

Learning & Teaching Expo 2019

學與教博覽2019



Tomorrow's Learning Today

www.LTExpo.com.hk

Organised by



Presented by



Supported by



11-13 Dec 2019

Hall 3CDE, Hong Kong Convention and Exhibition Centre

Expanding Your Business in Asia

Learning & Teaching Expo (LTE) is the leading education trade show in the Asia-Pacific Region aiming to support global educational suppliers to enter the Hong Kong, China and Asia-Pacific education markets.

Fully supported by the regional governments, education communities, local and international schools, LTE is recognised by buyers and educators as an ideal platform for discovering new and diverse learning and teaching resources, as well as exploring the latest trends in educational development.

By participating in LTE, you will be provided with valuable opportunities to introduce your brand and showcase your education solutions to the fast-growing education markets in Asia.

Talk to us today to explore your opportunities in the Asia-Pacific education market!



How LTE Helps Your Business Grow?



Enhance Brand Awareness

Introduce your brands and products through the comprehensive marketing campaigns to over 100,000 school leaders, distributors and buyers in the Asia-Pacific Region.



Demonstrate Products and Services

Showcase and demonstrate your solutions to more than 15,000 regional school leaders and teachers at your booth. Additional opportunities, including printed advertisements and a product showcase, are also available for enhancing your exposure.



Create New Business Opportunities

Meet your potential clients, including resellers, distributors and school buyers, from over 40 countries. Generate sales and business leads from government bodies, international schools and other educational institutions.

What We Do to Enhance Your Exposure?



Buyer Programme

Business Matching and Hosted Buyer Campaign

Direct Mailing

Brochure, Newsletter, Poster, Leaflet and Preview Booklet



Online Marketing

Website, eNewsletter, Social Media, and Search Engine Marketing

Partners and Supporters

HKSAR Government, Industry Associations, Education Institutions and Media Partners



Pre-Show Promotions

School Visits, Editorials and Advertisements in Mainstream Newspapers

Public Relations

Press Luncheon, Press Release and Interviews



LTE Fast Facts

92%

Visitors are satisfied

↑2.51%

Increase in attendance compared with 2017



13,505

Visitors

67%

Visitors are influential in purchasing / decision makers

90%

Exhibitors are satisfied

340+

Exhibitor booths

240+

Seminars & workshops

300+

Local & international speakers

100+

Pre-show meetings arranged

The Asia-Pacific Education Market

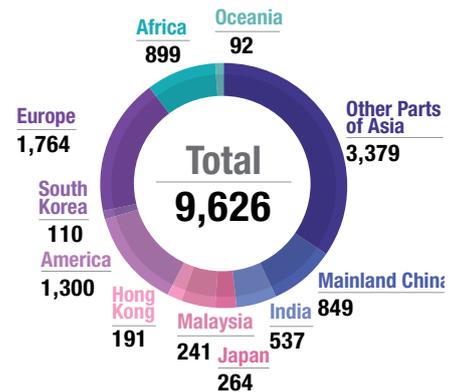
Kindergarten, K12 & Higher Education, approx.

Country / Region	Government Spending on Education (Billion US\$)	No. of Students	Spending on Education per Pupil (US\$)	No. of Schools	No. of Teachers
 Hong Kong	11.3	1,220,900	9,255	2,340	76,248
 Mainland China	675.3	275,511,113	2,451	525,123	16,278,526
 Japan	37.5	18,180,927	2,062	52,090	1,343,171
 Malaysia	11.2	538,555	2,124	16,333	>400,000
 Singapore	9.4	553,276	16,990	1,825	>36,000
 South Korea	63.4	11,467,579	5,529	20,261	533,649
 Taiwan	19.2	4,403,701	4,359	10,884	293,538
 Thailand	17.2	13,385,629	1,285	38,539	669,389

The Asian education market is dynamic. Countries and regions keep making a significant investment in education aiming to develop a skilled and educated workforce contributing to future economic growth.

The Expanding International Schools Market

The international schools market in Asia is changing and growing fast. New and existing international schools are interested in sourcing the best and most innovative solutions. In Asia, China is the most promising international schools market with the growth of bilingual schools.



