

Opportunities in the Education and Training Sector

Hong Kong is a **well-developed** market that recognises the importance of good education. This is prevalent across the spectrum of Government, education providers, family and individuals (young adults, adults and professionals). With strong historical links between Hong Kong and the British Education system, Hong Kong's policy makers, teachers and mature learners are greatly receptive to UK education related products and expertise. This, together with the relative affluence of the society, makes Hong Kong a **vibrant** education and training market for UK suppliers.

Hong Kong's core Education and Training issues are:

- **education reform** (education system and curriculum)
- **standards of English** (declining due to more use of Cantonese as the main mode of teaching and difficulty in recruiting Native English Teachers (NETs) to teach in Government schools)
- **sustainable development** (declining population growth leads to schools' sustainability)
- **skills development** (life-long learning to ensure HK has a skilled and competitive work force)

Neighbouring Macao also has core Education and Training requirements:

- **education system** (lacks a national curriculum and assessment, schools are autonomous in what they teach and assess)
- **talent shortage** (across the management and hospitality sectors due to the burgeoning gaming industry)

UK Trade & Investment Hong Kong has been actively involved in both markets to promote UK's Educational and Training products and services, particularly in the education technologies and Special Education Needs sub sectors. A future market focus will be on the promotion of UK services and technologies related to Gifted and Talented Education and Vocational Training.

Opportunities for UK technologies and services

- Vocational Training (courses eligible for Government funds, such as CEF), Digital Media courses, Universities' courses
- Specialised ELT such as English for IT professionals, English for Engineers
- Education ICT products
- Curricula Online, Education portal content
- E-learning (VT, Tertiary, professional CPDs)
- SEN products, including Autism
- Gifted and Talented Education (Resources, Assessments and Training)
- CPD – teachers and principals training
- School Partnership - with Macao schools/institutions

Further information on the Education and Training sector is available on www.uktradeinvest.gov.uk

For Information on the Education system in Hong Kong: <http://www.gov.hk/en/about/abouthk/factsheets/docs/education.pdf>

Education and Manpower Bureau's website: <http://www.edb.gov.hk>



Contact us to see what opportunities are available in Hong Kong for your business:

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Proposed Activities and Events

Hong Kong Book Fair (http://hkbookfair.hktdc.com)	23 - 29 July 2008
UK Stand at International Healthcare & Medical Expo, Hong Kong (Training & Qualifications) (http://hkmedicalhealthcarefair.hktdc.com)	14-18 August 2008
ED-Ex 2008 The Education Expo, Hong Kong (www.ed-expo.com/hk_08/)	5 – 6 July 2008
Education UK Exhibition by British Council, Hong Kong (www.britishcouncil.org/hongkong)	16-17 August 2008 and Spring 2009
SEN (Special Education Needs) Show in Islington, UK – Hong Kong Delegation	17 – 18 October 2008
Hong Kong Toys & Games Fair – UK stand organized by Birmingham Chamber of Commerce & Industry (http://hktoyfair.hktdc.com)	5-9 January 2009
BETT Show at Olympia, UK – Hong Kong Delegation (www.bettshow.com)	14-17 January 2009
UK Trade & Investment Educational Sustainable Development Event, Hong Kong	Spring 2009
The Education Show, Birmingham, UK – Hong Kong Delegation (www.education-show.com/)	26-28 March 2009