

**Invitation for Expression of Interest  
Partnership for Organising  
the Learning and Teaching Expo**

**Reference number: EO24-001**

**Hong Kong Education City Limited**

**Date of issue: 16 Feb 2024**

## 1. Introduction

- 1.1. Hong Kong Education City Limited ('EdCity') is now inviting interested parties to submit Expression of Interest('EOI'), in strict confidence, as a strategic partner/strategic partners to cooperate with EdCity in organising the Learning and Teaching Expo ('LTE').
- 1.2. The LTE is an annual educational expo first launched in 2010. LTE has grown to be Asia's leading education event, providing a platform for all the stakeholders such as governments, schools, prominent educators in the region to exchange insightful educational experience and discover the latest trends and hot topics in education, including but not limited to educational technology and innovative resources. Information of the LTE 2023 is at [www.ltexpo.com.hk](http://www.ltexpo.com.hk)
- 1.3. EdCity would like to invite potential companies with considerable expertise and resources in organising educational expo in Hong Kong to express their interest to partner with EdCity in organising the LTE starting from 2025 for five years. Interested companies are invited to respond to this EOI with their proposals for consideration.

## 2. The Invitation

### 2.1. This invitation

The title : Partnership for Organising the Learning and Teaching Expo  
Reference number : EO24-001

### 2.2. Submission of Proposal

Interested company must fill out the Appendices together with this document. Additional information the interested company would like to supply can be added as supplementary.

### 2.3. Enquires

Enquiries concerning the EOI shall be raised on or before 1 March 2024 6:00 pm Hong Kong Time. EdCity will publish a summary of enquiries on the EOI website (<https://edcity.hk/eoi>) by 8 March 2024 6:00 pm Hong Kong Time. Enquires should be addressed to the following:

Ms Bonnie Tam

Head of Corporate Services

+852 2624 1010 / [bonnie@hkecl.net](mailto:bonnie@hkecl.net)

Do NOT submit to proposal to this email.

### 2.4. Channels of submission

Invitees should submit their proposals through email only to [eoi-lte@hkecl.net](mailto:eoi-lte@hkecl.net).

### 2.5. Closing time

All proposals must be submitted on or before **28 March 2024 (Thursday), 12:00 nn Hong Kong Time** (the closing date and time).

Late submission will NOT be considered. EdCity will not be responsible for any mislaid proposals or those submitted by methods other than as indicated in section 2.4.

In case in Hong Kong a black rainstorm warning signal or typhoon signal No. 8 or above, the closing date of the submission will NOT be altered.

2.6. Important dates / times:

<b>Activity</b>	<b>Date</b>	<b>Time</b>
EOI invitation published	16 Feb 2024	
Briefing to interested invitees	22 Feb 2024	Cantonese session: 11:00 am - 12:00 nn HK Time  English session: 3:00 pm - 4:00 pm HK Time (Interested parties can only register for either session)
Closing time for questions, clarifications or requests for information	1 Mar 2024	6:00 pm HK Time
Summary of responses to questions and clarifications published on EdCity websites	8 Mar 2024	6:00 pm HK Time
Closing time for EOI Proposals	28 Mar 2024	12:00 nn HK Time

**3. Conditions of participation**

3.1. Invitation

The invitation is not an offer. It is a formal request for submission of proposal from invitees to enter into partnership selection for organising the Learning and Teaching Expo. Nothing in this invitation is construed as creating any binding contract for the partnership (express or implied) between EdCity and any invitees.

3.2. Accuracy of invitation

EdCity does not warrant the accuracy of the content of this invitation and will not be liable for any omission from the invitation documents.

3.3. Additions and amendments

EdCity reserves the right to change any information or to issue addenda to this invitation.

3.4. Representation

No representation made by or on behalf of EdCity in relation to this invitation (or its subject matter) will be binding on EdCity unless the representation is expressly incorporated into any contract(s) ultimately entered into between EdCity and an invitee.

3.5. Licence to use Intellectual Property Rights

- a) Persons obtaining or receiving this invitation and any other documents issued in relation to this invitation may use the documents only for the purpose of preparing proposals.
- b) Such Intellectual Property Rights as may exist in this invitation and any other documents provided to the invitees by or on behalf of EdCity in connection with the EOI process are owned by EdCity except to the extent expressly provided otherwise.

### 3.6. Communication

- a) Communication protocol

All communications relating to this invitation and the EOI process must be directed to the contact listed in section 2.3.

