

Learning & Teaching Expo 2018

學與教博覽

Tomorrow's Learning Today



www.LTExpo.com.hk

Organised by

diversified
COMMUNICATIONS HONG KONG

Presented by

 香港教育城
KedCity

Supported by

教育局
Education Bureau

12-14 Dec 2018

Hall 3CDE, Hong Kong Convention and Exhibition Centre

Learning & Teaching Expo (LTE)

13,174 visitors attended the 8th edition of the Hong Kong based Learning & Teaching Expo (LTE) in December 2017. The record-breaking attendance represented a 15% growth in visitor numbers compared with the previous year.

LTE is the best supported education event in the Asia Pacific Region. It is an excellent platform for education businesses from around the world to showcase their latest school, classroom and learning innovations. Education distributors, government departments and school leaders from both government and international schools, visit LTE to source the best education solutions and learning technology.

LTE encourages educators to keep pace with global developments in learning and prepare for upcoming challenges through a professional programme. These include keynote presentations, seminars, workshops, lesson demonstrations and school visit tours.

Topics covered include:

- Global Education Policies and Educational Development Trends
- 21st Century Learning Strategies and Pedagogies
- STEM and Maker Education
- Special Educational Needs (SEN)
- Early Childhood Education
- Vocational Education, Skills Training and Lifelong Learning



LTE at a Glance

13,174

Visitors



15% increase in attendance compared to 2016

21% increase in exhibitors

25% increase in exhibition space

93% visitors are satisfied



300+

Exhibitor Booths



200+

Seminars & Workshops



280+

Local & International Speakers



100+

Pre-show meetings arranged

Why Exhibit at LTE 2018?

Raise Your Profile



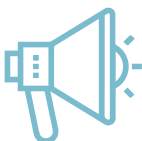
Increase your brand and product awareness through the LTE promotional campaign targeting over 100,000 educators, distributors / buyers and contacts in Hong Kong, China and the Asia-Pacific Region.

Create New Business Opportunities



Meet new potential buyers, distributors and educators keen to source and distribute the latest education solutions.

Demonstrate Your Products



Showcase and demonstrate your learning products, services and innovations to school leaders and teachers eager to source new learning solutions.

Generate both Sales and Leads



Generate sales and business leads from both government and international schools.

LTE Marketing and Promotion Campaign Targeting Buyers



The Asia-Pacific Education Market

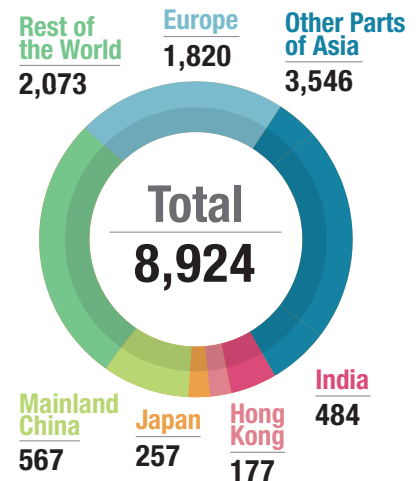
Kindergarten, K12 & Higher Education, approx.

Country	Government Spending on Education (Billion US\$)	No. of Students	Spending on Education per Pupil (US\$)	No. of Schools	No. of Teachers
Hong Kong	10.6	1,219,000	8,696	2,341	67,548
Mainland China	597.5	269,689,302	2,216	704,641	18,531,802
Japan	203.9	19,005,563	10,728	56,419	1,373,077
South Korea	69.8	11,467,579	6,087	20,261	533,649
Taiwan	28.9	4,504,331	6,416	10,881	294,932
Thailand	16.4	13,606,743	1,205	38,010	> 500,000
Malaysia	15.7	4,830,271	3,250	10,173	422,017
Singapore	9.1	542,007	16,789	860	33,378

Hong Kong is located at the heart of Asia. It has a well-established education system and a dynamic programme of innovation in learning. As Mainland China and other Asia-Pacific countries continue to increase investment in education, Hong Kong is the perfect location for educators and buyers from these countries to gather and source the latest innovative educational supplies and solutions.

