



Department for
Business & Trade

besa | 
BRITISH EDUCATIONAL
SUPPLIERS ASSOCIATION



BESA at Bett Brasil 2024

April 22nd to April 26th, 2024

Partnership outline

Objectives

- 1) Raise awareness on UK EdTech expertise and showcase its offer.
- 2) Build bridges with new business opportunities and B2B/B2G engagements.
- 3) Influence EdTech strategies.

Target Audience

- 1) Local Buyers such as international schools, bilingual schools, big educational groups, education systems, publishers, resellers.
- 2) Key Brazilian EdTech policy organisations

Format

- 1) In person delegation to São Paulo.
- 2) Briefing sessions with DBT and guests from the local ecosystem.
- 3) Off-site visits to international British schools and bilingual schools
- 4) Onsite programme (help suggesting and scheduling 1-2-1's, content sessions, etc)



British
Consulate-General
São Paulo

 UK Government

Agenda overview*:

Monday, 22nd April

TIME	ACTIVITY	DESCRIPTION
9am - 10am	Welcome Briefing	Overview of the Brazilian Education System and DBT priorities in Brazil, with key tips for doing business in the region. Venue: British Consulate, São Paulo
10am - 12pm	Thematic sessions with local experts	Working with private schools (overview of key demands, players, and opportunities); working with the public market (procurement processes, local legislation, how to access opportunities); Networking breakfast and roundtable with local players (e.g. Heads of EdTech from schools, resellers, EdTechs or others). Venue: British Consulate, São Paulo
2pm - 4pm	School visits	Guided visit to key international and British schools in São Paulo including a tour of the facilities and chat with leadership/IT team. Venue: São Paulo schools - TBC
7pm - 9pm	Drinks Reception	Networking event with DBT, Hyve and key local players. Venue: TBC

TIME	ACTIVITY	DESCRIPTION
9am - 5pm	On-site activities	DBT can help with matchmaking and scheduling 1-2-1 meetings with local buyers, helping engage with the right contacts at the event. Format - This will happen following the completion of a DBT expression of interest form in advance of Bett Brasil, with DBT to assist with matchmaking activities. Venue: Bett Brasil and local venues TBC
	Content sessions	BESA's Head of Partnerships and Events, Dave Smith, will be hosting at panel at the Show on 26th April at 3.30pm, and DBT can help identifying opportunities to showcase the UK offer. Venue: Bett Brasil

* This is a general outline of possible activities still to be confirmed considering the UK delegates profiles, interests, and availability of local stakeholders.