- b) Request for clarification

- i) Any questions or requests for clarification or further information regarding this invitation or the EOI process must be submitted to EdCity's designated contact listed in Section 2.3 in writing before the closing time stated in Section 2.6.

- ii) EdCity is not obliged to respond to any questions or requests for clarification or further information.

- iii) EdCity may make available to other prospective invitees details of such a request together with any response.

- iv) Invitees must not engage in any activities or obtain or provide improper assistance that may be perceived as, or that may have the effect of, influencing the outcome of the EOI process in any way. Such activities or assistance may, in the absolute discretion of EdCity, lead to disqualification of an invitee.

- c) Anti-competitive conduct

Invitees and their representatives must not engage in any collusion, anti-competitive or similar conduct with any other invitees or person in relation to the preparation, content or lodgement of their invitee's proposals. In addition to any other remedies available to it under law, EdCity may, in its absolute discretion, disqualify an invitee that EdCity believes it has engaged in such collusive or anti-competitive conduct.

## 4. Submission of Proposal

### 4.1. Submission of Proposal

Interested invitees are requested to submit proposals containing the following information:

- a) Requirements of the Partnership of Learning and Teaching Expo (**Appendix 1**)
- b) Company Information (**Appendix 2**)
- c) Track Records in Organising Large Scale Events (**Appendix 3**)
- d) Profiles of Key Personnel (**Appendix 4**)
- e) Connections with Local and International Organisations (**Appendix 5**)
- f) Compliance Table for Mandatory Requirements (**Appendix 6**)
- g) Plans and strategies in achieving the objectives (**Appendix 7**)
- h) Financial projection (**Appendix 8**)
- i) Any other information that can support the proposal (**Appendix 9**).

### 4.2. Lodgement

- a) The invitee's response must be lodged by the EOI closing time. The closing time may be extended by EdCity in its absolute discretion by providing notice to invitees.
- b) All invitees' responses lodged after the EOI closing time will be recorded by EdCity. The determination of EdCity as to the actual time that the invitee's response is lodged is final.
- c) Where this invitation requires or permits invitee's responses to be lodged by email, the reply containing the invitee's response must be lodged as set out in section 2.4.

### 4.3. Invitee's Responsibilities

It is the invitee's responsibility to:

- a) understand the requirements of this invitation, the EOI process and any reference documentation;
- b) ensure that all the information fields in the Appendices provided by EdCity are completed and contain the information requested;
- c) ensure that the invitee's response is in the correct format, complies with all requirements of this invitation and is accurate and complete;
- d) make their own enquiries and assess all risks regarding this invitation and the EOI process;
- e) ensure that it did not rely on any express and implied statement, warranty or representation, whether oral, written or otherwise made by or on behalf of EdCity or its representatives other than any statement, warranty or representation expressly contained in this invitation;
- f) ensure that they comply with all applicable laws in regard to the EOI process;

- g) be responsible for all costs and expenses related to the preparation and lodgement of its invitee's response, any subsequent negotiation, and any future process connected with or relating to the EOI process.

#### 4.4. Probity

- a) Invitees have to acknowledge that:
  - i) dishonesty, theft and corruption on its part or that of its employees, agents or sub-contractors are criminal offences and may lead to prosecution under section 9 of the Prevention of Bribery Ordinance (Chapter 201 of the Laws of Hong Kong), sections 17, 18D and 19 of the Theft Ordinance (Chapter 210 of the Laws of Hong Kong) and section 161 of the Crimes Ordinance (Chapter 200 of the Laws of Hong Kong) ; and
  - ii) the soliciting or offering or accepting of advantages, as defined in the Prevention of Bribery Ordinance, in connection with the EOI, tender exercise(s) and execution of the contract(s) is not permitted.
- b) Invitees shall inform their officers, employees (whether permanent or temporary), agents and sub-contractors that the soliciting or offering or accepting of advantages (as defined in the Prevention of Bribery Ordinance) in connection with the EOI, tender exercise(s) and execution of the contract(s) is not permitted. Invitees shall also caution their officers, employees and agents and sub-contractors against soliciting or accepting any excessive entertainment which may impair their impartiality in relation to the selection of their sub-contractors, if any, or the supervision of the work of the sub-contractors.
- c) Invitees shall be considered as breaching the terms and conditions of this EOI if any of their employees, agents and sub-contractors is convicted of an offence under the Prevention of Bribery Ordinance, the Theft Ordinance or the Crimes Ordinance.
- d) Failure to comply with the clauses in paragraphs 4.4(a)(ii) and 4.4(b) by the invitee or his directors, employees, agents or subcontractors shall, without affecting the invitee's liability for such failure and act, result in his EOI proposal and tender being invalidated.