The Expanding International Schools Market

The international schools market in Asia and China is growing fast. New and existing international schools are interested in sourcing the best and most innovative solutions. More than 400 new schools have been established internationally, and 360 of the new schools are located in Asia.



*Source: ISC Research Ltd, 2017

Exhibit Categories

- AV / Multi-media Equipment
- Books / Magazines
- Educational Toys and Games
- ICT Hardware and Software
- Learning Management Systems
- Network Solutions
- Online / eLearning Resources
- Professional Development Services
- School Administration and Management Solutions
- School Design and Architecture, Facilities and Furniture
- School Services such as Consulting Services, Student Training Courses and Activities, etc.
- Special Educational Needs Products / Services
- STEM and Maker Products / Programmes
- Student Assessment Services / Solutions

Returning Exhibitors



Exhibitors' Views

Scan the QR codes on your smart device to watch interview videos

‘LTE is great and we have met a lot of buyers who are interested in our products from all over Asia. It has been a really good experience for us and I am hoping to come back next year.’



Sebastian Maurici
Language Advance, Australia



Yvonne Chan
Hong Kong Play Therapy and
Counselling Centre Limited

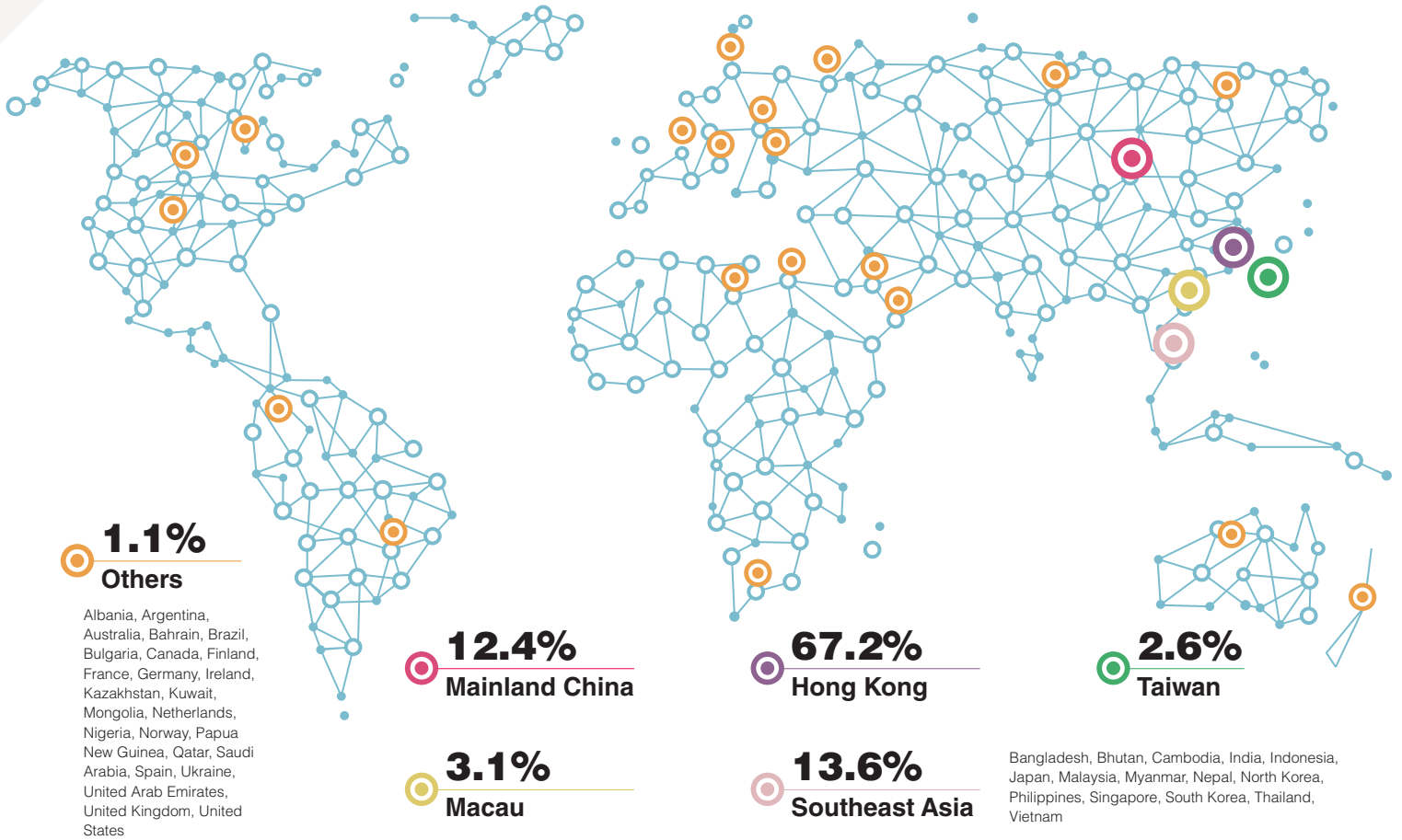


2017 Visitor Profile

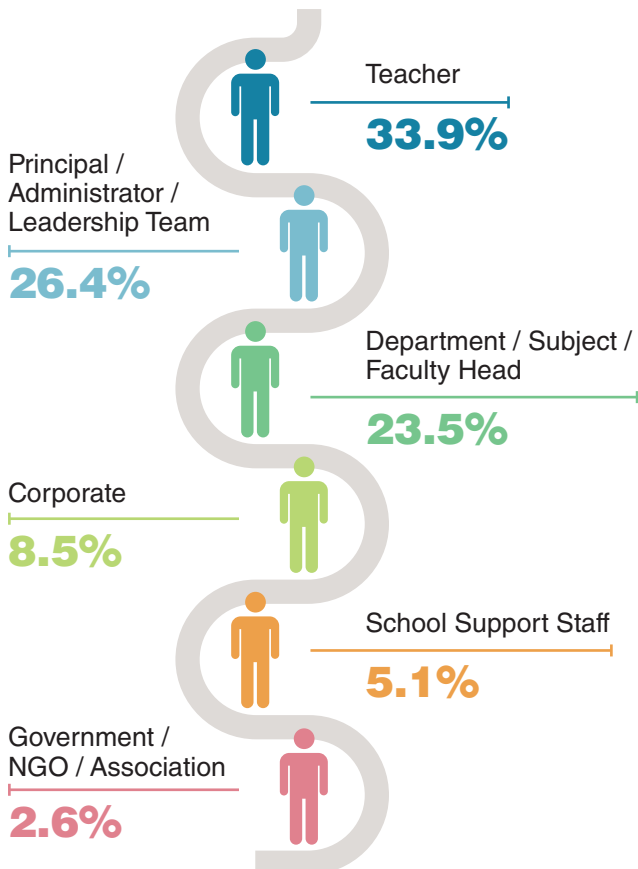
13,174
Record Attendance

↑ 15%
more than 2016

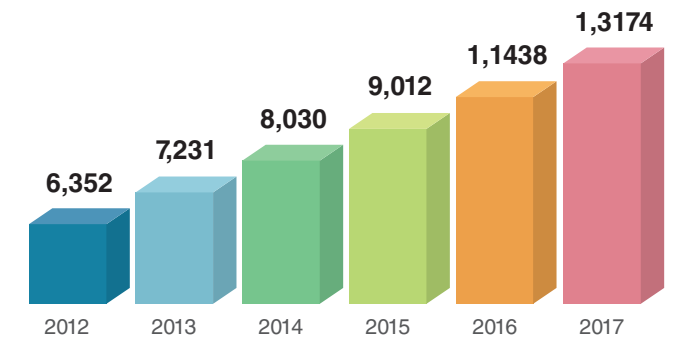
↑ 107%
Increase since 2012



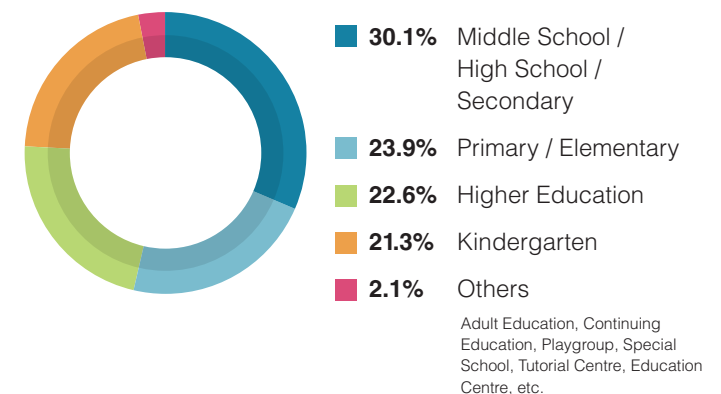
Who Visited?