*Source: ISC Research Ltd, 2018

Exhibit Categories

- AV / Multimedia 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



Exhibitor Feedback

‘The Expo is great. I have met a lot of potential clients here. It is a good opportunity for us to understand the market here in Hong Kong and the nearby regions, as well as to meet potential business partners. We will consider coming back next year.’

‘We have taken part in LTE for several years and LTE has helped us introduce our latest products to many different buyers and educators from around the world. As a result of LTE, our products are now being used by schools in many different countries and regions, including Hong Kong, Cambodia and Japan. We support LTE every year!’



Ms Mari Konturi
Manager of International Affairs,
Luovi, Finland



Mr William Chan
Managing Director,
Big Dipper Studio Limited, Hong Kong

2018 Visitor Profile

Visitors by Geographical Region



Southeast Asia:

Cambodia, India, Indonesia, Japan, Korea, Malaysia, Mongolia, Pakistan, Singapore, Taiwan, Thailand, the Philippines, Vietnam

Others:

Australia, Austria, Brazil, Canada, Chile, Ethiopia, Finland, France, Jordan, Kuwait, Mexico, New Zealand, Papua New Guinea, Peru, Russia, Sweden, UAE, UK, USA, Uzbekistan



New to 2019: Greater Bay Area Education Forum

The rapid development of education in Mainland China has derived a great demand for advanced and innovative education solutions. Last year, LTE attracted over 2,000 buyers and educators from China. To cater for the needs of the Chinese education community, LTE 2019 will organise the inaugural Greater Bay Area Education Forum with an initiative to support the exchange of ideas and collaboration in education among the 11 cities in Southern China, including Shenzhen and Guangzhou.



*Source: HKSAR Government

Who Visited?

Teacher **34.6%**

Principal / Administrator / Leadership Team **26.8%**

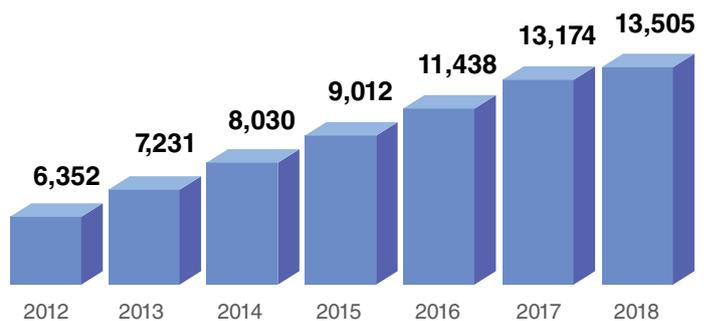
Department / Subject / Faculty Head **23.7%**

Corporate **7.6%**

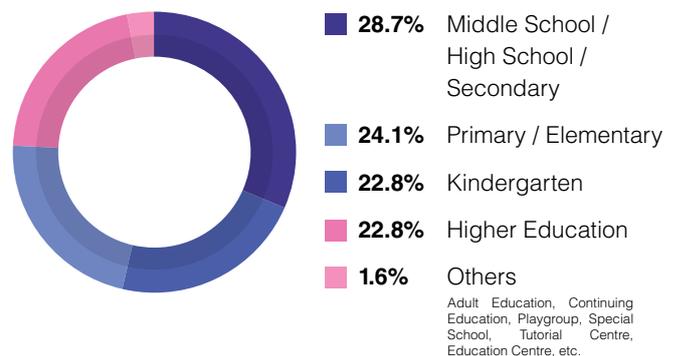
School Support Staff **4.6%**

Government / NGO / Association **2.7%**

Attendance of Learning & Teaching Expo



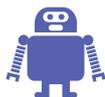
Institution by Level of Education



Hot Products / Services



**Online /
eLearning
Resources**



**Educational
Toys and
Games**



**ICT
Hardware
and
Software**



**AV /
Multimedia
Equipment**



**Professional
Development
Services**

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, Student Training Courses and Activities, etc.

