

Learning & Teaching Expo 2020

學與教博覽2020

Tomorrow's
Learning Today



Organised by



Presented by



Supported by

教育局
Education Bureau

9-11 Dec 2020

Hall 3CDE, Hong Kong Convention and Exhibition Centre

About LTE

Learning & Teaching Expo (LTE) attracted 13,435 delegates and visitors to its successful 10th anniversary edition in December 2019.

More than 360 exhibition booths featuring educational suppliers from Australia, Canada, Finland, Hong Kong, Japan, Malaysia, Singapore, Taiwan, the UK and the USA displayed their new-to-Asia learning solutions and educational resources.

Over 300 school leaders, government officials, academics and educators from around the world gathered and hosted more than 250 free programmes at LTE, including keynote presentations, seminars, workshops, open lessons and school visits.

In 2020, LTE enters its eleventh year and will continue to provide an excellent platform for educational suppliers to exhibit and meet educational buyers and school leaders from both government and international schools in Hong Kong, Mainland China and the Asia-Pacific Region. LTE provides visitors with the opportunity to discover and source the latest products and developments to enhance learning and teaching.

LTE 2020 will take place from 9 to 11 December 2020 at Hong Kong Convention and Exhibition Centre. Please contact us now for exhibition booth reservation and visitor registration details.

LTE 2019 Fast Facts



13,435
attendees



27
countries and regions



90%
attendees are satisfied
with the products /
services found



95%
attendees are
satisfied



90%
exhibitors are
satisfied with overall
expo management



360+
exhibition booths



250+
expo programmes











300+
international
speakers



Asia Education Market at a Glance

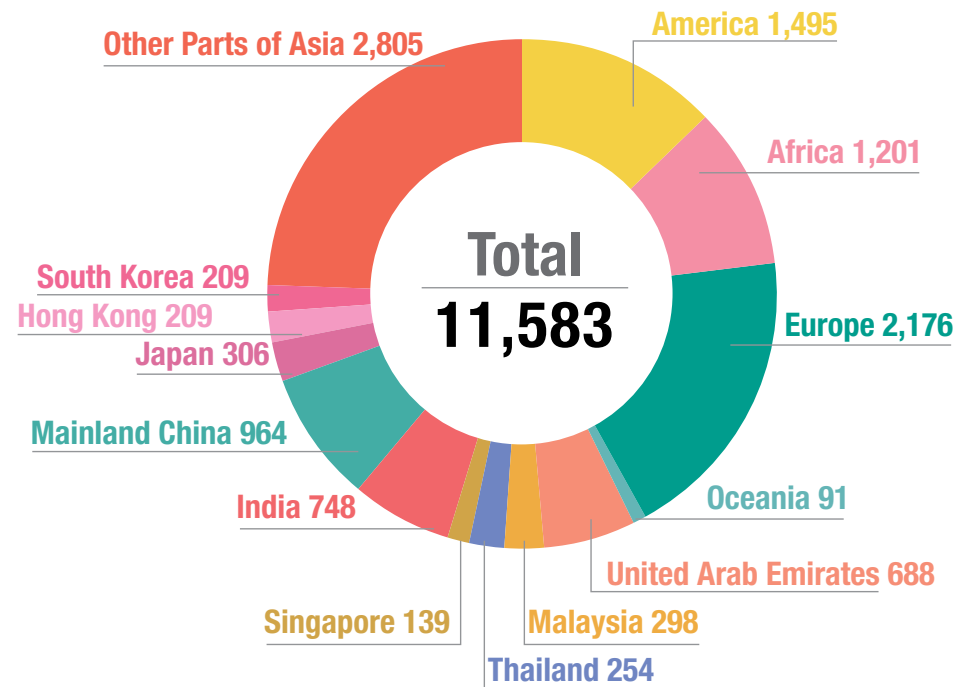
Kindergarten, K12 & Higher Education, approx.

The Asian education market is dynamic. Countries and regions continue to invest in education aiming to develop a better skilled and educated workforce.

