



In partnership with:



Department for
International Trade



12th to 14th December 2018
Hong Kong

Introduction

BESA is delighted to announce that it is once again supporting **Learning and Teaching Expo** which takes place from 12th to 14th December 2018 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, assessment, early years, STEM, student well-being and vocational education/skills.

Co-located with **Learning & Teaching Expo** is the **Asia-Pacific International Schools Conference**. The international schools conference attracts school leaders from the expanding international schools market in Hong Kong, China and the Asia-Pacific Region.

BESA, Department for International Trade (DIT) and Hong Kong British Consulate officials will support you in your preparation to exhibit at Learning & Teaching Expo and during the event in Hong Kong.

This BESA/DIT package at **Learning & Teaching Expo** is available to both BESA members and non-members.

Who Visits Learning & Teaching Expo?

A record attendance of 13,174 visitors attended the annual Learning & Teaching Expo in December 2017. This represented a 15% increase on the previous event. Visitors from both government and international schools attend including:

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

Now in its 9th 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 learning technology and education resources.

The Asia-Pacific International Schools Conference

Alongside [Learning & Teaching Expo](#), [the Asia-Pacific International Schools Conference \(AISC\)](#) takes place. Now in its fourth year AISC brings together school leaders from international schools to meet and discuss topical issues relevant to their international school communities. In 2017, 350 international school delegates attended AISC, over half of the delegates attended from international schools outside of Hong Kong.

Why Exhibit at Learning & Teaching Expo?

Learning & Teaching 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:

- ✓ Digital Learning Resources, Technology, Hardware and Software Solutions
- ✓ STEM products and services
- ✓ Kindergarten, School, Further and Vocational Education Equipment, Supplies and Resources
- ✓ Special Education Products and Services for Inclusive Education (SEN)
- ✓ Educational Publishers and other Educational Products and Services

Your Opportunity

Your company should take part in Learning & Teaching Expo to:

- ✓ establish new business relationships in Hong Kong, China and the Asia-Pacific Region
- ✓ meet potential agents/distributors
- ✓ talk to key decision makers in the education system
- ✓ gain valuable exposure for your products and services
- ✓ take part in seminars and workshops
- ✓ join-in school visits
- ✓ target specific visitor groups, such as:
 - ▶ Primary and Secondary Schools Leaders and Teachers.
 - ▶ International Schools
 - ▶ Early Years and Kindergartens
 - ▶ Inclusive Education
 - ▶ Vocational Education and Skills Providers
 - ▶ Higher Education
 - ▶ Government Education Officials

Your Seminar/Workshop Opportunity

As part of the UK pavilion package, we will be offering you the opportunity to present a seminar/workshop (20 to 25 mins). The workshop should ideally 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 educational establishment to present as this is likely to attract more delegates and create more interest in your products.

The Great British Classroom

New for 2018 at Learning & Teaching Expo will be The Great British Classroom. This interactive feature built within the expo will be fitted with inspiring British products, including the newest in EdTech, resources, furniture and equipment. During the event, local schools, will run 30 minute lessons within the classroom, utilising a range of these products on show.

Educators at Learning & Teaching Expo will be invited to observe the lessons and experience live how different EdTech innovations can be integrated into the teaching environment.

BESA Stand Package and Support

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 the Asia-Pacific International Schools Conference.

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

- ✓ Opportunity to present Seminar/Workshop slot (20 to 25 mins)
- ✓ Opportunity to include product or services in The Great British Classroom
- ✓ International exhibitor networking reception
- ✓ Show catalogue entry
- ✓ UK Brochure entry
- ✓ Information stand where your literature may be displayed
- ✓ Support from BESA staff before and during the exhibition
- ✓ Appointment of preferred freight and travel agents
- ✓ Pre-event promotion of UK group
- ✓ Fascia, carpet and stand walls
- ✓ Fascia with your 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

The cost of the UK package is **US\$525** per m² NB: *Minimum stand size 9 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 on a first come first serve basis

Department for International Trade (DIT) Grants

UK companies participating at Learning & Teaching Expo are able to apply for a DIT grant (£2,000 per stand). The DIT grant application process is managed for you by BESA. **Grants are allocated on a first come first served basis.**

If you would like to exhibit and be considered for a grant please complete both the booking form and the grant application form and send them to Yasmin@besa.org.uk as soon as possible. Please note that there is no obligation to take part should a DIT grant not be available. You will not be committed to the event until your DIT grant has been approved.

If you would like to exhibit without a grant, please return the booking form. Please make sure that you tick the appropriate box regarding grants on the booking form.

For more information about the show or to discuss grants and stand availability please email Yasmin@besa.org.uk or william@besa.org.uk For sponsorship and other event marketing opportunities please contact Jonathan Goold jonathan@ltexpo.com.hk

Kind regards



William Prieto-Parra
Head of Events – UK and International