Webinar: Hong Kong Edtech Market Overview

16 October 2017
How to ask Questions

1. Select “Chat” function
2. Select “Host & Presenter”
3. Type your question here
4. Press ‘Send’
Program

• Wendy Haydon, Trade and Investment Commissioner
  Australian Trade and Investment Commission Hong Kong

• Victor Cheng, Executive Director
  Hong Kong Education City

• Stuart Bailey, Managing Director
  Diversified Communications Hong Kong

• Q&A
Highlights

Economy
• Support SMEs by halving profits tax to 8.25% for first $2 million in profits
• Tax reduction on R&D investment

Innovation and Technology
• $10b to encourage private companies to increase R&D spend
• Kick-start a $500m “Technology Talent Scheme”
• Inject $3b into the Research Endowment Fund
• $2b of the Innovation and Technology Venture Fund Scheme
• Invest $700m for Smart City initiatives
Hong Kong Smart City Agenda
Key Elements of Smart City

- Mixed-modal access
- Clean & non-motorized option
- Integrated ICT

Smart Mobility
- 21st Century Education
- Inclusive society
- Embrace Creativity

Smart People
- Entrepreneurship & innovation
- Productivity
- Local and global interconnectedness

Smart Economy
- Enabling supply & demand size policy
- Transparency & open data
- ICT & eGov

Smart Living
- Culturally vibrant & happy
- Safe
- Healthy

Smart Environment
- Green buildings
- Green energy
- Green urban planning

Smart Government

FutureUnlimited
Smart City Development Plans - Smart People

- Cultivate Data Science Expertise
- One-Stop Shop
- Use of On-line Applications and Social Media for Stakeholder Engagement
- Technology Education
- Education and Skill Retooling
Education and EdTech Business in Hong Kong

Victor Cheng
Executive Director
Hong Kong Education City
Background of Hong Kong Education System

**K-12**
15 years free education (kindergarten to K12)
About 1,000 Primary and Secondary schools

**Education Budget**
~ €10 billion or 18% of government budget, more than health, housing and infrastructure

**Internet City**
Ranked 1st in mobile network coverage and 2nd in International Internet bandwidth

**School WiFi**
ALL schools ALL classrooms with WiFi by 2017

**International Culture**
Bilingual, multi-culture, inclusive education

**PISA**
Top 5 in Problem Solving, Mathematics and Digital Reading in PISA 2012
About HK Education City (www.hkedcity.net)

- A limited company established in 2002 by the Government
- The largest educational portal in HK
- Supports Teachers, Students, Parents, Corporations

- 85% of teachers and students with EdCity accounts (800,000)
- More than 100 commercial partners (eSolutions, publishers, ISPs, EdTech products)
- Learning and Teaching Expo
EdTech, STEM and Coding - strategies and practices in HK

WiFi, Mobile Tablets, eBook, eResources

STEM Curriculum, Activities, Resource…

CT Curriculum, pilot schools…
The 4th Strategy on IT in Education

- Curriculum
- Pedagogy
- eAssessment
- Professional Development
- Community Building
- Evaluation

100% schools with WiFi

Mobile Devices + eResources
Large-scale Adoption in Schools

- Infrastructure and standards to allow large-scale adoption with multiple developers
School Funding

- 80% school subsidized by Government
  - Direct Subsidy School – more flexible funding
  - Private / International School – more resourceful
- ICT funding (>300,000 p.a.)
- WiFi funding (~$70,000 p.a.)
- STEM (Primary $100,000, Secondary $200,000)

**NEW!** 2017 - Tablet subsidization for under privileged
EdTech Solutions

Learning & Teaching Expo

eLearning Solutions (eREAP)
eRead
EDBookShelf
Virtual Learning Environment
WiFi 1000
HKEdCity Infrastructure

Mobile / Social Strategy
Membership
Student's View of eLearning

Classroom App
- Student Response System:
  - Nearpod
  - EdModo
  - Socrative

Learning Management System / Platform
- Forum
- Assignment
- eAssessment
- Flipped classroom

Internet Resources
- HKEdCity Resources
- Education Ministry
- Khan Academy

eTextbook
- Contents
- Multimedia
- Simulation
- Short quiz

Personal Learning Tools
- Dictionary
- Camera
- Explain Everything
- PowerPoint
Partnership with International EdTech Companies
eResource Adoption Program