Country / Region	Government Spending on Education (Billion US\$)	No. of Students	Spending on Education per Student (US\$)	No. of Schools	No. of Teachers
 Hong Kong	14	1,527,614	9,165	5,106	72,605
 Mainland China	651	282,597,106	2,303	518,816	20,907,111
 Japan	50.8	18,022,960	2,818	52,500	1,378,456
 Malaysia	14.1	~6,450,000	~2,186	~36,000	~540,000
 Singapore	9.2	>750,000	>12,500	~2,200	>50,000
 South Korea	60	>11,000,000	~5,400	>20,000	500,000
 Taiwan	20.2	4,325,000	4,671	10,902	295,010
 Thailand	16	~13,000,000	~1,200	~36,000	~550,000

The Expanding International Schools Market

The international schools market in Asia is expanding. New and existing international schools are interested in sourcing the best and most innovative learning solutions. In China, expansion is driven by the growth of new bilingual schools.



Top Educational Trends Emerging in Asia



Artificial Intelligence

Machine Learning benefits teachers and students in different ways, including task automation, data analytics and smart tutoring by virtual teachers.



Immersive Education

Virtual Reality, Augmented Reality and Mixed Reality provide innovative ways for students to learn 'outside' the traditional classroom by accessing remote places and rare things.



Mobile Learning

With the aid of online learning platforms and materials, learning and teaching is able to take place anytime and anywhere.



Future Skills and Mindsets

Education focuses on not only academic knowledge but also students' capabilities and competencies for both thriving and surviving in the future.



Student-centred Learning

Teachers' roles have changed from instructor to facilitator, helping unleash students potential by catering for their individual learning needs.

2019 Visitor Profile

Visitors by Geographical Region



Total Number of Attendees

13,435

Countries and regions include:

Colombia, France, Germany, Hong Kong, India, Indonesia, Israel, Japan, Korea, Macau, Mainland China, Malaysia, Nigeria, Norway, New Zealand, Pakistan, Russia, Serbia, Singapore, Spain, Taiwan, Thailand, The Netherlands, The Philippines, UAE, UK, USA.



Who Visited?

Teacher	31.3%
Principal / Administrator / Leadership Team	29.3%
Department / Subject / Faculty Head	25.2%
Government / NGO / Association / Corporate	8.4%
School Support Staff	5.8%

Institutions by Level of Education

Middle School / High School / Secondary	29%
Primary / Elementary	25%
Higher Education	23%
Kindergarten	22%
Others	1%

Adult Education, Continuing Education, Playgroup, Special School, Tutorial Centre, Education Centre, etc.

Sample Visitors

Kindergartens / Pre-schools

ABC Pathways International Kindergarten
Avenues: The World School, Shenzhen
Buddhist Mr. & Mrs. Chan Chart Man Kindergarten
Buddhist Sum Tung Fook Kindergarten
C&MA Plover Cove Nursery School
Causeway Bay Victoria Kindergarten & International Nursery
Choi Ha Estate Kit Sam Kindergarten
Christ Church Kindergarten
City Kids Preschool and Playgroup
Creative Kindergarten
Cumberland Presbyterian Church Green Pasture Kindergarten
ELCHK Chung On Nursery School
ESF Hillside International Kindergarten
Fairchild Junior Academy
Fanling Assembly of God Church Grace Light Kindergarten
Greenfield English (International) Kindergartens and Nurseries
H.K.Y.W.C.A. Lung Hang Nursery School
HKFYG Ching Lok Kindergarten
HKSPC BOC Nursery School
Ho Ching Kindergarten (Sponsored by Sik Sik Yuen)
Homantin Baptist Church Kindergarten
Hong Kong Christian Services Times Nursery School
Hop Yat Church Shin Ka Chuen Memorial Kindergarten
Kentville Kindergarten
Kwong Lam Baptist Lui Kwok Pat Fong Kindergarten
Learning Habitat Kindergarten & Bilingual Nursery
Lei Yue Mun Methodist Kindergarten
MAGART International Kindergarten & Nursery
Mighty Oaks International Nursery & Kindergarten
Norwegian International School
NTW&JWA Sheung Shui Nursery School
Our Lady of Lourdes Catholic Kindergarten
Parkview Rhine Garden Pre-school
Po Leung Kuk Choi Koon Shum Kindergarten
Pui Ching Primary School (Kindergarten)
S.K.H. Holy Trinity Church Tsang Shiu Tim Kindergarten
Safari Kid International Kindergarten
SAHK On Tai Pre-school Centre
Shan King Estate Baptist Kindergarten
Sheung Shui Church Kindergarten
SKH Holy Trinity Church Tsang Shiu Tim Kindergarten
St. James Catholic Kindergarten
Stewards Pooi Yan Kindergarten
The Baptist Convention of Hong Kong Lee On Nursery
The Church of Christ in China Tuen Mun Church Kindergarten
Tsing Yi Trade Association Kindergarten
Tsung Tsin Mission Graceful Kindergarten (Ma On Shan)
TWGHs Fong Shiu Yee Nursery School
United Christian Music Kindergarten
Victoria (Belcher) Kindergarten
Wisely Kindergarten And Day Nursery
Woodland Pre-Schools
Yan Chai Hospital Nina Lam Kindergarten

