

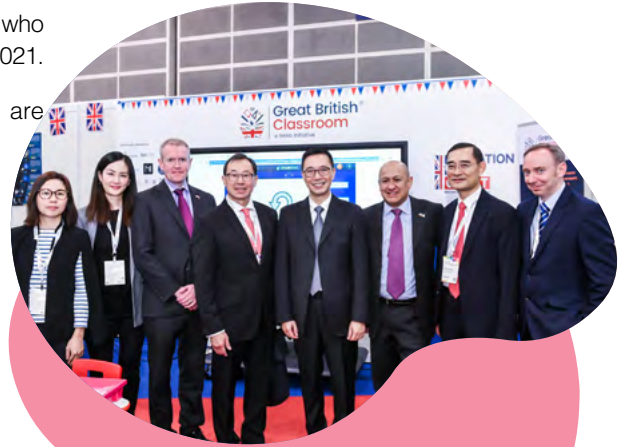
## Learning & Teaching Expo, Hong Kong

BESA is delighted to announce that it is once again supporting UK companies who participate at the Learning and Teaching Expo in Hong Kong, 8th to 10th December 2021.

Educational buyers from Hong Kong, China and the wider Asia-Pacific Region are keen to meet international educational suppliers and source the latest learning technology and school resources. Several new investment initiatives are being introduced by governments in the region to support education, post the Covid global pandemic.

Alongside Learning & Teaching Expo the co-located Asia-Pacific International Schools Conference is attended by international school leaders from the vibrant international schools' sector in the region.

Learning & Teaching Expo is a professionally managed international event with excellent support from the government and education community. Learning & Teaching Expo has high standards of educational content and first-rate facilities for both exhibitors and visitors.



## UK/BESA Pavilion

UK educational suppliers have the opportunity to participate at Learning & Teaching Expo and to exhibit within the UK/BESA Pavilion. The Learning & Teaching Expo provides UK companies with a platform to:

- Make sales to government and international schools in Hong Kong, China and the Asia-Pacific Region
- Target new sales opportunities in Southern China and in particular within the Greater Bay Area (The fast-growing technology and innovation hub in Southern China, home to 70 million people it includes Shenzhen, Guangzhou, Hong Kong and Macau)
- Establish relationships and explore distribution opportunities with agents/distributors in the Asia-Pacific Region
- Work with DIT Hong Kong and DIT representatives in the region to establish key relationships within the education sector
- Visit schools and attend workshops and seminars within Learning & Teaching Expo to understand more about the learning environment within both government and international schools



## Learning & Teaching Expo Visitors

Learning & Teaching Expo is the best-attended international education event in the Asia Pacific region. 13,435 visitors attended the Expo in December 2019. The school leaders, educators and buyers attend Learning & Teaching Expo to:

- Meet the 360 exhibitors including the UK companies in the UK/BESA Pavilion
- Source the latest school resources and learning technology
- Establish relationships with potential new suppliers
- Join the seminar programme and listen to 350 international speakers present at 240 free seminars and workshops



## International Schools

### 350+ international school leaders attend the co-located Asia-Pacific International Schools Conference

- Delegates are attracted from existing, new and planned international schools from all over the Asia Pacific Region
- Ten new international schools are planned to open in the Greater Bay Area by 2022
- Delegates include: Investors, School Leaders, Principals, Vice-Principals, Senior Teachers, Senior Management, School Board Members, IT Directors and Managers
- Previous keynote speakers include Ms Shelley Moore, Dr Alexander Gardner-McTaggart, Professor Stephen Heppell, Dr Jared Cooney Horvath, Professor Rose Luckin, Professor Michael Fullan and Dr David Gleason
- The English Schools Foundation (ESF) and COBIS are the strategic and international partners of the Asia-Pacific International Schools Conference

## What are the exhibits at the Learning & Teaching Expo?

The Learning & Teaching Expo is the premier event for companies and organisations interested in supplying both public and private education sectors in the Asia Pacific Region. Educators and educational buyers come to source the latest educational resources, including:

- Artificial Intelligence
- Immersive Education Solutions
- ICT Hardware and Software
- Online / eLearning Resources
- Educational Toys and Games
- AV / Multi-media Equipment
- Professional Development Services
- Student Assessment Services / Solutions
- Books / Magazines
- Learning Management Systems
- Special Educational Needs Products / Services
- Network Solutions
- School Design and Architecture, Facilities and Furniture
- Science and Lab Equipment
- School Administration and Management Solutions
- School Services such as Catering, Transportation, Students Training Courses and Activities, etc.
- School Consulting Services



## UK Stand Package and Support

UK companies who are either BESA Members or non-Members can join the UK Pavilion.

DIT have supported Learning & Teaching Expo with grants for UK exhibitors since 2012. We are currently waiting for confirmation from DIT of the number of grants that will be available for UK exhibitors at international shows in the autumn of 2021. However, to register your interest in exhibiting, please complete the Booking Form and also indicate if you would also like to apply for a DIT grant. Booking Forms should be returned to [Yasmin@besa.org.uk](mailto:Yasmin@besa.org.uk).

Once confirmed, DIT grants for Learning & Teaching Expo are allocated by BESA on a first applied, first allocated basis. **Your contract to exhibit at Learning & Teaching Expo will only be confirmed once your DIT grant has been approved.**

If you would like to exhibit in the UK Pavilion without a grant, please just send the Booking Form to [Yasmin@besa.org.uk](mailto:Yasmin@besa.org.uk). Please make sure that you tick the appropriate box regarding grants on the Booking Form.

For more information about the BESA support and DIT grants please email me.

For any general information about Learning & Teaching Expo or the Asia-Pacific International Schools Conference please contact Jonathan Goold, International Director [jonathan@ltxpo.com.hk](mailto:jonathan@ltxpo.com.hk) or visit [www.ltxpo.com.hk](http://www.ltxpo.com.hk)

Kind regards,



Yasmin Barnett  
Head of Events



## UK Learning & Teaching Expo Exhibitor Quotes

“ It was a very useful exercise for us to gain a greater understanding of the demands of the market by speaking directly with the region’s educators. ”

“ Meetings with schools and prospective partners gave more information about the potential, competitors, and regulation. ”

“ It was an incredible conference. So professional and well attended. ”

“ It was an incredibly professional conference with a huge variety of exhibitors. I was in awe. It was incredible how thorough and organized BESA was. I felt as if I could ask any questions and have all things answered efficiently and quickly. ”

“ The whole team was very helpful and kind throughout the event, we were very well looked after. ”

“ We had a nice briefing on the first day and a lovely social event to mix and mingle. ”

“ A fantastic event for making international contacts and for keeping up to date with the advances in education technology. ”

“ This event was an opportunity of a life time. It allowed me to network and speak with educators in a region that was not previously a market I was able to access. ”

“ We were thrilled with the event and felt extremely supported by BESA over the course of the three days. It was very well organised and went without a hitch, and we are especially thankful to the DIT for their efforts in guiding potential clients towards us. ”