

# EDUCATION TRADE MISSION TO THE UK

*2023 Bett UK Education Show - The Global Community For Education Technology*  
29<sup>th</sup> to 31<sup>st</sup> March 2023



# BACKGROUND

- The UK-Ghana Chamber of Commerce (UKGCC) is organising a trade mission to the **Bett Education Show in London**, United Kingdom from the **29<sup>th</sup> – 31<sup>st</sup> March 2023**, at the **ExCeL Exhibition Centre**.
- Bett's mission is to spark **ideas**, create **connections** and accelerate **trade**, driving impact and improving outcomes for teachers and learners.
- This trade mission is being organised in partnership with the UK's **Department for International Trade (DIT)** at the British High Commission, Accra, and the **British Council** in Accra.

- Bett is the largest **education technology expo** in the world which brings together educators from all facets of the educational ecosystem.
- Bett provides the opportunity to network with more than **600 innovative Edtech** and resource solution providers displaying innovative products and services.
- You may find **solutions** for various educational settings, difficulties, and budgets from international IT corporations to well-known education brands to start-ups.



Department for  
International Trade



# WHY SHOULD YOU PARTICIPATE?



Access to key information on highlights and trends in the educational industry.



Exhibit and showcase your innovative products and ideas.



Opportunity to network and liaise with various stakeholders in the education and edtech space.



B2B Meetings with relevant players in the education ecosystem.



Discover and purchase a wide range of products from a large pool of solution providers.



Discussions and resources on revolutionising the education space from kindergarten to the higher education level.





# WHAT'S NEW AT BETT 2023?

Bett 2023 is transforming the way our community connects and collaborates by launching **Connect @ Bett** – a completely new, tech-enabled meetings programme that will drive more meaningful conversations than ever before in Bett's 37-year history.

**Connect @ Bett** will connect 2,000+ participants from Education Institutions and Governments with 300+ Solution Providers for 5,000+ high value meetings onsite at Bett 2023.

All meetings are double-opt in (both people want to meet each other) and are scheduled based on your individual availability.

**Esports @ Bett 2023** - Sports teams from schools across the UK will compete against one another and will be accompanied by a professional shoutcaster, who will provide a curated explanation on the use of esports in the classroom.





Government  
Institutions &  
Public  
Agencies



Technology  
Companies &  
Startups

**WHO CAN  
ATTEND  
BETT?**

K-12 , Further  
Education &  
Higher  
Education  
Stakeholders

Teachers,  
Investors &  
Persons in  
the Education  
Supply Chain





# DETAILS ON BETT EXHIBITION



**Bett Futures** : A hub of Edtech start-ups. Visitors looking for up-and-coming innovations across both hardware and software.

**Tech for Teaching & Learning** : The software solutions used in the classroom by the teacher or the student. Assessment tools, learning management systems, coding, educational apps, e-books and more.

**Education Show** : The non-ICT resources and services needed to make every part of your institution successful. Indoor and outdoor furniture companies, stationery companies, SEND solutions, wellbeing and PE providers.



**Management Solutions** : The software solutions required in the running of the entire institution. Attendance and visitor management systems, data management and storage, connectivity and communication solutions, security and risk management services and more.

**Equipment & Hardware**: The physical day to day products used in schools, from classrooms to the canteen. Interactive whiteboards, screens, monitors, 3D printers, Av and multimedia, robotics and more.



**Global Showcase** : Global industry bodies, associations and international education ministries showcasing best –in-class Edtech solutions and national ICT Programmes from around the world. Visitors looking for :international product offerings, export expertise, government contacts.

# UKGCC BETT PARTICIPATION PACKAGES

## STANDARD & MANDATORY PACKAGE – 24,500 Cedis

- BETT Conference Participation Fee
- B2B Meetings with DIT Delegates
- Participation in Mark Brooks Education VIP Evening Reception
- UKGCC Service Charge

*Optional offers additional to mandatory package ( at indicated costs) below :*

### **(Connect@Bett) Meetings -**

1. 50,000 cedis per EdTech company for unlimited meetings.
2. 30,000 cedis for start-ups for unlimited meetings

### **OPTION 1 – GHC 94,500**

- Flight Ticket (Economy Fare)
- Hotel Accommodation Charge (5 nights)
- Transportation Cost ( To & From Airport)

### **OPTION 2 –**

- Request for a customisation of packages

*\* Terms and Conditions Apply \**

**For registration and participation, kindly reach out to Mina Pokuaa Agyemang at [trademissions@ukgcc.com.gh](mailto:trademissions@ukgcc.com.gh)**