Primary & Secondary Schools / K12

Alliance Primary School, Tai Hang Tung
Anglo-Chinese School Jakarta

Australian International School Hong Kong
Avenues: The World School
Baptist Lui Ming Choi Secondary School
Buddhist Wong Cheuk Um Primary School
Bui O Public School
Canadian International School of Hong Kong
Caritas Fanling Chan Chun Ha Secondary School
Chinese International School
Chinese Y.M.C.A. Primary School
Christian Alliance Cheng Wing Gee College
Chung Sing School
Cumberland Presbyterian Church Yao Dao Primary School
Delia School of Canada
Diocesan Boys' School
ELCHK Lutheran Academy
English Schools Foundation
Evangel College
German Swiss International School
Good Hope School (Secondary Section)
GT (Ellen Yeung) College
Hangzhou Yungu School
Heep Yunn Primary School
HKBUAS Wong Kam Fai Secondary and Primary School
HKCCCU Logos Academy
Hong Chi Pinehill No. 3 School
Hong Kong International School
Hong Kong Japanese School
International Christian School
International College Hong Kong
ISF Academy
Jordan Valley St. Joseph's Catholic Primary School
Kiangsu-Chekiang College, International Section
Kwun Tong Government Primary School
La Salle Primary School
Lam Tai Fai College
Law Ting Pong Secondary School
Marycove School
Maryknoll Secondary School
Marymount Secondary School
Merchiston International School
Nord Anglia International School Hong Kong
Podar Education Network
Pui Kiu College
Queen Elizabeth School
Renaissance College
Rhenish Church Pang Hok Ko Memorial College
Ruian Veritas Academy
S.K.H. Kei Yan Primary School
SAHK Ko Fook Lu Memorial School
Saint Paul's Convent School
SBC Shing Tak Centre School
Sha Tin Junior School
Shekou International School
Sing Yin Secondary School
Singapore International School
Singapore School Pantai Indah Kapuk
SKH Kei Wing Primary School
St. Hilary's Primary School
St. Mark's Primary School

St. Paul's Secondary School
St. Stephen's Girls' Primary School
Tak Sun Secondary School
The Church of Christ in China Kei Long College
The Jockey Club Eduyoung College
The Salvation Army Lam Butt Chung Memorial School
True Light Middle School
TWGHs Kap Yan Directors' College
VNSAA St. Hilary's School
Wah Yan College Hong Kong
Yew Chung International School of Hong Kong
Ying Wa Primary School
Yuet Wah College

Universities / Tertiary Institutions

Advance Tertiary College
Canterbury Christ Church University
Caritas Institute of Community Education
Caritas Institute of Higher Education
Chu Hai College of Higher Education
HKU School of Professional and Continuing Education
Hong Kong Academy for Performing Arts
Hong Kong Baptist University
Hong Kong College of Technology
Hong Kong Community College
Hong Kong Design Institute
Hong Kong Institute of Construction
International Culinary Institute
Lingnan University
Manitoba Institute of Trades and Technology
Open University Malaysia
OUHK LiPACE
Technological and Higher Education Institute of Hong Kong
The Chinese University of Hong Kong
The Education University of Hong Kong
The Hong Kong Polytechnic University
The Hong Kong University of Science and Technology
The Open University of Hong Kong
The University of Hong Kong
United International College
University of Wales
Vocational Training Council

Government / Associations / Others

Agriculture, Fisheries and Conservation Department
Australian Trade and Investment Commission (Austrade)
British Council
Business France
Canadian Society for Civil Engineering Hong Kong Branch
Child Psychological Development Association
Civil Aviation Department
Education Bureau
Heep Hong Society
Hok Yau Club
Hong Kong Blind Union
Hong Kong Blockchain Society
Hong Kong Examinations and Assessment Authority
Hong Kong Police College
Hong Kong Public Libraries
Hong Kong Science Museum