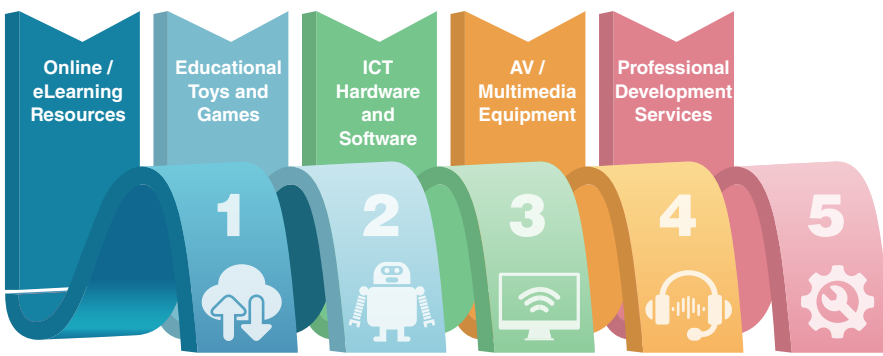
Attendance of Learning & Teaching Expo



Institution by Level of Education



Hot Products / Services to Source



Other areas of interest:

- Books / Magazines
- Student Assessment Services / Solutions
- Special Educational Needs Products / Services
- Learning Management Systems
- Network Solutions
- Science and Lab Equipment
- School Consulting Services
- School Design and Architecture, Facilities and Furniture
- School Administration and Management Solutions
- School Services such as Catering, Transportation, Students Training Courses and Activities, etc.

Main Purposes of Visiting LTE 2017



Share and Exchange Knowledge on Education



Share and Exchange Teaching Pedagogies



Share and Exchange the Latest Development of Education



Understand the Latest Market and Industry Trends



Find New Products / Suppliers

Sample Visitors

Corporate Buyers

- Benz Industrial Manufacturing Company, Hong Kong
- British Council, Hong Kong
- BoniO, Taiwan
- Cambridge Assessment, UK
- Charleston Scientific Pte Ltd, Singapore
- Sport in Schools Australia, Australia
- Diwa Learning Systems Inc, Philippines
- Footprints International School, Cambodia
- Harbin Alseon Robotics Technology Co Ltd, China
- Play Facto Malaysia, Malaysia
- Resonance Engineering Consultancy Ltd, Macau
- Smartcom Vietnam, Vietnam
- Wonder Workshop (Dash & Dot), USA
- Werner & Mertz Group, Germany

‘ Thanks to LTE for arranging the meetings with exhibitors for me, I have seen new things, made good network and met promising suppliers. ’



Dr Hoang Anh Tuan Kiet

Provost,
Western University,
Vietnam



Kindergartens / Pre-schools

- American School Hong Kong
- Escola Secundaria Pui Ching Macau, Macau
- EtonHouse Preschool Surabaya, Indonesia
- Hong Kong Nobel Preschool Hong Kong
- Kornhill International Nursery Hong Kong
- Mighty Oaks International Nursery & Kindergarten, Hong Kong
- Summit Global Academy Changzhou, China
- The Apple Tree International Kindergarten, Thailand
- Victoria Educational Organisation, Hong Kong
- Wisely Kindergarten, Hong Kong
- Yew Chung International School, Hong Kong

