

# Hong Kong Trade Mission 2026



BESA is partnering with the Department for Business and Trade (DBT) on a Trade Mission to Hong Kong to coincide with the Learning & Teaching Expo in June 2026.

Identified by the UK Government in the revised International Education Strategy as a priority area for export growth in the education sector, Hong Kong serves as a strategic gateway to Asia, offering unparalleled access to regional markets and a thriving education ecosystem.

## Why join the trade mission

- Learn more about the area and the opportunities that exist. Gauge whether this is a region that will work for you.
- Make connections with school leaders and potential distributors/local partners.
- Develop a relationship with DBT support on the ground, which will give you the edge and support that you need if you decide to focus on this area.
- Meet and sell to local school leaders at L&T Expo. Engage in conversations to help deepen your knowledge and understanding of the trading and education environment.
- Experience HK schools first hand. See the school set up, witness education in action first hand. See how your products/services will fit and understand any adaptations that will be required.
- Travel with fellow BESA members – a great networking opportunity.
- Capitalise on the "AI for Empowering Learning and Teaching Funding Programme" - every publicly funded school is eligible for a one-off cash grant of HK\$500,000 (approx. £50,000) specifically for AI solutions.

## Supported by



# Hong Kong Trade Mission 2026



## Programme

### Monday 22 June 2026

Orientation and meet the group

### Tuesday 23 June 2026

Day trip to Shenzhen

8:30am Travel to Shenzhen from Hong Kong

10am School visit

12pm Lunch

2pm Visit Shenzhen Association for Science and Technology

4pm Visit Tencent / ByteDance

6pm Return to Hong Kong

### Wednesday 24 June 2026

AM Visit to a leading education distributor

PM UK Pavilion: exhibitors set up booths / pods

PM Networking drinks reception at the British Consulate General Hong Kong: your chance to meet VIPs and make connections with carefully selected guests in an informal setting

### Thursday 25 - Saturday 27 June 2026

Hong Kong Learning & Teaching Expo

[BESA x DBT UK Pavilion Brochure](#)

### Sunday 28 June 2026

Travel home

This programme is subject to change. Any changes will be promptly communicated to participants.

## Accommodation

Prices include accommodation at the The Harbourview hotel.

<https://theharbourview.com.hk/en/>

## Supported by



# Hong Kong Trade Mission 2026



## Pricing

We keep the number of participants small in order to ensure you receive dedicated support. We have a minimum of 8 company spaces and a maximum of 15. Each company can send 2 delegates.

### Option 1: All inclusive

Includes:

- All meetings
- Networking events
- Accommodation
- Internal transfers and travel in the target markets
- Pod at LTE

Price:

**BESA Members-** £6,000 per company for one delegate; + £2,500 for an additional delegate.

**Non-Members-** £7,200 per company for one delegate; + £3,000 for an additional delegate.

Shell space options are available for an additional fee - enquire for full details.

Food, drinks, and flights to/from the UK are not included.



### Option 2: Representation

BESA will represent the member and pass details for relevant contacts back to them.

The member will not be travelling on the trade mission themselves with this option.

You will be invited to UK or online events before/after the trade mission.

2 spaces available.

Price: £2000

## Complete the Booking Form

Places are limited, act quickly to secure your spot. Registration closes 28 February 2026.

Return your completed form to [eventsteam@besa.org.uk](mailto:eventsteam@besa.org.uk).

You will be issued an invoice for a non-refundable deposit to secure your place. See the booking form for full T&Cs.

## Supported by

