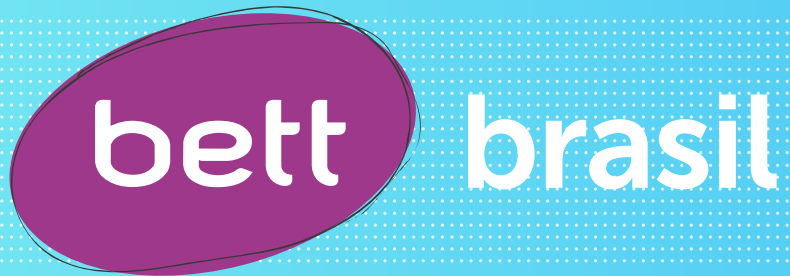


TRANSFORMING EDUCATION



14-17 MAY 2019

TRANSAMERICA EXPO CENTER

SÃO PAULO - BRAZIL

THE LARGEST EDUCATION EXHIBITION AND CONGRESS IN LATIN AMERICA



+22K

Attendees



+230

Exhibitors



+1,3K

Distributors
and resellers



75%

Have influence
on purchasing



77%

Leaders

WHY EXHIBIT

BETT IS NOW A SERIES OF WORLD-CLASS EVENTS PROMOTING THE DISCOVERY OF TECHNOLOGY AND KNOWLEDGE TO ENHANCE LIFELONG LEARNING.


Our London event attracts an international audience and is the flagship of our global series. Combined, the Bett events attract almost 60,000 educators, leaders and practitioners alongside more than 1,200 technology providers from around the globe.