Main Purposes of Visiting



**Share and
Exchange
Knowledge of
Education**



**Share and
Exchange
Pedagogies and
Teaching Ideas**



**Share and
Exchange the
Latest Development
of Education**



**Understand the
Latest Market
and Industry
Trends**



**Find New
Products /
Suppliers**

Sample Visitors

Corporate Buyers

- Aksorn Nex, Thailand
- C3 Education Group, Australia
- Daekyo Co., Ltd, South Korea
- DFRobot, China
- Diwa Learning Systems Inc., the Philippines
- Excel League Pte Ltd., Singapore
- JEI Corporation, South Korea
- Jumpball Eduventures PVT Ltd., India
- Macao Science Center Limited, Macau
- Neungyule Education Inc., South Korea
- Omniscol, France
- Oracle Taiwan LLC, Taiwan
- Podar Education Network, India
- Quang Anh Trading and Technology, Vietnam
- Robo Wunderkind, Austria
- SEAC, Thailand
- SpeechX, China
- Story-i Ltd., Indonesia
- Umajirushi Co., Ltd., Japan
- UnnaGroup Education, Taiwan

Kindergartens / Pre-schools

- Braemar Hill Nursery School, Hong Kong
- Bright Seeds International Kindergarten, Thailand
- HKMLC Shek On Memorial Kindergarten, Hong Kong
- Hong Kong Soka Kindergarten, Hong Kong
- Hong Kong Y.W.C.A Athena Kindergarten, Hong Kong
- Keen Mind Kindergarten & Nursery, Hong Kong
- Kentville Kindergarten, Hong Kong
- Kowloon Ling Liang Church Kindergarten, Hong Kong

- Saigon Mandarin English Kindergarten, Vietnam
- St Teresa's Kindergarten, Hong Kong
- United Christian Music Kindergarten, Hong Kong

Primary & Secondary Schools / K12

- Amnuay Silpa School, Thailand
- Beijing Aidi School, China
- Buddhist Wong Wan Tin College, Hong Kong
- Edgefield Primary School, Singapore
- Escola Católica Estrela do Mar, Macau
- Fukien Secondary School (Siu Sai Wan), Hong Kong
- Han Chiang High School, Malaysia
- Hsinchu County Er Chong Junior High School, Taiwan
- Jinseki International School, Japan
- Meisha Academy by Haileybury, China
- Meisha Bilingual School, China
- Merriland International School, UAE
- Orchlon International School, Mongolia
- Seoul Academy, South Korea
- St. Margaret's Girls' College, Hong Kong
- St. Pauls' Convent School, Hong Kong
- Tapei Municipal SheZi Elementary School, Taiwan
- Utahloy International School Guangzhou, China

Universities / Tertiary Institutions

- Mahidol University, Thailand
- New Era University, the Philippines
- Pacific Union College, USA
- Panyapiwat Institute of Management, Thailand
- South China Normal University, China
- Sun Yat-sen University, China
- The Chinese University of Hong Kong, Hong Kong

- The Education University of Hong Kong, Hong Kong
- The University of Hong Kong, Hong Kong
- Universitas Airlangga, Indonesia
- University Malaysia Sarawak, Malaysia
- University of Cape Town, South Africa
- University of Sussex, UK
- University of Toronto, Canada
- Vocational Training Council, Hong Kong
- William Jessup University, USA
- Xi'an Jiaotong University, China

Government / Associations / Others

- Australian Council for Educational Research, Australia
- British Consulate General Hong Kong, Hong Kong
- Business France, Hong Kong
- Center for Science & Technology Information, Vietnam
- Consulate General of Canada, Hong Kong
- Education Bureau, Hong Kong
- Hong Kong Public Libraries, Hong Kong
- Instituto Crescer, Brazil
- International Baccalaureate, Singapore
- Invest Hong Kong, Hong Kong
- Kenan Institute Asia, Thailand
- Macau STEM Education Association, Macau
- National Agency of Education, Sweden
- Osaka YMCA, Japan
- Zhongshan Education Information Center, China

Visitor Feedback

' I enjoyed the Expo very much! Here we could see many different kinds of technology across the age range and subject areas. Besides, there were also a lot of theatres for educators to listen to talks. It was a really nice mix of hearing interesting presentations, being able to see different kinds of technology, and having a chance to try them out. '

' It is a solid, educationally focused event which has excellent vendors participating from across Asia and internationally. I am very satisfied with the exhibitor quality and product variety. The business matching service here is helpful which allows me to find a lot of new products. '



Professor Rose Luckin

Professor, Learner Centred Design,
Knowledge Lab, University College London, UK



Mr Tamer Abdel-Wahed

Project Manager,
Ibtikar, UAE

Show Highlights

Main Stage & Seminar Theatres

Renowned educators, government officials, academics, school leaders and education pioneers from around the world will gather at the Main Stage to share their insights into the development of global education.