#### 4.5. Obligation to notify errors

- a) If an invitee identifies an error in their invitee's response (excluding clerical errors which would have no bearing on the evaluation), they must promptly notify EdCity.
- b) EdCity may permit an invitee to correct an unintentional error in its invitee's response where that error becomes known or apparent after the EOI closing time, but in no event will any correction be permitted if EdCity reasonably considers that the correction would materially alter the substance of the response.

#### 4.6. Use of an invitee's response

Upon submission, all invitee's responses become the property of EdCity. The invitee will retain all ownership rights in any Intellectual Property Rights contained in the invitee's response. However, each invitee, by submission of their invitee's response, is deemed to have granted a licence to EdCity to reproduce the whole, or any portion of their invitee's response for the purposes of enabling EdCity to evaluate the invitee's response.

#### 4.7. Withdrawal of an invitee's proposal

An invitee who wishes to withdraw a previously submitted proposal must immediately notify EdCity of the fact. Upon receipt of such notification, EdCity will cease to consider the invitee's response.

#### 4.8. Status of invitee's Proposal

Each invitee's proposal constitutes a non-binding proposal by the invitee to enter into partnership with EdCity under and otherwise to satisfy the requirements in accordance with this invitation.

#### 4.9. Disclosure of EOI contents and EOI information

Invitee's response will be treated as confidential by EdCity. EdCity will not disclose the information contained in an invitee's response, except:

- a) as required by law or relevant government policies;
- b) for the purpose of investigations by government authorities having relevant jurisdiction;
- c) to external consultants, advisors and any other third parties engaged by EdCity to assist with the EOI process; or
- d) to other government departments or organisations in connection with the subject matter of the EOI process.

### **5. Capacity to comply with the overview of requirements**

- 5.1. This is an assumption that each invitee will be capable of entering into a partnership with EdCity. Where an invitee believes it will not be capable of entering into a partnership with EdCity or will only comply with subject to conditions, it should either not apply or set out potential limitations in their invitee's response.

### **6. Evaluation**

- 6.1. Invitees' proposals will be evaluated by an evaluation panel based on the information submitted



in the proposal (Appendix 2 to 9). In particular, considerations will be based on the following:

- a) Company background (Appendix 2)
- b) Capability and track records (Appendix 3)
- c) Profiles of Key Personnel (Appendix 4)
- d) Connections with local, Mainland and International Organisations (Appendix 5)
- e) Compliance with the mandatory requirements (Appendix 6)
- f) Plans and strategies in achieving the objectives (Appendix 7)
- g) Sound financial projections to carry out the plan (Appendix 8)
- h) Other add-value merits to deliver a successful Expo (Appendix 9)

6.2. An invitee's proposals will not be deemed to be unsuccessful until such time as the invitee is formally notified of that fact by EdCity.

6.3. EdCity may in its absolute discretion:

- a) reject any invitee's response that does not include all the information requested or is not in the format specified in this invitation;
- b) after concluding a preliminary evaluation, reject any invitee's response that in its opinion is unacceptable;
- c) disregard any content in an invitee's response that is illegible and will be under no obligation whatsoever to seek clarification from the invitee;
- d) disqualify an incomplete invitee's response or evaluate it solely on the information contained within it;
- e) alter the structure and/or the timing of the EOI process; and
- f) vary or extend any time or date specified in this invitation for all invitees.

6.4. After evaluating all submissions, EdCity may proceed with one or more of the following procedures:

- a) shortlist potential invitees;
- b) conduct meetings with the shortlisted invitees to further discuss the details of the proposals;
- c) enter into pre-contractual negotiations and financial vetting process with one or more shortlisted invitees; and
- d) decide not to proceed further with the EOI process; or commence a new process for EOI or Request for Proposal.

6.5. Invitee warranties

By submitting an invitee's proposal, an invitee warrants that:

- a) in lodging its invitee's proposal it did not rely on any express or implied statement, warranty or representation, whether oral, written, or otherwise made by or on behalf of EdCity or its representatives other than any statement, warranty or representation expressly contained in the invitation documents;
- b) it has examined this invitation, and any other documents referenced or referred to herein, and any other information made available in writing by EdCity to invitees for the purposes of submitting an invitee's response;
- c) it has sought and examined all necessary information which is obtainable by making reasonable enquiries relevant to the risks and other circumstances affecting its invitee's response;
- d) it otherwise accepts and will comply with the rules set out in this invitation; and
- e) it will provide additional information in a timely manner as requested by EdCity to clarify any matter contained in the invitee's response.