Primary & Secondary Schools / K-12

- Big Heart Christian School, South Korea

- Canadian International School, Singapore
- Chinese International School, Hong Kong
- Dar Alhanan School, Saudi Arabia
- Diocesan Girls' School, Hong Kong
- Dongqu High School of Zhongshan, China
- Hsinchu International School, Taiwan
- John McCrae Public School, Canada
- Korea International School Jeju, South Korea
- La Salle College, Hong Kong
- Laurus International School of Science, Japan
- Macau Baptist College, Macau
- Marynkoll Secondary School, Hong Kong
- Pibulsongkram Uppatham Ratchaburi School, Thailand
- QIAO Guang Elementary School, Taiwan
- St Isidore Catholic School, Philippines
- St Joseph's College, Hong Kong
- St Joseph's Institution International School, Malaysia
- St Paul's Convent School, Hong Kong
- Stewards Pooi Kei College, Albania
- Tainan Municipal Haidong Elementary School, Taiwan
- Ugyen Academy HSS, Bhutan
- Veritas Academy, China
- Vision International School, Qatar
- Whitefriars College, Australia

‘ Meeting suppliers and seeing their new products and innovations at LTE helps us to develop future education plan and curriculum in school. ’



Ms Helen Chan Man-yi

Senior Teacher;
Teacher Librarian,
Lam Tin Methodist
Primary School,
Hong Kong



Universities / Tertiary Institutions

- Alicante University, Spain
- City University of Hong Kong
- Concord Academy, USA
- Durham University, UK
- Guangzhou College of Technology & Business, China

- Hong Kong Baptist University
- Kuwait University, Kuwait
- Monash University, Australia
- National Institute of Education, Singapore
- Nazarbayev University, Kazakhstan
- New Era University, Philippines
- Nippon Institute of Technology - NIT, Japan
- NTU (Kiyv Polytechnic University), Ukraine
- Pacific Union College, USA
- SAIT (Southern Alberta Institute of Technology), Canada
- Shanghai Business School, China
- Srirakharinwirot University, Thailand
- The Chinese University of Hong Kong, Hong Kong
- The Education University of Hong Kong, Hong Kong
- The University of Hong Kong, Hong Kong
- Vedant Group of Institutions, India
- Vocational Training Council, Hong Kong

‘ What Learning & Teaching Expo does is it provides a forum for people to congregate and learn. ’



Professor Michael Fullan, OC

Advisor, Premier and
Minister of Education,
Ontario; Professor
Emeritus, Ontario Institute
for Studies in Education
(OISE), University of
Toronto, Canada



Government / Associations / Others

- BritCham Cambodia
- British Consulate General Hong Kong
- Christian Assembly of Suburban Chicago, USA
- Department For International Trade, UK
- Department of Education, Taipei City Government
- Education Buerrea, Hong Kong
- Environmental Protection Department, Hong Kong
- Finpro Taiwan, Finland's Trade & Innovation Office, Taiwan
- Leeuwin Ocean Adventure Foundation, Australia
- Réseau Canopé, France
- PEDIA International GmbH, Germany
- 中山市教育教學研究室, China

Show Highlights

Main Stage & Seminar Theatres

World renowned educators, including government officials, academics, school leaders and education pioneers from around the world share their insights into the development of global education at the main stage.

Latest learning and teaching strategies, tools, and innovative pedagogies and

assessment methods for different key learning areas and education focuses, Language, Art, Social Studies, STEM and Maker, Positive Education and special educational needs (SEN), will be illustrated in various seminar theatres including the Seminar Theatre 1 & 2 and the SEN Theatre.



Startup Zone & Business Zone

Welcome startup companies, SMEs and small business to demonstrate valuable ideas and innovations to the potential investors across Asia.

Early Childhood Education Theatre

To provide continuing professional development opportunities for early years teachers and school leaders, LTE gathers worldwide early childhood education experts and educators to illustrate innovative education solutions,

pedagogies and strategies for early years learning and teaching. Topics include social-emotional learning, learning through play, language learning and development, inclusive education and classroom management.



Hall 3CDE

VPET Theatre

Early Childhood Education Theatre

Seminar Theatre 2

AISC | HKCEC
13-14
DEC 2018
Asia-Pacific International Schools Conference



Co-located with Learning & Teaching Expo, Hong Kong hosts the Asia-Pacific International Schools Conference (AISC) in partnership with the English Schools Foundation (ESF) and supported by COBIS.

AISC is an international schools conference for educators at international schools in Hong Kong, China and the Asia-Pacific Region. The conference speakers and delegates share their innovative learning ideas and the challenges they are addressing in their international school environments. In 2017 under the three major themes: "Mental Health & Wellbeing", "Early Years Pedagogy" and "Transforming Learning", the speakers addressed topical and important learning issues.

