



# International Education Equipment Expo (IEE) 28 – 30 September 2019 Shanghai - China

In partnership with:



## General Information

In 2018, the exhibition total area exceeded 28000 sqm with 406 domestic and international exhibitors, showcasing a series of advanced educational equipment and learning environments.

Based in Shanghai and extended to the whole country, the exhibition focused on building an industrial communication platform, displaying internationally cutting-edge educational technology, equipment and teaching solutions, sharing the innovation of laboratory construction in schools and creating a comprehensive and composite education equipment exchange opportunity for both the supply and demand sides.

### Why China?

China is the great economic success story of the past 30 years. It's now the world's largest economy and a huge and expanding market for UK businesses.

There are several reasons to choose China as an export destination:

- largest country in the world by population with over 160 cities of more than a million inhabitants
- fast growing consumer market resulting from increasing number of middle-income consumers
- growth ensured by Chinese monetary policy
- forecast to become the world's largest luxury goods market by 2020

China is not one single market. There are different regional economies and economic hubs. You will need to understand the regional economic and cultural differences that could impact the success of your product and develop the right strategy.

### The BESA Service

From the moment you book a stand in the British Pavilion to the moment you return home after the exhibition, BESA's international team will be with you every step of the way. Moreover, at no extra cost and on top of the stand package, UK companies within the UK pavilion will also get the following:

- UK stand with unique pavilion signage
- Show catalogue & UK show guide entries
- Fascia
- Your company logo on front desk
- Stand translator

### DIT Support

For this event, there are grants available from DIT. These are allocated on a first come, first served basis, providing you are eligible. The value of the grant is £1500. If you would like to exhibit and apply for a grant, please complete the booking, grant application and T&Cs signed forms and send to [yasmin@besa.org.uk](mailto:yasmin@besa.org.uk). For companies that apply and are eligible for a grant, this will be paid 4 – 6 weeks after the event has taken place.



### Stand Package - £280/sq mtr

The fully comprehensive stand package includes:

- Space, panel walls and carpet
- UK Pavilion banner & fascia
- Front desk with company logo & 2 chairs
- 1 power socket (13 amps) & lighting (3 spotlights)
- Security, cleaning & 1 wastepaper bin
- Show guide & UK brochure entries
- Stand panels with your company graphics
- Student translator