Hong Kong Society for the Protection of Children
Hong Kong Space Museum
Lee Hysan Foundation
Leisure and Cultural Services Department
Macao Science Center
National Education Association
Office of the Government Chief Information Officer
Our Hong Kong Foundation
Oxfam Hong Kong
Po Leung Kuk
Teach For Taiwan
Teach Unlimited Foundation
The Boys' and Girls' Clubs Association of Hong Kong
The Hong Kong Children's Choir
The Hong Kong Council of Social Service
The Hong Kong Jockey Club
The Hong Kong Society for the Blind
The Salvation Army
The Society for the Prevention of Cruelty to Animals
Vocational Training Council
Yan Oi Tong
YMCA of Hong Kong
Osaka YMCA, Japan
Zhongshan Education Information Center, China

Corporate Buyers

Actual Technology Company Limited
Artsberg Enterprise Ltd.
Centralfield Computer Ltd.
Charleston Scientific Pte. Ltd.
China Mobile Hong Kong
Daekyo Hong Kong Co., Ltd
DC SYSTEMS Digital Communications Ltd.
Elephant Holdings Limited
Expert Systems Limited
Hong Kong Broadband Network
Hong Kong Lava Holdings Company Limited
Hong Kong Telecom
L & L Digital Technology Co., Ltd.
Marshall Cavendish Education
Microware Limited
NEC Hong Kong Limited
NetDragon Websoft Holdings Limited
Parsons Music
PCCW Media
Pro-Tech Technology (Macau) Ltd
Senco-Masslink Technology Limited
Shun Hing Technology Co. Ltd
SiS International Limited
Sky-Tech (I.T.) Management Ltd
Smart Academy Ltd.
Smart English Company Limited
Smartec Group Limited
Tangren Intelligent Control Technology Co., Ltd
The Hong Kong and China Gas Company Limited
The Hong Kong Educational Publishing Limited
Traineum
Vega Global
Xenus Technology Limited

2019 Visitor Profile

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



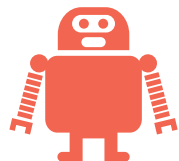
Hot Products / Services



**ICT
Hardware
and
Software**



**Online /
eLearning
Resources**



**Educational
Toys and
Games**



**AV /
Multimedia
Equipment**



**Professional
Development
Services**

Other areas of interest:

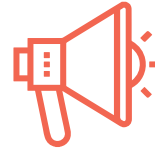
- Books / Magazines
- Learning Management Systems
- Network Solutions
- School Administration and Management Solutions
- School Consulting Services
- School Design and Architecture
- School Facilities and Furniture
- School Services such as Catering, Transportation, Student Training Courses and Activities,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

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, teachers, 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.

Exhibitor and Visitor Testimonials



'LTE is a great event and it provides a valuable opportunity for us to connect with our customers and partners. This year it is our first time to have a large booth at the event, and we have also had a forum gathering together over 100 school leaders. We have learned so much here!'

Mr Larry Nelson
Regional General Manager, Education, Microsoft Asia



'I am grateful to be here at LTE this year and I think it is a perfect platform for all the people involving in education to share experience and new findings. I will surely participate in LTE again in the future.'

Mr John C Tsang
Founder, Esperanza



How LTE Helps Your Business Grow

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 Consulting Services
- School Design and Architecture
- School Facilities and Furniture
- School Services such as Catering, Transportation, Student Training Courses and Activities, etc.
- Science and Lab Equipment
- Special Educational Needs Products / Services
- Student Assessment Services / Solutions

Returning Exhibitors Include:



How We Enhance Your Exposure

Buyer Programme

Business Matchmaking 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

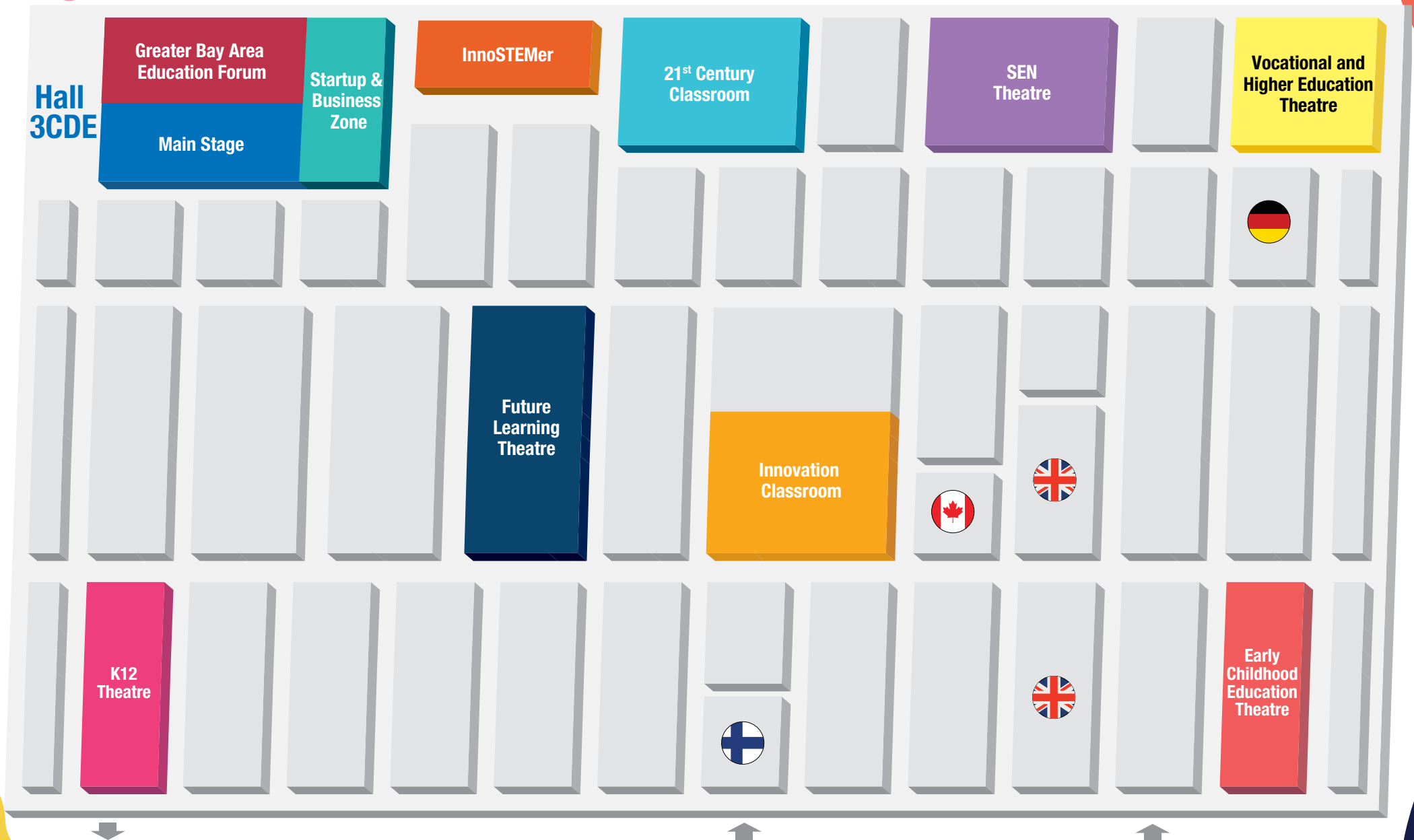
Pre-Show Promotions

School Visits, Editorials and Advertisements in Mainstream Newspapers

Public Relations

Press Luncheon, Press Release and Interviews

2020 Show Floor Plan



2020 Show Highlights

Main Stage & Seminar Theatres



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

Frontline teachers, educators and educational suppliers demonstrate their 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 invaluable for a teacher's 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.



Startup & Business Zone

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



The Asia-Pacific International Schools Conference (AISC) has become a must-attend event for international school leaders. 350 international school principals, educators and teachers from Hong Kong, Mainland China and the Asia-Pacific region attended AISC in 2019.

The 5th annual AISC was held in Hong Kong on 11 and 12 December 2019. It was organised alongside Learning & Teaching Expo 2019, in partnership with the English Schools Foundation (ESF) and supported by COBIS.

At AISC 2019, the conference programmes centred on five separate and concurrent streams: Innovation in Education, Inclusive Education, Business in Education, Coaching to Cultivate Learning Agency, Leadership in Education. The conference speakers and delegates shared their innovative learning ideas and the challenges they are addressing in their international school environments.