 **591,700+**
unique users

 **56,350+**
visitors

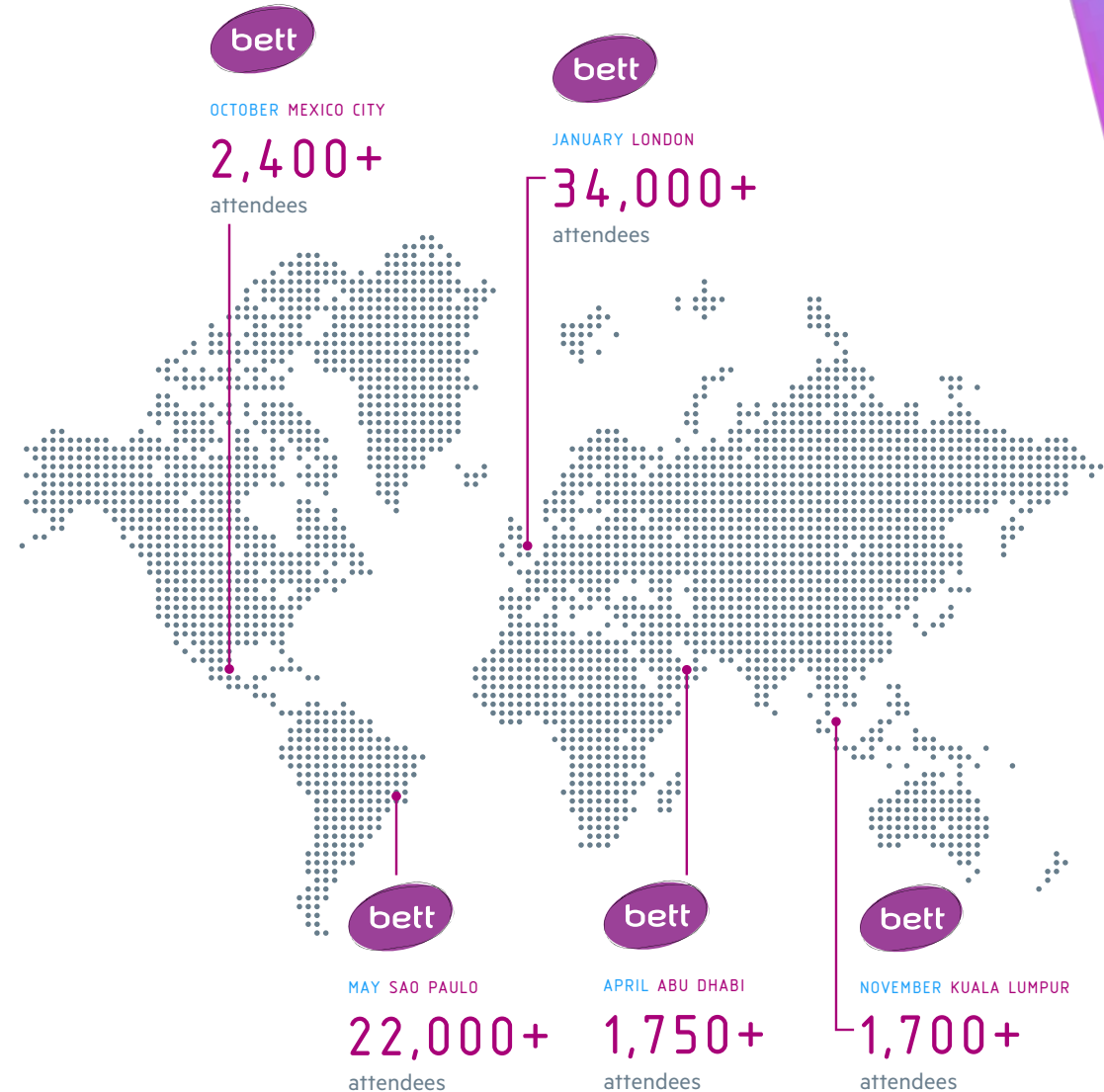
 Social reach of
86,400

 **1,255**
leading edtech
companies exhibiting

 Database of
220,000+
education professionals

 **100,000**
media mentions
and appearances

BETT GIVES BRANDS THE GREATEST REACH
IN THE GLOBAL EDUCATION MARKET





ABOUT BETT

MISSION

At Bett we believe in creating a better future by transforming education.

Our mission is to bring together people, ideas, practices and technologies so that educators and learners can fulfil their potential.

OUR BRAND VALUES

PREMIUM

Worthy of investment. Our job is to deliver stand out experiences that enrich the global education community.

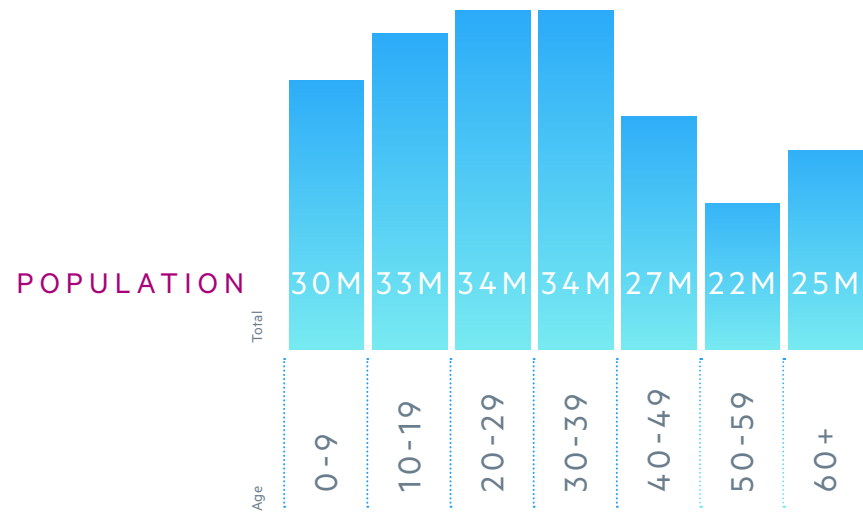
INCLUSIVE

Bett is open. We believe everyone has a role to play in transforming education and our role is to ensure they have the opportunity to do so.