By Work Title

Professional Status of Participants

Management	40%
Teacher	37%
Department / Subject Head	20%
School Support Staff	1%
Government	1%
Others	1%

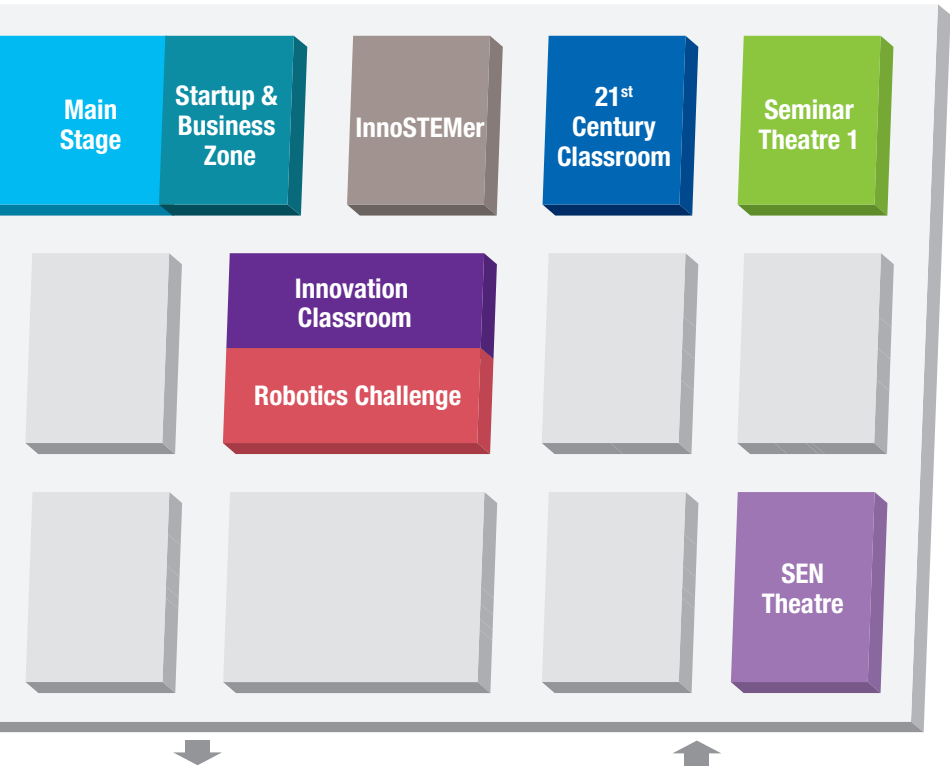


Lesson Demonstrations

The 21st Century Classroom and Innovation Classroom illustrate a wide range of effective pedagogies and successful practices. Experienced teachers from both local and international schools explain how to integrate creative ideas and ground-breaking teaching tools into lessons of a variety of different subjects.

Student Competitions & Project Showcases

LTE provides a platform for students to put knowledge into practice through competitions and activities, including InnoSTEMer - the outstanding STEM and Maker project showcase, the Robotics Challenge and the Coding Games. The main feature “InnoSTEMer” displays hands-on activities, successful STEM cases and schools’ innovative achievement showcases conducted by students and teachers.



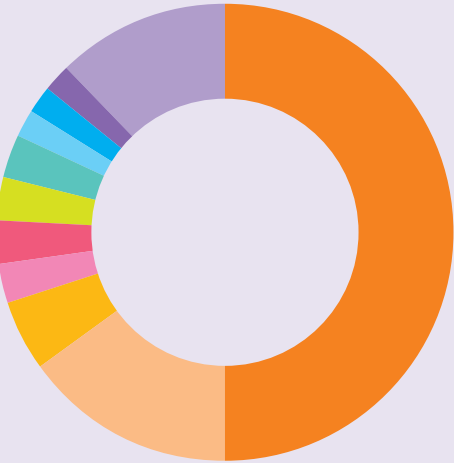
VPET Zone

Supported by the Vocational Training Council in Hong Kong, a dedicated seminar theatre unites worldwide scholars, experts, experienced educators and business professionals to explore the future development of VPET. Besides, there are also international suppliers targeting the VPET sector presenting quality educational resources and effective solutions.