AISC 2020 will take place from 9 to 10 December 2020 at Hong Kong Convention and Exhibition Centre.

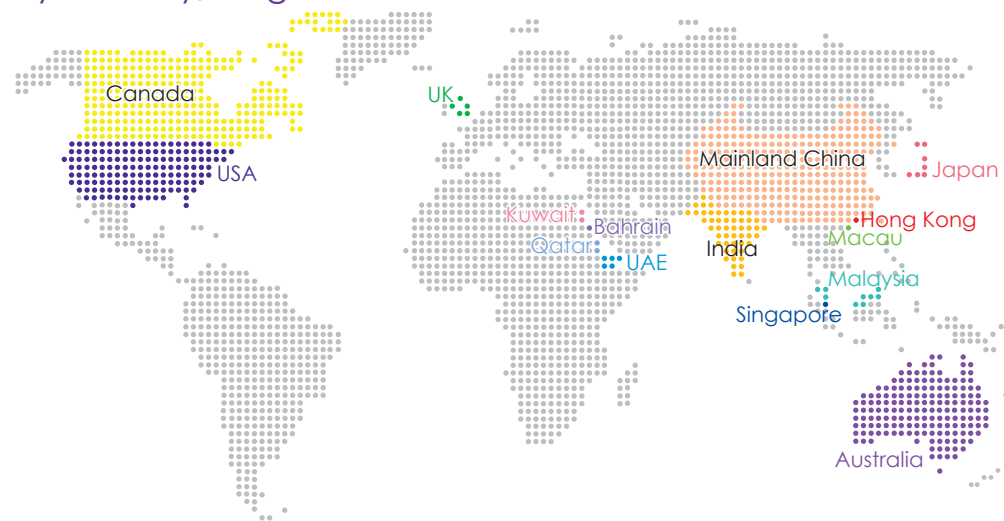


'I am very grateful to be invited to speak in the conference and I am very delighted to see the delegates being very committed and motivated, and I have had very good discussions with them. I am also impressed by the quality of the conference sessions, the good speakers and the overall engagement of the conference delegates.'

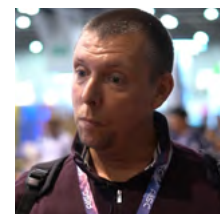
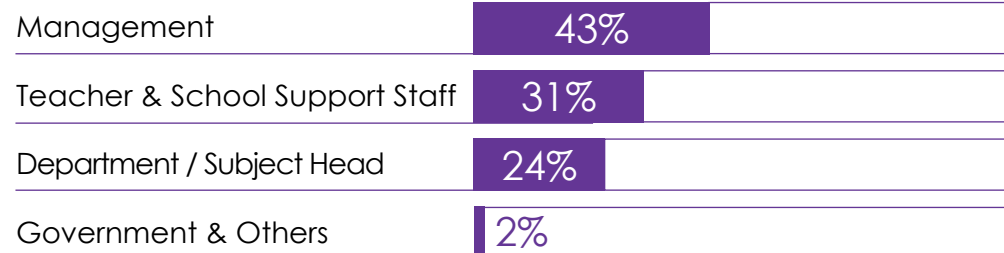
Dr Alexander Gardner-McTaggart
Manchester Institute of Education, School of Environment Education and Development, Faculty of Humanities, The University of Manchester

AUDIENCE BREAKDOWN

By Country/ Region



By Work Title



'The conference is fantastic! We enjoyed attending the sessions talking about inclusion and we have got many teaching ways and approaches to be applied in class. Besides, the expo floor has also offered many great ideas for us to bring back to our school, not only for teachers but also administrative staff and students. I will definitely come back next year!'

