

General information

BESA is delighted to announce that it is once again supporting the Learning and Teaching Expo which takes place from 13th to 15th December 2017 at the Hong Kong Convention and Exhibition Centre.

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.

Who visits the show?

A record attendance of 11,438 visitors attended the annual Learning & Teaching Expo in December 2016. This represented a 26.9% increase on the previous event with delegates such as:

- ✓ Head Teachers/ Principals/ Heads of Departments
- ✓ Teachers/ Lecturers
- ✓ Representatives of Government Bodies and Educational Departments
- ✓ Directors, Bursars and Purchasing Managers of school foundations, trusts and charities
- ✓ School Owners, Directors, Managers, Purchasing Managers
- ✓ Retailers, Wholesalers, Distributors and Buying Agents of educational products and services
- ✓ Members of Parent Associations

Now in its 8th year Learning & Teaching Expo has confirmed its position as the best supported international education event in the Asia Pacific Region. Buyers and school leaders from government and international schools in Hong Kong, China and the Asia-Pacific Region come to Learning & Teaching Expo to source the latest classroom technology and school resources.

Alongside [Learning & Teaching Expo](#), the [Asia-Pacific International Schools Conference \(AISC\)](#) takes place. Now in its third year AISC provides school leaders at international schools with an annual opportunity to meet and discuss topical issues relevant to their international school communities. In 2016, 350 international school delegates attended AISC, over half of the delegates attended from outside Hong Kong.

Why Exhibit?

The L&T Expo is a great event for companies and organisations interested in supplying both public and private education sectors in the Asia Pacific Region with the latest supplies, resources and in particular ICT learning technologies, including:

- ✓ Learning e-Resources, Technology, Hardware and Software Solutions
- ✓ School Resources, Classroom Supplies, Equipment and Infrastructure including SEN
- ✓ Educational Publishers and other Educational Products and Services
- ✓ Professional Bodies

Your company should take part in the L&T Expo to:

- ✓ establish new business contacts, opportunities and relationships
- ✓ meet potential agents/distributors, key decision makers in the education system
- ✓ gain valuable exposure in the education market
- ✓ target visitors all involved in education
- ✓ connect to international industry players
- ✓ focus on the specific visitor group such as:
 - ▶ Primary and Secondary Schools Leaders & Teachers.
 - ▶ Academies & Private Schools.
 - ▶ Inclusive Education/ Further Education / Higher Education Officials.
 - ▶ Government Officials

Workshop Opportunity

As part of the UK pavilion package, we will be offering a workshop opportunity (20 to 30 mins) aimed at a targeted audience. The workshop should be a case study, not a sales pitch. For those already working in Hong Kong, we highly recommend that you use a local teacher who is already using your products in their school to present as this will attract more delegates and create more interest in your products.

BESA Stand Package & Service

UK companies who are either BESA Members or non-Members are able to join the UK Pavilion and benefit from the marketing and organisational support at Learning & Teaching Expo and AISC.

The stand package (from 9m²) includes the following:

- ✓ Fascia with company name
- ✓ 2 x 100w spotlight
- ✓ 1 x information counter & 2 x white folding chairs
- ✓ 1 x lockable cabinet
- ✓ 1 x 500w electric socket
- ✓ 1 x waste bin
- ✓ Fascia, carpet & stand walls
- ✓ Show catalogue entry
- ✓ UK Brochure entry
- ✓ Information stand where your literature can be displayed
- ✓ Support from BESA staff before and during the exhibition
- ✓ Appointment of preferred freight and travel agents
- ✓ Pre event promotion of BESA Group
- ✓ Workshop slot (20 to 30 mins) to a targeted audience

NB: *Minimum stand size 9 m²*

The cost of the UK package
US\$500 per m²

Please note that for UK companies there are no extra corner charges. The above package is for the Walk in Package. Corner stands will be allocated according to stand size and first come first serve basis

Department for International Trade (DIT)

DIT has provided financial support for UK participating companies at Learning & Teaching Expo in the past. BESA has applied for grant support (£2500 per stand) for this event and at the moment we are waiting for final confirmation of the DIT grants for 2017.

If you would like to exhibit and be considered for a grant, once they have been approved by DIT, please complete both the booking form and the grant application and send them to andrina@besa.org.uk and we will put you on the priority waiting list. Please note that there is no obligation in taking part should there not be support from DIT

If you would like to exhibit without a grant, please send the booking and Grant application form.

Please make sure that you tick the appropriate box regarding grants on the booking form. Once DIT has confirmed grants, we will process your application. You will not be committed to the event until your DIT grant has been approved.

For more information about the show or to discuss stand availability and grants please email andrina@besa.org.uk or william@besa.org.uk

For sponsorship and other event marketing opportunities contact jgoold@divcom.com.hk

Kind regards



William Prieto-Parra
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