”

Pamoja

“Well attended, we picked up some good contacts and met with potential customers and re-sellers.”

NetSupport Ltd

Over half of respondents provided information on how the show could be improved.



"I think moving it from a Saturday finish to a Friday would be best. Saturday was very unproductive and not worthwhile."
Impero Software

I don't think so.
Renaissance

"As previously mentioned, have a focus on HE and make marketing material more inclusive. The images used were very 'early years'."
HEA

"More resellers from other countries."
Commotion

"A professional photographer to take photographs of engagement on the exhibitor stands would be very useful as the UK exhibitors can use these images for marketing purposes post event."
iBoard Touch

"More engagement with international school delegates."
WCBS International

"If it were possible to integrate the Conference with the UK stands I feel it could be even more beneficial."
Ben & Betty

"The show was well run, venue was good and the leads we have are good. Maybe the UK Pavillion could have been better positioned."
Netsupport Ltd