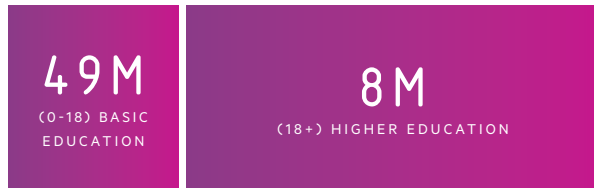
GAME CHANGING

We believe everyone has the potential to make a difference in education. We are passionate about discovering, elevating and amplifying these game changers.

BRAZIL AND EDUCATION MARKET



NUMBER OF STUDENTS IN 2016



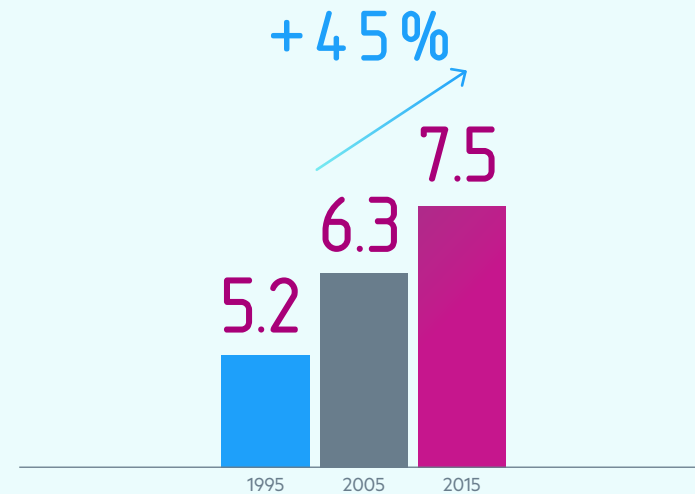
205M
5th in the world

57M
Total

THE MARKET HAS A LOT OF ROOM TO GROW!

BRAZILIANS CARE ABOUT EDUCATION AND ARE SPENDING MORE TIME STUDYING

AVERAGE YEARS STUDYING



BRAZIL AND EDUCATION MARKET



GDP

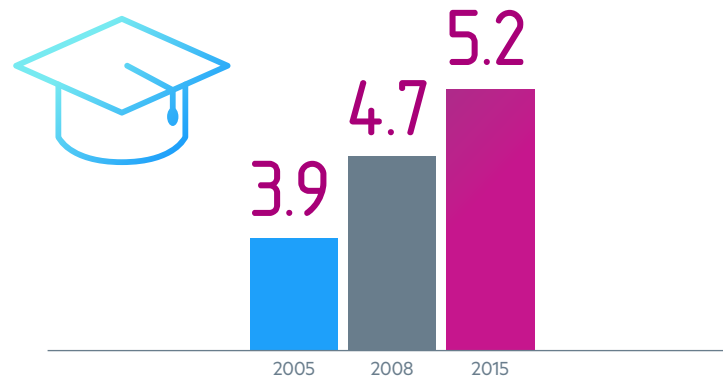
USD 1.8 TRILLION

9th in the world

INVEST IN EDUCATION IS A PRIORITY FOR THE GOVERNMENT AND...

... PERCENTAGE OF GDP INVESTED IN EDUCATION HAS INCREASED

GDP INVESTMENT IN EDUCATION



THE CONSTITUTION SETS ASIDE



25%

of the state budgets and

18%

of federal and municipal taxes for education

ELEMENTARY EDUCATION



IMPROVING THE QUALITY OF ELEMENTARY SCHOOL EDUCATION IS A NATIONAL GOAL;



To improve country's position in the PISA ranking (60 out of 76)



To provide adequate Infrastructure for learning is a big challenge

WHAT IS HAPPENING

BASIC EDUCATION IS GOING THROUGH A MAJOR TRANSFORMATION DUE TO THE IMPLEMENTATION OF NATIONAL CURRICULUM STANDARDS, BASED ON:



Focus on skills instead of content



Teacher training and high quality content are key to both objectives above



Mandatory English Language Training (ELT) for students and teachers



New methodologies to promote student learning and reduce dependency on teacher knowledge (blended / online learning)