- Global acquisition of quality eResources for large scale adoption
- Funded by Government
- >200 schools participated
- Coordinated evaluation
- Centralized tendering
Success Factors

- Quality of Contents and Pedagogy
- Mobile ready, cross platform
- Language (Written, Spoken, Video)
- Curriculum and contents (Adaptable)
- Ease of Administration
- Ease of Large Scale Deployment
- Flexible Licensing Model
- Local support and local partners
- Teacher Professional Development (in Chinese)
- Teacher community
Example - MathSpace

- Single Signon Integration
- Flexible Licensing – School based, student based
- Curriculum adaptable
Teacher Professional Development
Parent is the Key
Thank You!
Learning & Teaching Expo 2017
學與教博覽 2017
Hong Kong Convention & Exhibition Centre | 13-15 Dec 2017

Presented by
Supported by
Organised by
Co-located conference

HKedCity
Education Bureau
diversified communications hong kong
AISC
Asia-Pacific International Schools Conference
**What are LTE & AISC?**

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<tr>
<th>Learning &amp; Teaching Expo (LTE)</th>
<th>Asia-Pacific International Schools Conference (AISC)</th>
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<td><strong>Presented by</strong></td>
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<td>KedCity</td>
<td>Education Bureau</td>
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<td><strong>Strategic Partner</strong></td>
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<td>ESF</td>
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<tr>
<td>• Asia’s largest and fastest growing education Expo</td>
<td>• Unique conference specially designed for international schools</td>
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<td>• The only annual event fully supported by the Education Bureau of Hong Kong</td>
<td>• 350+ Delegates from international schools</td>
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<tr>
<td>• 11,000+ Buyers and Visitors</td>
<td>• Delegates from international schools throughout the Asia Pacific Region</td>
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<tr>
<td>• Visitors from 40+ Countries</td>
<td>• 20+ countries represented</td>
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<td>• 280+ Exhibiting Booths</td>
<td>• 40+ Sessions of seminars, demonstration and networking events</td>
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<td>• 160+ Demonstrations and Seminars</td>
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## Targeted Audiences at both LTE and AISC

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<td>• Targeting buyers and school leaders sourcing the latest education technology and school resources</td>
<td>• Targeting the international schools sector with significant purchasing requirements</td>
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<td>• <strong>Annual event established</strong> since 2010</td>
<td>• In <strong>Partnership with ESF</strong> – the largest international education provider in Hong Kong</td>
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<td>• <strong>Highly Credible</strong> with support from Education Bureau of the HKSAR</td>
<td>• Supported by <strong>World Renowned Speakers</strong></td>
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<td>• <strong>Fast Growing</strong> with double digit % increase in visitor numbers each year</td>
<td>• International school delegates attracted from <strong>China and the Asia Pacific Region</strong></td>
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<td>• <strong>Accessible Venue</strong> at Hong Kong Convention and Exhibition Centre</td>
<td>• <strong>An annual meeting place</strong> for school leaders in the Asian international schools sector</td>
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Two Signature Events – Under the Same Roof

Reaching over 11,000 buyers at one-stop platform
Visitors Profile 2016

- **11,438** Record-breaking Attendance
- **↑26.9%** more than 2015
- **↑80%** Increase since 2012

**Mainland China**: 14.6%

**Hong Kong**: 66.5%

**Macau**: 3.7%

**Taiwan**: 3.0%

**Southeast Asia**: 10.5%

**Others**: 1.7%

Argentina, Australia, Canada, Colombia, Egypt, Finland, France, Mongolia, the Netherlands, Qatar, Russia, Saudi Arabia, Solomon Islands, South Africa, Switzerland, United Arab Emirates, The United Kingdom, USA
Educational Roles 2016

Institution by Level of Education
- 31.5% Middle School / High School / Secondary
- 22.2% Kindergarten
- 22.1% Primary / Elementary
- 21.2% Higher Education
- 3.0% Others (Adult Education, Continuing Education, Playgroup, Special School, Tutorial Centre, Education Centre, etc.)

