How BESA's export services and support can help...



Agenda.

1	Introduction
2	ExSIG – Export Special Interest Group.
3	A personal tale
4	BESA Export Newsletter
5	Showcase your products worldwide
6	Research
7	In summary





Sven Huber
Chair, BESA ExSIG (Export Special Interest Group)

Cp-founder & CEO of Fiction Express Education





The group represents suppliers and/or manufacturers from all sectors of the education market, including books, consumables, furniture, technology, ICT hardware and EdTech to the education market.

The UK education system is in high demand internationally and the increasing use of British educational products and services across the globe demonstrates the expertise of BESA members.

Members work with major contractors abroad along with local suppliers.

Benefits of joining ExSIG

✓ As a member of the BESA ExSIG, you are recognised across the globe for the high quality of your products and services and your excellent customer service, following our Code of Practice.

√ https://www.besa.org.uk/special-interest-groups/



Future meeting dates, 2024

- 4 June, approximately 11:00-13:00
- 24 September, approximately 11:00-13:00
- ✓ Meetings take place approximately three times a year
- ✓ All meetings are held online.
- ✓ Meetings are exclusively for Special Interest Group members.
- ✓ Please <u>email the BESA Events team</u> expressing that you wish to join the group.



ExSIG members.

2Simple Software

5-a-day Fitness Ltd

Access Education

Advanced Furniture

AppsEvents Ltd

BlueSky Education

Britannica Digital Learning

Cambridge University Press & Assessment

CENTURY Tech

Certwood Ltd

Charanga Ltd

Chester Machine Tools

Churchfield Education Products

Cinema8 Limited Company

Creative Learning (Norwich)

Crick Software Ltd

Data Harvest Group Ltd

Derventio Education Ltd

Digital Learning Associates

Dolphin Computer Access Ltd

Early Excellence Ltd

Eden Learning Spaces

Educake

EducationCity

ESPO

Fiction Express Education Ltd

Findel Education

GL Assessment

Gopak Ltd

Gratnells Ltd

The Happy Confident Company

Hodder Education

Imagine Learning Studios

Jessica Kingsley Publishers

Jigsaw Education Group

Kortext

Learning Labs

Learning Resources Ltd

Life on Time Ltd

Mangahigh.com
Maths Circle Ltd

Morleys (Bicester) Ltd

Morphun Education (Thinkplay)

National Education Group

New Era Education Ltd

Now Press Play

One for Fun Ltd (Kit for Kids)

Oriel Square Limited

Oxford University Press (OUP)

Pearson Pickatale

Pobble Education Ltd

Renaissance Learning UK Ltd

RM PLC

SAM Learning Ltd

Satori Education

School Wellbeing Accelerator

SchoolOnline

SICO Europe Ltd

SLS Select Education

Target Tracker

Technical One Limited

TES Global

Texthelp Ltd

The Education Company Ltd

The Safeguarding Company Ltd

The School Planner Company Ltd

The Wisdom Partnership

Third Space Learning

Twin Science

Twoey Education

WCBS

Westchester Publishing Services UK Ltd

White Rose Education Ltd

Whizz Education Ltd

Wonde YPO VBuddies



Typical Agenda

- ✓ Geographic focus: Australia (November), US (February)
- ✓ Guest speaker
- ✓ Besa update on Trade Missions, Trade Shows and other relevant news about exporting
- √10-minute takeover: one of the members shares their experiences on a given topic with the group



A personal tale.

- ✓ In 2017, Fiction Express was a UK-only company
- √ Today, we have school customers in 65 countries
- ✓ Besa and the ExSIG were essential in building this expansion
 - Trade Show (UK stand)
 - Networking & learning from peers
 - Contacts
 - Department for Business and Trade (DBT)



BESA Export Newsletter



BESA Export Newsletter February 2024

In this edition:

Hear from DBT on exporting to the LATAM region

Member successtories

Exclusive BESA member discount – ISC Research

BESA Export Masterclass

Be part of BESA's Export community

Dear Dave.



Welcome to BESA's monthly export newsletter for members, designed to update you on the latest opportunities news and events to help grow your business internationally.

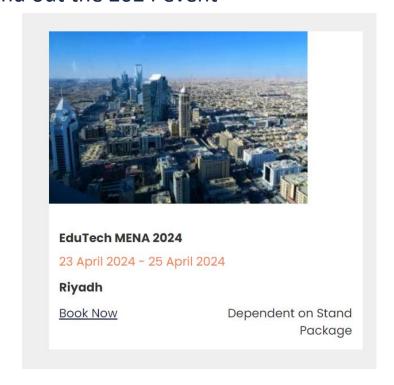
- ✓ BESA's monthly export newsletter for members, designed to update you on the latest opportunities, news and events to help grow your business internationally.
- ✓ Hear from our partners
- ✓ Member stories
- ✓ Exclusive BESA member discounts



Showcase your products worldwide.

International Events 2023	Country	Start Date	End Date
Egypt and Morocco Trade Mission	Egypt & Morocco	22 Jan	26 Jan
BESS Vietnam	Vietnam	21 Apr	22 Apr
Bett Brazil	Brazil	9 Мау	12 May
ISTE	USA	25 June	28 June
GESS Asia	Indonesia	20 Sept	22 Sept
Bett Asia	Thailand	4 Oct	5 Oct
DIDAC India	India	17 Oct	19 Oct
GESS Dubai	Dubai	30 Oct	1 Nov
EDspaces	USA	7 Nov	9 Nov
L&T Hong Kong	Hong Kong	13 Dec	15 Dec

✓ Visit <u>www.besa.org.uk/event-listings/</u> to find out the 2024 event





BESA's Partners.

























Export Barometer (for BESA members only).



- ✓ Highlights current export trends
- ✓Indicates 'opportunity areas'
- ✓ Draws upon feedback from BESA members



ISC Research.

ISC Research, the leading supplier of data and intelligence on the world's international schools market, has a special offer **for BESA members**. You can benefit from an <u>exclusive 20% discount on the ISC-iQ library</u>. This gives you 12-month access to an online library of 21 market intelligence summaries for key countries within the international schools' market, along with specialist reports and white papers on the current market from ISC Research.

The team at ISC Research is available to guide BESA members with international development needs at any time. For more information visit their website.



What makes the international <u>schools</u> market different?

BESA Open Day June 15th 2023



In summary.

- BESA works closely with Department for Business and Trade (DBT)
- Our members are looking for growth overseas our Export Special Interest group is very popular
- We maintain close links with government departments and agencies that have an international remit. This helps to secure funding and increase members' opportunities for developing sales overseas
- Services include:
- Identifying and encouraging overseas trade
- Founding and supporting successful tradeshows
- Taking cohorts to overseas exhibitions, providing onsite support, organising trade missions, meet the buyer and networking events
- Research and market reports
- Monthly export newsletter