ELEMENTARY EDUCATION

STUDENTS

40M



Public

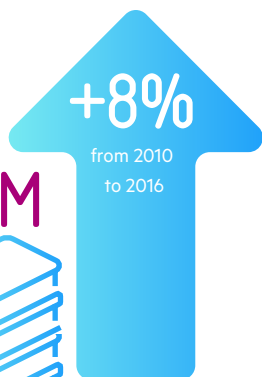
9M



Private

+8%

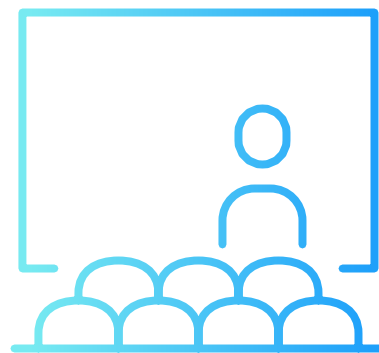
from 2010
to 2016



49M

TOTAL

TEACHERS

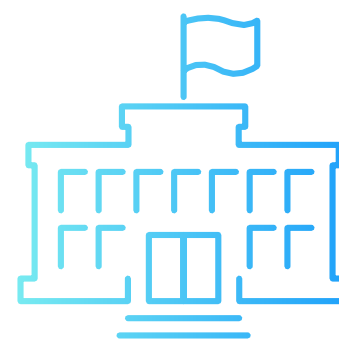


2M

TOTAL

INSTITUTIONS

148K



Public

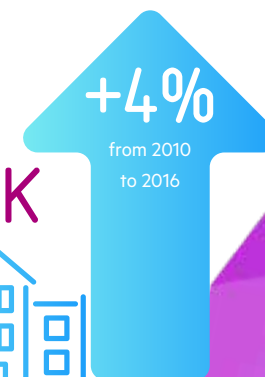
38K



Private

+4%

from 2010
to 2016



186K

TOTAL

HIGHER EDUCATION



WHAT IS HAPPENING

- REVENUE: R\$54.9 BILLION IN 2016
- 630% INCREASE IN STUDENTS REGISTERED IN ONLINE EDUCATION COURSES (+1,5MI) OVER THE PAST 10 YEARS, NOW REPRESENTING 18% OF THE TOTAL.
- AIMING TO EXPAND THE OFFER OF COURSES AND NUMBER OF STUDENTS:

Government is investing more in higher education programs (R\$ 16 million in 2015 compared to R\$ 2 million in 2007)

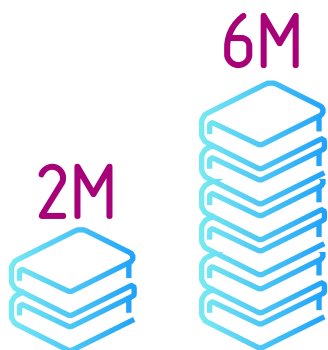
Ministry of Education (MEC) published an ordinance that makes possible to accredit HEIs for higher education courses without needing face-to-face courses to be accredited.

IMPROVING LEARNING QUALITY AND EFFICIENCY ARE KEY TO PRIVATE EDUCATION INSTITUTIONS. WITH THIS COMES NEW OPPORTUNITIES, ESPECIALLY IN THE FIELDS BELOW:

- > New systems to lower costs and retain students
- > Data security
- > Educational content
- > Teacher Training
- > Internationalization / Smart Campus / New business models / Partnerships with cities and other institutions