Attendance of Learning & Teaching Expo
- 2012: 6,352
- 2013: 7,231
- 2014: 8,030
- 2015: 9,012
- 2016: 11,438

Who Visited?
- Teacher: 35.7%
- Principal / Leadership Team / Administrator: 25.2%
- Department / Subject / Faculty Head: 22.6%
- Corporate / Distributor / Reseller / Buying Agent: 7.5%
- School Support Staff: 6.5%
- Government / NGO / Association: 2.5%
Sample Visitors 2016

Corporate Buyers
- Apple Inc, Hong Kong
- Cambridge English Assessment, Hong Kong
- Chiefmind Entertainment Software Ltd, China
- Comproind, Colombia
- Edw Education Media & Publishing Co Ltd, Taiwan
- Dgi Trade Partners, United Arab Emirates
- Inspiring Super Ideas, Taiwan
- Key Innovation & Technology Solution, USA
- Mantach Engineering & Trading Company Ltd, Macau
- Roland Print, Peru
- Shenzhen Maichang Digital Technology Co, Ltd, China
- Shou Yang Digital Technology Co, Ltd, Taiwan
- Sigongmedia, South Korea

Primary & Secondary Schools / K-12
- Apple Tree International Kindergarten, Thailand
- North London Collegiate School Enterprises Ltd, UK
- Australian International School, Hong Kong
- Baptist Rainbow Primary School, Hong Kong

Universities / Tertiary Institutions
- Gengdan Institute Beijing University of Technology, China
- Nan Jing University, China
- Hong Kong Institute of Vocational Education, Hong Kong
- Vocational Training Council, Hong Kong
- Macau Polytechnic Institute, Macau
- Macau Government of Science and Technology, Macau
- Open University Malaysia, Malaysia
- Samara State Technical University, Russia
- Ulsan National Institute of Science and Technology, South Korea
- Takming University of Science and Technology, Taiwan
- Triam Udom Suksa School of the South, Thailand
- Montana Tech University, USA

Government / Associations / Others
- Australian Trade and Investment Commission, Australia
- Curriculum Development Institute, Hong Kong
- Education Bureau, Hong Kong
- French Trade Commission, France
- Hong Kong Geopark, Hong Kong
- Hong Kong Police College, Hong Kong
- Leisure and Cultural Services Department, Hong Kong
- Department for International Trade, UK
- UNICEF, Hong Kong

‘Learning & Teaching Expo gathered a wide range of educational information and resources at one place. World-renowned overseas speakers were invited to conduct keynote presentations which gave us plenty of insights and inspirations on education.’

Ms Keung Hung Kuen
Principal,
TWHs Lucina Laam Ho Kindergarten, Hong Kong

‘Learning & Teaching Expo has everything from hardware and software development to environment enhancement. But most importantly, LTE encouraged interactions and exchange among educators.’

Mr Edwin Ching
Innovation and Learning,
Baptist Rainbow Primary School, Hong Kong

Kindergartens / Pre-schools
- Deborah International Pre-School / Play School, Hong Kong
- Hong Kong Ling Lian Church Kindergarten, Hong Kong
- Truth Baptist Church Glory Nursery, Hong Kong
- TWGHs Fong Shu Fook Tong Kindergarten, Hong Kong
- Victoria Kindergarten, Hong Kong
- Ashiya International School, Japan
- Tod Mongol Education LLC, Mongolia
- Pink Playhouse Playschool Inc, Philippines
- My First Skool, Singapore
- Wagor Kindergarten, Taiwan

- Basis International School, China
- Bina Bangsa School, Indonesia
- International Memory School, Albania
- Kwun Tong Government Primary School, Hong Kong
- Macau Baptist College, Macau
- Marlborough College, Malaysia
- Maryknoll Convent School, Hong Kong
- Newline Interactive, Taiwan
- North London Collegiate School Enterprises Ltd, UK
- Podar Education Network, India
- Princeton Education Center, USA
- Shenzhen College of International Education, China
- St Joseph's College, Hong Kong
- Taejon Christian International School, South Korea
- Texas State International Academy, Cambodia
- The British School of Yangon, Myanmar
- The Hutchins School, Australia
- The Shildeg School, Mongolia
- Yongsan International School of Seoul (YISS), South Korea

Ms Jolie Perilla
Sales Manager,
Microdata Systems and Management Inc., the Philippines
What’s in 2017?