## **7. EdCity rights**

- 7.1. Notwithstanding anything else in this invitation, and without limiting its rights at law or otherwise, EdCity reserves the right, in its absolute discretion at any time to:
  - a) vary or extend any time or date specified in this invitation for all or any invitees; or
  - b) terminate the participation of any invitee or any other person in the EOI process.

## **8. Personal Data Provided**

- 8.1. Any personal data provided to EdCity will be used for evaluation and engagement purposes. If insufficient and inaccurate information is provided, the proposal may not be considered.
- 8.2. Invitee acknowledges and consents that invitee's personal data provided in the invitation may be disclosed to other organisations including but not limited to the shareholder of EdCity, i.e. the government of the HKSAR.
- 8.3. Invitee has the right of access and correction with respect to personal data as provided for in Sections 18 and 22, and Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance (Cap.486). The right of access includes the right to obtain a copy of the Invitee's personal data provided in the proposal.
- 8.4. Enquiries concerning the personal data collected by means of the EOI, including the making of access and corrections, should be addressed to Personal Data Officer of EdCity.

## **9. Governing Law**

- 9.1. This invitation and EOI process are governed by the laws applying in Hong Kong. Each invitee

must comply with all relevant laws in preparing and lodging its invitee's response and in taking part in the EOI process.

EOI CITY

# **Appendix 1 – Requirements of the Partnership of Learning and Teaching Expo**

## **1 Nature of Cooperation**

- 1.1 EdCity and the partner shall cooperate and work together in the preparation, holding and conclusion of the annual Expo in order to achieve the objectives as stated in this paper.
- 1.2 Information of the Learning and Teaching Expo 2023 can be obtained on [www.ltexpo.com.hk](http://www.ltexpo.com.hk).
- 1.3 The partner shall meet the mandatory requirements as stated in this paper which will be incorporated into the final cooperation agreement as a binding contract.
- 1.4 The partner shall be the legal and contractual co-organiser of the LTE and shall provide the financial resources, expertise and manpower for conducting the LTE. The partner is solely responsible for the profit and loss of the LTE.

## **2 Objectives of Learning and Teaching Expo**

- 2.1 To provide an opportunity and a platform for local, mainland and overseas educators to exchange experience, practices and share trends and findings;
- 2.2 To provide an opportunity and a platform for visitors to network and acquire education service and products information;
- 2.3 To heighten professionalism of Hong Kong education;
- 2.4 To provide a platform to showcase innovative educational practice;
- 2.5 To provide a platform for education service provider and product suppliers to display latest services, learning solutions and school products.

## **3 Features of the Learning and Teaching Expo**

- 3.1 A world class and international education expo in Hong Kong and a representative education expo in the Asia-Pacific region;
- 3.2 To include prominent local and international speakers to bring in leading thoughts, research, inspirations and innovative practices in education;
- 3.3 The most important teacher professional development programme in Hong Kong with high quality and relevant seminars and workshops for educators;
- 3.4 A platform to showcase and share their successful cases and experience in learning and teaching;
- 3.5 To include international education and teacher organisations to contribute and participate in the LTE with aims to bring in international knowledge and experience in education and to develop partnership;
- 3.6 To bring in innovative and successful international educational suppliers so that visitors can have excellent exposure and updates on the latest development in education related products and services in the world;
- 3.7 To attract overseas teachers to participate to benefit teachers internationally and to provide opportunity for international exchange of ideas and best practices;
- 3.8 To provide opportunity for Hong Kong-based educational suppliers and start-ups to market to local and international customers;
- 3.9 To provide a platform for EdCity to promote its services and to demonstrate its impacts and contributions to the education ecosystem; and
- 3.10 To include suppliers, educators and edtech solutions of Mainland China.

