



In partnership with:



Bett Asia 15 – 16 November 2017 Kuala Lumpur, Malaysia



GREAT British Classroom

The Great British Classroom (GBC) is a BESA initiative showcasing the “Best of British” classroom furniture, EdTech and teaching equipment, in partnership with DIT. As an exhibitor you have the opportunity to participate in the creation of the classroom, which will be used by local schools, to teach lessons. Companies will have the opportunity to participate in demonstrations in between classroom sessions to demonstrate their products to show visitors.

Classroom suppliers will also benefit from the wider DIT support package, of 121 meetings, access to networking events and support in the leadup to the event.

Pod Package £2500 (First time Exhibitors Only)

Includes the following:

- ‘Plug and play’ Pod space within the GREAT British Pavilion including:
 - Wifi-hotspot & Digital Screen
 - Power socket & Spotlight
 - Lockable storage cupboard
- 1 Bett Asia Expo Pass

Stand Package Previous exhibitors

Includes the following

- 3x3 shell scheme incl tables, chairs, power socket, lighting, graphics, internet and TV next to Great British Pavilion
- 2 conference passes incl catering worth \$1500 each.

Additional support for all exhibitors

Includes the following

- Pre-arranged 121 meetings with international buyers, schools & governments
- Bespoke training and support from DIT and Bett Asia
- Support from BESA prior and during the show
- Inclusion in UK brochure & participation in GBC

General Information

Bett Asia will take place 15 – 16 November 2017 in Kuala Lumpur, Malaysia.

Bett Asia is supported by Malaysia’s Ministry of Education and part of the British Government’s “Education is GREAT” campaign and DIT’s TAP support programme.

The 4th edition of the **Bett Asia** Leadership Summit will be bringing an even bigger Expo to Kuala Lumpur.

Bett Asia is bringing new and impactful opportunities for you to engage with Asia’s education community and grow your export potential.

As part of the Exporting is GREAT campaign, we have a number of grants for **Bett Asia** to support UK companies in expanding their exporting potential via DIT funded exhibitor opportunities in the GREAT British Pavilion.

The financial assistance can be obtained either via the **Partnership** support or via the **TAP** grant.

For the first time, previous exhibitors to the show have the opportunity to book stands instead of pod’s which will be offered to first time exhibitors only.

DIT Support

For this event there is support available from DIT for first time exhibitors who are booking pod space and existing exhibitors for stands. 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 andrina@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.

What You Should Do Now?

If you want to exhibit, please complete the expression of interest form for BESA to assess what support you are entitled to in order to take part in Bett Asia 2017.

If you want to be part of the Great British Classroom, please email andrina@besa.org.uk to register your interest

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