Mr Scott Eder
Teacher, Yew Chung International School

Sample Attendees

Aidi School
 Anfield School
 Ashville International Education and Enterprise
 Bayan International School
 Beacon Hill School
 Bradbury School
 Canadian International School
 Chadwick International
 City Kids Pre School
 Clearwater Bay School
 Concordia International School Ningbo
 Creative Secondary School
 Crescent English High School
 Daystar Academy
 Delia School of Canada
 Discovery College
 Discovery Mind Primary School
 Dulwich College
 ELCHK Lutheran Academy
 ESF Hillside International Kindergarten
 ESF Sha Tin Junior School
 ESF Wu Kai Sha International Kindergarten
 Fairchild Junior Academy
 Fairchild Nursery and Kindergarten
 French International School
 Garden International School
 GEMS Education
 GEMS World Academy (Singapore)
 Generations Christian Education
 German Swiss International School
 Green Oasis School
 Harrow International School HK
 HEI Schools Australia
 HKBUAS Wong Kam Fai Secondary & Primary School
 HLC International School
 Hong Kong Academy
 Immersive Education Academy
 International Baccalaureate Organization
 International College Hong Kong
 International College Hong Kong - Hong Lok Yuen
 Island Christian Academy
 Island School
 Jockey Club Sarah Roe School
 Kellett School
 Kennedy School
 King George V School
 Kingston International School
 Korean International School

Kowloon Junior School
 Kuwait National English School
 Lucton School Shanghai
 Macau Anglican College
 Maple Leaf International School - Shanghai
 Merchiston Internatinoal School
 Modern Knowledge School
 Montessori School of Shanghai
 Ningbo International School
 Nord Anglia International School
 Pate's Grammar School
 Peak School
 QSI International School of Shekou
 Qualied College
 Renaissance College
 Renaissance College (Sec)
 Sear Rogers International School
 Sha Tin College
 Sha Tin Junior School
 Shanghai United International School
 Shekou International School
 Shenzhen (Nanshan) Concord College of Sino-Canada
 Shenzhen College of International Education
 Shenzhen Vanke Meisha Academy
 Singapore International School (Hong Kong)
 South Island School
 The Education University of Hong Kong
 The Harbour School
 The ISF Academy
 The SMIC Private School - Shanghai
 The University of Manchester
 Tokyo International School
 United World College of Changshu China
 United World College of South East Asia - East Campus
 University of Birmingham
 University of British Columbia
 Victoria Shanghai Academy
 Vision International School
 West Island School
 Wilderness International Kindergarten
 Wycombe Abbey School Hong Kong
 Yew Chung Education Foundation Ltd
 Yew Chung International School
 Yew Wah International Education School
 Ying Cai International High School
 Yongsan International School of Seoul
 Zebedee International Preschool and Nursery

Conference Highlights



Dr Alexander Gardner-McTaggart delivered his keynote presentation exploring educational leadership for international schools as being in a crisis of identity.



Ms Shelley Moore deconstructed what inclusive education means nowadays in her keynote presentation, followed by the discovery of the ideas and possibilities of inclusive learning communities and all who benefit.



Education pioneers, school leaders and frontline teachers shared their groundbreaking ideas and new findings aiming to improve learning and teaching experience.



Concurrent workshops and presentations at AISC enhanced speaker-audience interactions and the establishment of peer-to-peer communities.

Learning & Teaching Expo 2020

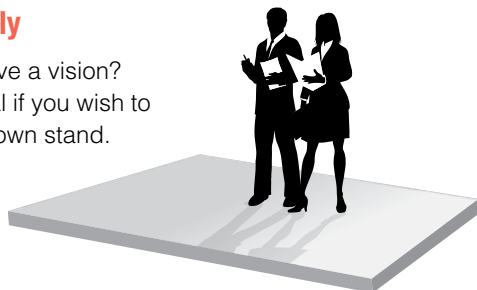
學與教博覽2020

Hong Kong Convention & Exhibition Centre | 9-11 Dec 2020

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

Date and Time

9 Dec 2020 (Wed) : 10am - 6pm
10 Dec 2020 (Thu) : 10am - 6pm
11 Dec 2020 (Fri) : 10am - 5pm

Venue

Hall 3CDE,
Hong Kong Convention and
Exhibition Centre

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)

Expo Newsletter Product Highlight

Putting product photo and description in the LTE Newsletter

* Quota applies on a first come, first served basis

Exhibition Guide Advertisement

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

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.

Booth and Sponsorship Enquiries

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Supported by

教育局
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Co-located event

AISC HKCEC
9-10 DEC 2020
Asia-Pacific International Schools Conference

Special supporting organisation

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BRITISH EDUCATIONAL
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International Trade

Overseas supporting organisations

COBIS COUNCIL OF
BRITISH INTERNATIONAL
SCHOOLS

ISTE
International Society for
Technology in Education

nasen
Helping Everyone Achieve

For more information, please visit our website:
www.LTExpo.com.hk

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