HIGHER EDUCATION

STUDENTS



Public

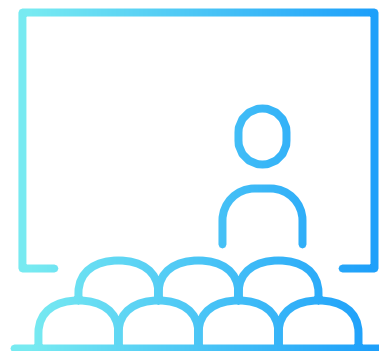
Private

8 M
TOTAL

+3M

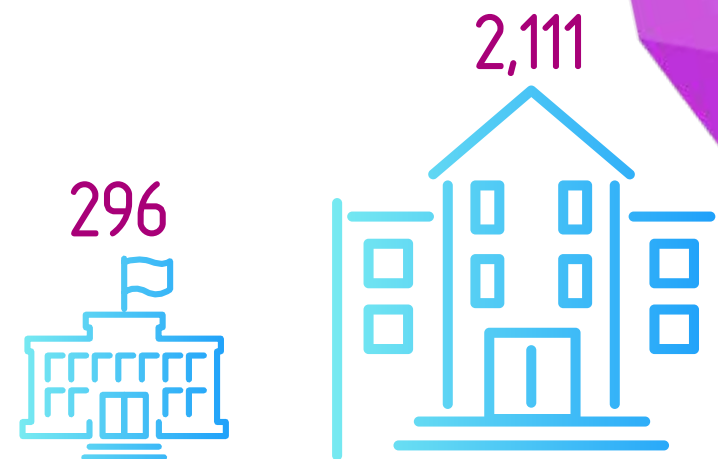
more students in
2016 than 2006

TEACHERS



384 K
TOTAL

INSTITUTIONS



Public

Private

2,407
TOTAL

BETT EDUCAR 2018 HIGHLIGHTS

VISITORS

Bett EducAR combines the best in products and services for Education with an array of national and international lectures given by leading experts, making it the perfect place to highlight your company's name.

It is a meeting point for representatives, distributors, buyers and sellers from the principal education segments in Brazil and abroad. This is an important educational event is more than a driver of new of business opportunities, it is a place where your company will discover new technologies and find the best opportunities.



