**Expression of Interest for UK EdTech Companies wishing to exhibit at the Saudi International Conference and Exhibition for Education (ICEE) 8 – 11th May 2022**

The Saudi Ministry of Education is building upon its impressive success in on-line and distance learning to deliver [ICEE 2022](https://icee.sa/). This international event will explore the opportunities and challenges of education in times of crises. BESA is delighted to have secured a pavilion at ICEE 2022 for 10-12 UK EdTech companies to exhibit. Exhibition space will be free-of-charge, with an administration fee of £300 payable in advance.

We are inviting expressions of interest from companies interested in exhibiting on the pavilion. Please complete the below and return to [eventsteam@besa.org.uk](mailto:eventsteam@besa.org.uk) by **Thursday 31st March**.

Companies can expect to receive an outcome of their EOI by Monday 10th April.

**Please summarise your company and your EdTech offering (150 words max)**

**Please set out why you are interested in the Saudi market (including any ongoing conversations or engagements with Saudi stakeholders) and what you are looking to achieve from exhibiting at ICEE (max 250 words)**

**Do you have experience of engaging with overseas Government stakeholders? Please elaborate (150 words)**

**Please state how your company’s EdTech offering meets any of the following demand areas (max 50 words per box)**

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| **Demand** | Can company provide the following solutions (please specify services)? |
| Artificial Intelligence, adaptive learning, personalised teaching, gamification, virtual labs, augmented reality |  |
| Electronic curriculums, digital content, archiving systems for digital content |  |
| E-Learning Frameworks and Policies, MOOCs platform |  |
| E-books |  |
| Improving students’ learning outcomes in language – maths – science using e-learning |  |
| E-Learning Solutions for rural areas |  |
| Teachers professional development in e-learning at a large scale |  |
| Use of artificial intelligence techniques in technical & educational support platforms |  |
| Use of artificial intelligence techniques in data analysis & decision-making support |  |
| Developing learning object repository systems & integration with learning management systems |  |

**Does your company’s annual revenue exceed £500,000? (Y/N)**