Front-line teachers, educators and educational suppliers illustrate the latest education solutions, learning and teaching strategies, tools, resources and assessment methods. Topics cover different key learning areas, from early childhood education to K12, vocational training and higher education, as well as special educational needs.



Open Lessons and Hands-on Workshops

Practical experience is valuable in teachers' professional development. A wide range of open lessons and workshops are hosted by experienced teachers to demonstrate innovative and effective pedagogies integrating creative ideas and groundbreaking tools into lessons.

Student Project Showcases

LTE provides a platform for students to bring knowledge into practice through different activities, including InnoSTEMer — the outstanding STEM project showcase for students and teachers to show and tell their successful STEM cases and innovative achievements.



Co-located with Learning & Teaching Expo, Asia-Pacific International Schools Conference (AISC) was organised in partnership with the English Schools Foundation (ESF) and supported by COBIS. AISC is an annual platform for educators from the international schools across Hong Kong, Mainland China and the Asia-Pacific Region to share their innovative learning ideas and the challenges they address.

At AISC 2019, the conference programme will focus on five themes: Inclusive Education, School Management & Administration, Coaching to Cultivate Learner Agency, Educational Research, Innovation in Education. Over 500 delegates are expected to participate in the conference and address topical and important education matters.

By Work Title

Management	41%
Teacher	33%
Department / Subject Head	21%
School Support Staff	3%
Government	1%
Others	1%