Learning & Teaching Expo 2017
Asia’s Leading Education Expo
13–15 December 2017 • HONG KONG

Staff Development Day
School Group Registration is now open!

School Group Registration
Prizes
Micro: b&b box - 50 sets

www.LTEexpo.com.hk
Country Pavilions

Make sure you stop by and see the country pavilions! **Australia** will have their first country pavilion at LTE 2017 sharing their advanced online education solutions to the education market in Asia, including eLearning resources, classroom supplies and furniture. **Finland** and the **UK** will also return to LTE to introduce their innovative and quality education resources in their country pavilions.
Vocational and Professional Education and Training (VPET) **New**

A spotlight will be put on VPET by showcasing advanced education solutions, such as AR / VR technologies, 3D design and printing solutions, engineering and technical training systems and distant learning resources. VPET scholars and experts will also gather at LTE to discuss the development of VPET in the Asia-Pacific Region.

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**STEM & Maker Education**

Students will be able to show their STEM talents and maker skills by participating in different activities and competitions, including InnoSTEMer – the outstanding STEM project showcase, the Robotics Challenge, and the first-ever Race for the Line Model Rocket Car Competition.
We are pleased to form the Advisory Board of about 20 school principals and leaders from international schools as well as direct subsidy scheme schools.

The Advisory Board discussed the hot issues and challenges facing the education in Asia-Pacific generally.

<table>
<thead>
<tr>
<th>Mr Jacques Perche, Head of Continuous Professional Development, ESF</th>
<th>Mr Tom Vujnovac, Principal, Lantau Int'l School</th>
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<tbody>
<tr>
<td>Mr Tim Conroy-Stocker, Student Support / SEN adviser (Secondary), ESF</td>
<td>Mr Brian Cooklin, Principal, Nord Anglia International School Hong Kong</td>
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<td>Ms Gazel Razavi, Principal, EtonHouse International Pre-School, Pak Shek Kok</td>
<td>Mr WT William Wong, Principal, Pak Kau College</td>
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<td>Mr Mark Rosario, Principal, Forest House Waldorf School</td>
<td>Mr Andrew Parkinson, Wellbeing Team Head, Renaissance College</td>
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<tr>
<td>Mrs Eva Hsu, Principal, Fukien Secondary School Affiliated School</td>
<td>Mrs Tess Baguio, Principal, Small World Christian Kindergarten</td>
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<td>Mrs Laura Loraine Green, Principal, Good Hope School</td>
<td>Ms Gail Maidment, Founding Principal, Small World Christian Kindergarten</td>
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<td>Dr Jerry Buckner, Head of School, International Christian School</td>
<td>Mr Dennis Yuen, Principal, St Paul’s College</td>
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<td>Ms Ruth Woodward, Principal, International College Hong Kong (Hong Lok Yuen)</td>
<td>Mr Martin Scott, Co-Principal, Yew Chung International Primary School</td>
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<tr>
<td>Ms Emily Flach, Principal, Kingston International School</td>
<td>Mr Andrew Higgins, Deputy Principal(International Curriculum), YMCA of Hong Kong Christian College</td>
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MENTAL HEALTH & WELLBEING
Mental health and wellbeing in education are interdependent. Learning environments that support student mental health focus on their cognitive, emotional and social development – a whole person approach. Leaders in the field of wellbeing and mindfulness will discuss frameworks and activities to support student’s integrated learning, personal growth and achievement. The stream will focus on supportive approaches including:

- Developing healthy school communities and positive attitudes
- Improving lifelong health, values, abilities and skills
- Training for detecting changes in behaviour and appearance of students
- Fostering wellbeing in school communities
- Improving learning environments and practices in promoting healthy wellbeing, through school and education systems

EARLY YEARS PEDAGOGY
This stream is back by popular demand! Presentations, case studies and group discussions are aimed at bringing to life the advances in understanding of pedagogical approaches in early childhood education. Practitioners gather together to build collaborations and share experiences with early childhood professionals from the Asia-Pacific region. The stream will include presentations and discussions on:

- The relationship between play and learning
- Understanding the frameworks governing early childhood care and education
- Exploring a range of early childhood research, practices and observations
- Assessment tools for building evidence of young children’s learning and development
AISC 2017 – Main Themes

TRANSFORMING LEARNING
Learning how to teach and learn in the digital age is what the educators will explore in this new theme. The stream will contain an engaging mix of topics about innovative education, revitalizing learning, applied e-learning and technology and enhancing teacher and student creativities. Join the renowned experts to learn about insights, strategies and practices, delegates will benefit from a variety of presentations, interaction and techniques including:

• Understanding the latest creative toolkits and practical technologies for use in the classroom
• Implementing innovative and non-traditional teaching methodology
• Developing new skills to unleash the intelligence of students
• Achieving a nimble balance between digital and physical platform
• Generating discussions and debates on how learning can be topical and relevant

WHO ATTEND AISC?

- Head of School
- Teacher
- Learning Support Coordinator
- Counsellor
- School Advisor
- School Founder

Principal
Vice Principal
Director of Staff and Curriculum
Wellbeing Leader
Psychologist
IT Director
Professor Michael Fullan
Author, Speaker, Educational Consultant

Professor Michael Fullan, OC, is the former Dean of the Ontario Institute for Studies in Education of the University of Toronto. Recognized as a worldwide authority on educational reform, he advises policymakers and local leaders around the world in helping to achieve the moral purpose of all children learning. Michael Fullan received the Order of Canada in December 2012. He holds honorary doctorates from several universities in North America and abroad.

Professor Fullan is a prolific, award-winning author whose books have been published in many languages. His book Leading in a Culture of Change was awarded the 2002 Book of the Year Award by Learning Forward. He currently serves as an Advisor to the Premier and Minister of Education in Ontario.

Dr. David Gleason
Education Innovator and Consulting Psychologist of Concord Academy

Dr. David Gleason is a clinical psychologist who provides counseling and consulting services, as well as neuropsychological assessments, within public, independent and international schools. Dr. Gleason served as Administrative Director of Student Support Services at St. Paul’s School in New Hampshire before opening his own practice in Concord, Massachusetts in 2000.

At that time, Dr. Gleason also joined Concord Academy as that school’s Consulting Psychologist. He has taught psychology at the secondary, undergraduate and graduate levels, and he presents workshops and seminars at schools, national conferences in the United States, and at international conferences around the world. Dr. Gleason has just published At What Cost? Defending Adolescent Development in Fiercely Competitive Schools.
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<tr>
<th>School Name</th>
<th>Country</th>
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<td>Bahrain</td>
<td>Joy to the World American International School</td>
<td>Japan</td>
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<td>Dulwich International High School</td>
<td>China</td>
<td>Quarry Bay School</td>
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<td>Hanova International School</td>
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<td>Suzhou Singapore International School</td>
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<td>Hangzhou International School</td>
<td>China</td>
<td>Renaissance International School Saigon</td>
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<td>School of the Nations</td>
<td>Macau</td>
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<td>Hillside International Kindergarten</td>
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<td>Wellington College International Tianjin</td>
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<td>Head Start International School Phuket</td>
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<td>Norwegian International School Kindergarten Campus</td>
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<td>IPEKA Integrated Christian School</td>
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<td>The Harbour School</td>
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<td>Shrewsbury International School Bangkok</td>
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<td>Kennedy School, Hong Kong</td>
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Delegates 2016

350+ School Leaders from International Schools across Asia-Pacific

Attendance at AISC 2016 increased by over 50% to 350 international school delegates. Delegates at AISC are principally school leaders, principals, school board members and senior management from international schools.

20+ Countries Represented
45% Attendance from Outside Hong Kong

International school delegates attending from outside Hong Kong increased significantly at AISC 2016. Speakers and delegates attended from Australia, Cambodia, China, Hong Kong, India, Indonesia, Jakarta, Japan, Macau, Malaysia, Mongolia, Myanmar, Philippines, Qatar, Saudi Arabia, Singapore, South Korea, Thailand, UK, US and Vietnam.
For more information, please feel free to visit www.LTEspo.com.hk or Contact us at

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Exhibition Project Manager
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Thank You!

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