AUDIENCE BREAKDOWN

By Country



- Hong Kong 50%
 - China 15%
 - India 5%
 - Japan 3%
 - Malaysia 3%
 - South Korea 3%
 - Thailand 3%
 - Macau 2%
 - Philippines 2%
 - United Arab Emirates 2%
 - Others: 12%
- Australia, Bangladesh, Bahrain, Bhutan, Cambodia, Canada, Indonesia, Mongolia, Myanmar, Nepal, Qatar, Singapore, Spain, Taiwan, UK, US and Vietnam



It gave me a different perspective about the pastor case, the importance of the mental wellbeing of the students and ideas to deal with the situation in a classroom scenario.

Subath Senan
Teacher, Mallya Aditi International School, India

Sponsorship Enquires:
Ms. Jessica Poon
Tel.: +852 3958 0560
Email: jpoon@divcom.com.hk

Date and Time

12 Dec 2018 (Wed) : 10am - 6pm
 13 Dec 2018 (Thu) : 10am - 6pm
 14 Dec 2018 (Fri) : 10am - 5pm

Venue

Hall 3CDE,
 Hong Kong Convention and
 Exhibition Centre

Exhibiting Options

Space Only

Already have a vision?
 This is ideal if you wish to
 build your own stand.



Cost: HKD 3,650 / m²
 USD 470 / m²

*Corner loading charges apply.
 *Minimum Size: 18m²

Walk On Package

What you receive?

- Fascia with your company name
- Walls
- Furniture (Counter and Chairs)
- Carpet
- Lighting
- Power
- Rubbish Bin
- Booth Cleaning



Cost: HKD 4,100 / m²
 USD 525 / m²

*Corner loading charges apply.

Extensive Publicity Opportunities (For Exhibitors and Sponsors Only)

NEW

Product Showcase

Showcasing your product at the LTE exhibition hall entrance.

Exhibition Guide Advertisement

Putting printed advertisement in the LTE Exhibition Guide Book to show your company and product profiles.



Note: Learning & Teaching Expo is a trade show. Exhibitors which are nonmanufacturing business that employs fewer than 50 persons in Hong Kong may be eligible to apply for the SME Export Marketing Fund (EMF) which aims at helping small and medium enterprises (SMEs) expand their businesses through participation in export promotion activities. Contact us now for more details!

Booth and Sponsorship Enquiries

Ms Jessica Poon

Diversified Communications
 Hong Kong
 Tel: +852 3958 0560
 Email: jessica@LTExpo.com.hk

Mr Daniel Li

Diversified Communications
 Hong Kong
 Tel: +852 3958 0561
 Email: daniel@LTExpo.com.hk

Mr Jonathan Goold

Diversified Communications
 Hong Kong (UK Office)
 Tel: +44 (0) 20 8230 4372
 Email: jgoold@LTExpo.com.hk

Keynote Presentation Enquiries

Ms Ling Hung

Hong Kong Education City
 Tel: +852 2624 1007
 Email: linghung@hkecd.net

Organisers

diversified
 COMMUNICATIONS ■ HONG KONG

Diversified Communications is a fast growing international communications company headquartered in the United States. The company spans across broadcasting, digital products, software, publishing and the production of market-leading events. In Hong Kong, Diversified Communications organises a growing portfolio of trade exhibitions and conferences. All the events embrace an established relationship with key suppliers and buyers in different industries.

香港教育城
HKedCity

Hong Kong Education City (www.hkedcity.net), a wholly owned company of the Government of HKSAR, operates one-stop professional educational portal in Hong Kong. The portal incorporates information, resources, interactive communities and online services, and promotes the use of information technology (I.T.) in improving the effectiveness of learning and teaching.

Supported by

教育局
 Education Bureau

Co-located event

AISC HKCEC
 13-14
 DEC 2018
 Asia-Pacific International Schools Conference

Special supporting organisation

Department for
 International Trade

Overseas supporting organisations

besa
 BRITISH EDUCATIONAL
 SUPPLIERS ASSOCIATION

ISTE
 Empowering Learning. Connected World.

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 Helping Everyone Achieve

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