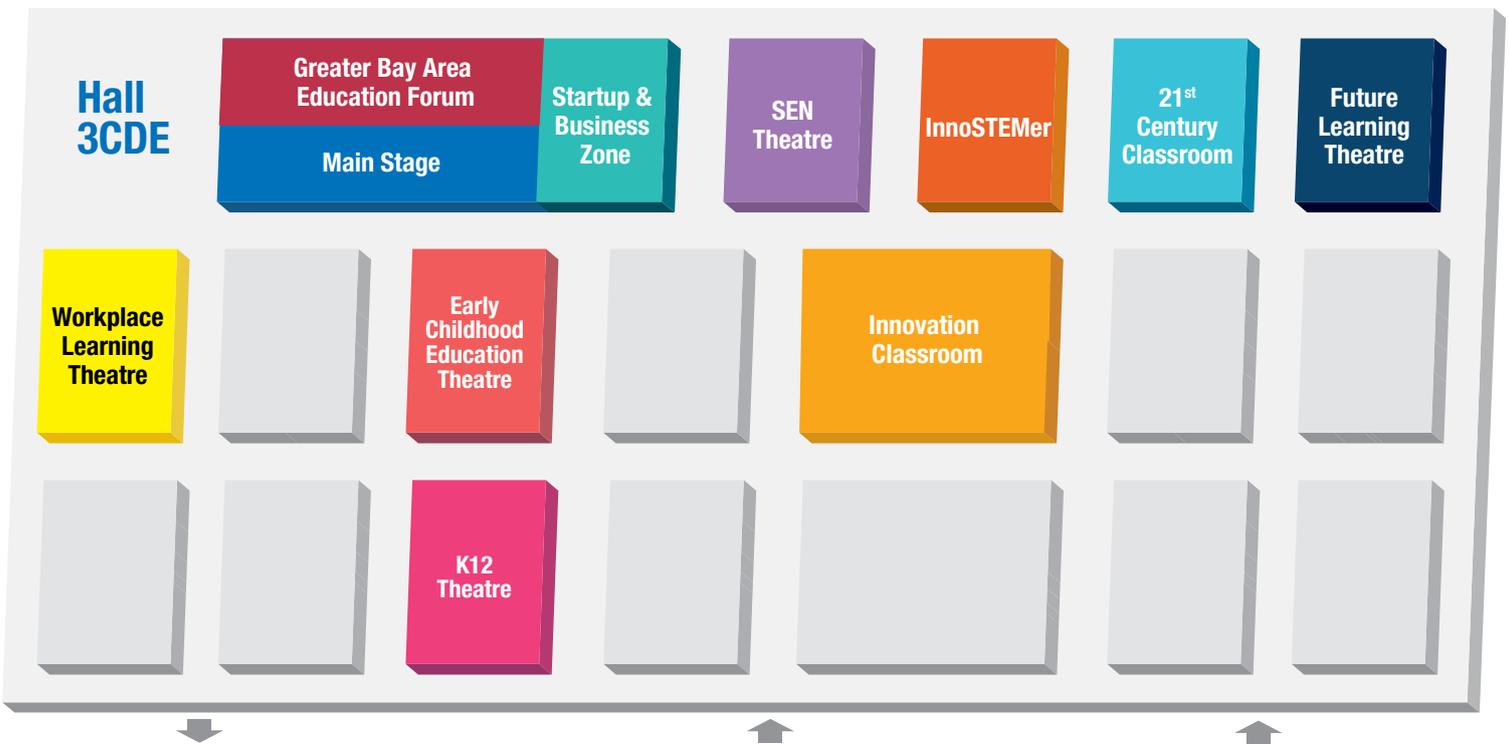


Startup & Business Zone

Education startups and SMEs will present their latest innovations and mind-blowing ideas catering for the needs of the education community in the ever-changing education landscape.

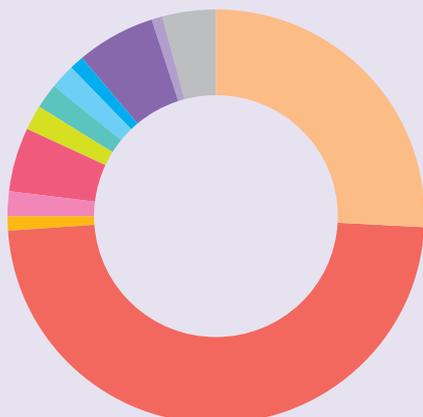
Greater Bay Area Education Forum

To echo the government's policy of facilitating in-depth integration and economic development within the Greater Bay Area in Southern China, LTE 2019 will organise the inaugural Greater Bay Area Education Forum with delegations from the Education Bureau of each of the 11 cities to come to Hong Kong for an exchange of ideas and dialogue on educational reform and cross-border collaboration.



AUDIENCE BREAKDOWN

By Country/ Region



- China 26%
 - Hong Kong 48%
 - Japan 1%
 - Kuwait 2%
 - Malaysia 5%
 - Singapore 2%
 - South Korea 2%
 - Sweden 2%
 - Taiwan 1%
 - Thailand 6%
 - UK 1%
 - Others 4%
- Australia, Bahrain, Cambodia, Canada, Indonesia, Jordan, Papua New Guinea, Qatar, the Philippines, UAE, Vietnam, etc.



'I had a ball meeting and learning with everyone and was thrilled at everyone's engagement and excitement. You put together an awesome event.'

Dr Jared Cooney Horvath
Director, Science of Learning Group, Australia

Sponsorship Enquiries:

Ms Jessica Poon

Tel: +852 3703 3884

Email: jessica@baileycom.hk

Date and Time

11 Dec 2019 (Wed) : 10am - 6pm
12 Dec 2019 (Thu) : 10am - 6pm
13 Dec 2019 (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.



Note: Learning & Teaching Expo is a trade show. Exhibitors which are non-manufacturing 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!

Extensive Publicity Opportunities (For Exhibitors and Sponsors Only)

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

Booth and Sponsorship Enquiries

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Email: jonathan@LTExpo.com.hk

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Hong Kong Education City

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Organisers



Bailey Communications HK (www.baileycom.hk) is a full service professional exhibition and event organiser based in Hong Kong. Bailey Communications HK develops quality events for both buyers and sellers. With a focus on how technology can assist in matching buyers and sellers so that real business objectives are met, Bailey Communications HK builds smart events designed for the future.



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



Special supporting organisation



Overseas supporting organisations



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