

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



ExSIG – Export Special Interest Group.

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.

ExSIG – Export Special Interest Group.

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/>

ExSIG – Export Special Interest Group.

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 [email the BESA Events team](#) 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)
Oriol 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

ExSIG – Export Special Interest Group.

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 success stories](#)

[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 May	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 www.besa.org.uk/event-listings/ to find out the 2024 event



EduTech MENA 2024
23 April 2024 - 25 April 2024
Riyadh
[Book Now](#) Dependent on Stand Package

BESA's Partners.



Export Barometer (for BESA members only).

Export Report.

Dec 2023

BESA
EXPORT
DATA.

besa | 
BRITISH EDUCATIONAL
SUPPLIERS ASSOCIATION

- ✓ Highlights current export trends
- ✓ Indicates 'opportunity areas'

- ✓ Draws upon feedback from BESA members

besa | 
BRITISH EDUCATIONAL
SUPPLIERS ASSOCIATION

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 [exclusive 20% discount on the ISC-iQ library](#). 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 schools market different?

BESA Open Day June 15th 2023



Kim Lynch

Business Development Manager

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