22,401

Attendees



1,326

Distributors
and resellers



77%

Leaders

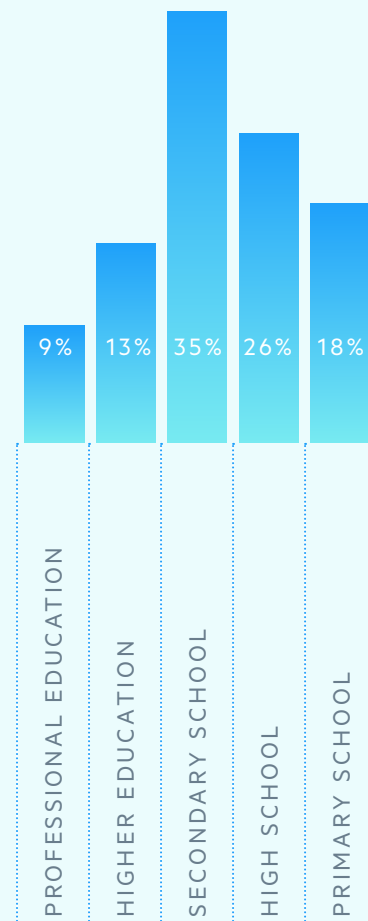


BETT EDUCAR 2018 HIGHLIGHTS



VISITORS

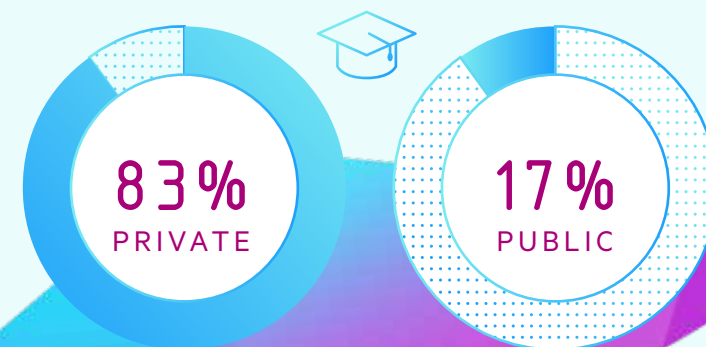
VISITOR PROFILE



75%

are decision-makers with the power to authorize purchase or influence decisions

SECTOR



BETT EDUCAR 2018 HIGHLIGHTS



CONGRESS



5,447

Delegates



396

Hours of content



222

Speakers



174

Sessions



13

Free Sessions



WE HAVE ATTENDING AT BETT BRASIL SINCE THE FIRST EDITION AND WE CONSIDER OURSELVES LOYAL TO THE BRAND. WE HAVE GONE THROUGH SEVERAL YEARS, BUT THIS EDITION, THE QUALITY OF THE EVENT DEEPLY SURPRISED US. INITIALLY WE WERE A BIT AFRAID OF CHANGING THE FAIR TO WEEKDAYS, BUT IT WAS A GREAT DECISION BECAUSE IT HAS QUALIFIED THE AUDIENCE EVEN MORE. WE ARE VERY HAPPY WITH THE RESULT AND ARE ALREADY PREPARING FOR THE 2019 EDITION WITH LOTS OF NEW FEATURES

JESSICA BRIHY – MARKETING DIRECTOR AT UNIVERSITY PAULISTA

WE HAVE BEEN PARTICIPATING AS EXHIBITOR AT BETT BRASIL FOR 6 YEARS AND ITS IS PART OF OUR TRATEGY, IT STILL BRINGS SURPRISES EVERY YEAR. THIS EDITION IS VERY INTERESTING, A SERIES OF THINGS EXPLAIN THIS, BUT WHAT THE EVENT'S ORGANIZATION HAS DONE IS VERY IMPORTANT IN TERMS OF THE CONTENT OF THE CONGRESS AND WE HAVE BEEN RECEIVING EXACTLY THAT AS FEEDBACK. THE ATTENDEES ARE VERY QUALIFIED, SO THERE IS NO WAY TO NOT BE PRESENT. TO BERNOULLI THIS IS THE MOMENT TO GENERATE BUSINESS, CREATE RELATIONSHIPS AND NETWORK. IT'S ESSENTIAL AND OUR PARTICIPATION FOR 2019 IS ALREADY CONFIRMED.

TIAGO BOSSI – BERNOULLI'S CEO

WHY EXHIBIT



GREAT OPPORTUNITY TO SHARE YOUR SOLUTIONS AND MEET NEW INTERNATIONAL PARTNERS, BUYERS AND INVESTORS.

INTERNATIONAL EXHIBITORS AREA

- One location means quick and easy access for visitors

DIFFERENT SIZED STANDS

- To meet to your company's size and budget

PLUG & PLAY STAND SETUP

- Practical and cost effective

OTHER SERVICES OFFERED: INTERNET, TRANSLATORS AND TELEVISION

- Easy to communicate with your audience

MATCH MAKING TOOLS

- Connecting exhibitors with potential distributors and resellers

MEDIA PROMOTION

- Media package to highlight the international exhibitors

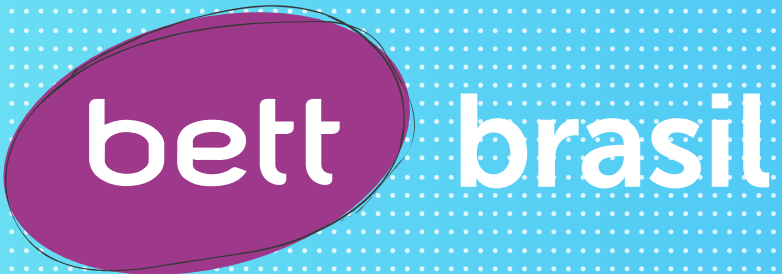
SPONSORSHIP OPPORTUNITIES

KEY PLAYERS AND INSTITUTIONS



PUBLIC PARTNERS





NEXT EDITION

14-17 MAY 2019

TRANSAMERICA EXPO CENTER

SÃO PAULO - BRAZIL

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BETTBRASILEDCAR.COM

ORGANISED BY

