

HONG KONG: THE PREMIER LAUNCHPAD FOR UK EDTECH

From British Innovation to Asian Scale: Your Fast-Track to Market

I. THE IMMEDIATE OPPORTUNITY (THE "WHY NOW")

Capitalise on the "AI for Empowering Learning and Teaching Funding Programme"

- **The Grant:** Every publicly funded school is eligible for a one-off cash grant of **HK\$500,000 (approx. £50,000)** specifically for AI solutions.
- **The Urgency:** Schools must submit their **Expression of Interest by 28 February 2026**.
- **The Procurement Window:** Funds are valid for use until **31 August 2028**, creating a sustained, multi-year procurement cycle for your products.

II. THE MARKET LANDSCAPE

Access a High-Value, Stable Education Ecosystem

- **Massive Government Spend:** The 2025/26 Recurrent Education Budget stands at **HK\$102.9 billion (approx. £9.82 billion)**, ensuring consistent funding stability.
- **Scale of Access:** Immediate access to a compact, high-density market of approx. **1,000 Kindergartens, 600 Primary Schools, and 500 Secondary Schools**.

III. THE UK ADVANTAGE

A "Home-Away-From-Home" Market for British Curriculum Content

- **Direct Curriculum Fit:** Hong Kong is home to **53 International Schools** and **21 local Direct Subsidy Scheme (DSS) schools** offering non-local curricula.
- **The Opportunity:** These schools show a **dominant preference for the British Curriculum (IGCSE/A-Levels)**, creating a "plug-and-play" market for UK-aligned platforms, content, and assessment tools.

IV. STRATEGIC FUTURE & POLICY

Aligned with the 2026 Digital Blueprint

- **New Policy Mandate:** The "Blueprint for Digital Education in Primary and Secondary Schools" will be released in 2026.
- **The Driver:** This establishes a **mandatory AI Literacy framework** for the entire curriculum, driving urgent demand for versatile, cross-disciplinary tools beyond just STEAM subjects.

V. THE "SAFE LANDING" FOR BUSINESS

Low Risk, High Efficiency

- **Legal Familiarity:** A jurisdiction operating under **Common Law**, ensuring your contracts are enforceable and familiar.
- **IP Protection:** Robust Intellectual Property protection for software code and content.
- **Tax Efficiency:**
 - **No VAT.**
 - **No Sales Tax.**
 - **Low Corporate Tax:** 8.25% on the first HK\$2 million (approx. £200,000) of profits; 16.5% thereafter.

VI. YOUR NEXT STEPS

- **Exhibit:** Join the **Learning & Teaching Expo (LTE) 2026** (June 25-27, 2026) – The region's flagship EdTech event.
- **Connect:** Contact **InvestHK** for free, confidential advice on setting up your Regional HQ:
 - Website: www.investhk.gov.hk
 - Email:
 - Daisy IP, Head of Business and Talent Attraction / Investment Promotion: daisy_ip@hketolondon.gov.hk
 - Carmen SHIU, Senior Vice-President, Business & Professional Services, InvestHK: carmenshiu@investhk.gov.hk