#### **4 Period of Cooperation Agreement**

4.1 The period of agreement is five years commencing in 2025.

#### **5 Mandatory Requirements**

- 5.1 The partner shall be a registered company for more than 5 years in Hong Kong and has an office and an operation team located in Hong Kong to ensure smooth preparation and operation of the LTE.
- 5.2 The operation team to support exhibitors, schools, speakers and visitors shall be able to communicate in English and Chinese (Cantonese and Putonghua).
- 5.3 The cooperation agreement will be for five years. Reviews will be conducted every year and the annual renewal of the partnership will be subject to meeting a set of Key Performance Indicators (KPIs). The KPIs will include but not limited to indicators such as space and quality of venue, number of exhibitor booths, number of local and international visitors, number of local and international exhibitors, number of conference programmes, seminars and workshops, level of satisfactions of participants, quality of speakers, etc.
- 5.4 The partner shall assume all financial and legal responsibility for preparing, holding and concluding the LTE and bear all financial and legal risks associated with holding the LTE.
- 5.5 The brand and logo of the Learning and Teaching Expo created by EdCity since 2010 are solely owned by EdCity.
- 5.6 The video recording, photos, prints and other materials generated from the speakers' presentations shall be owned by EdCity subject to consent of speakers.
- 5.7 The clients/school registration database of LTE shall be shared with EdCity at no cost throughout the preparation and conducting of the LTE.
- 5.8 EdCity shall be provided with a reasonable booth space at prominent location at no cost.
- 5.9 The partner shall provide an audited report of the LTE to EdCity within 2 months after each year of the LTE.
- 5.10 The partner shall pay EdCity an amount not less than 7.5% of the Net Profit of the LTE. (The partner can propose alternative profit-sharing model but the overall net profit sharing shall not be less than 7.5% of the net profit)
- 5.11 The partner shall propose a model to allocate a budget for speakers cost, including transport and accommodation. The budget should be no less than 2.6% of the estimated space rental income of the Expo to be hosted. The budget will be controlled by EdCity.
- 5.12 The partner shall not organize or play a key role in organizing a substantially similar event as the LTE in Hong Kong while the LTE cooperation agreement with EdCity is in force.
- 5.13 The partner will indicate whether to accept non-exclusive partnership i.e. more than one partner.
- 5.14 The partner has not breached any criminal laws in Hong Kong and Mainland.
- 5.15 The partner has due diligence mechanism to ascertain subcontractors have not breached criminal laws of Hong Kong or prior disqualified from contractor work of HKSAR.
- 5.16 The partner shall insert a clause in the rental agreement with exhibitors that the exhibitors shall not engage in any activities in the LTE venue that are unlawful

(including breach of any laws or regulations of Hong Kong including National Security Law), immoral or incompatible with the objectives of the LTE, and the partner is entitled to direct the exhibitors to stop conducting such activity and the exhibitor must immediately comply with such direction.

- 5.17 The partner shall insert a termination clause in the rental agreement with exhibitors that the partner shall have the right to terminate the agreement if the exhibitors have engaged or are engaging in acts or activities that are likely to constitute or cause the occurrence of offences endangering national security or which would otherwise be contrary to the interest of national security; or the continued engagement of the exhibitors or the continued performance of the exhibitors is contrary to the interest of national security.

## **6 Role of Partner**

The partner shall:

- 6.1 co-ordinate the operation of the LTE including liaison with sponsors, exhibitors, visitors, transportation and accommodations, contractors, suppliers and other persons as required for the proper operation of the LTE;
- 6.2 support the logistics and equipment for seminar programmes, opening ceremonies, cocktail functions, award ceremonies and other appropriate features or events to take place at the LTE;
- 6.3 develop and carry out marketing campaigns for the LTE targeting potential exhibitors and visitors worldwide;
- 6.4 design and support all logistics for the LTE including the exhibitor and visitor online and onsite registration, provision of the systems and/or service contractors for registration, secure and reliable record of the registration database;
- 6.5 support all technical setup including the audio-visual equipment, network connectivity, furniture, decorations and safety facilities;
- 6.6 provide food and beverages and lounge areas and provide sufficient budget in inviting prominent international speakers for the conferences;
- 6.7 comply with the requirements of the personal data protection and implement, maintain and ensure the security over all personal data collected online and offline;
- 6.8 keep accurate, complete and true books and records;
- 6.9 deliver a highly satisfactory experience expo to participants, including visitors, exhibitors and speakers in the expo;
- 6.10 provide a developmental strategy to grow LTE and maintain its momentum and attractiveness.

## **7 Role of EdCity**

EdCity shall:

- 7.1 promote the LTE to schools, principals and teachers in Hong Kong;
- 7.2 promote the LTE to government, NGOs, teacher organisations, education and technology service providers and commercial partners of EdCity;
- 7.3 invite government officials to officiate and participate in the Expo;
- 7.4 use the LTE as one of its annual flagship education events in Hong Kong;
- 7.5 set up conference / programme committees and engage key education stakeholders to support the LTE;
- 7.6 coordinate with relevant parties to ensure CPD (Continuing Professional Development) hours are provided for teachers who attended applicable seminars at the LTE;

- 7.7 promote the LTE period to be designated as school development day on which school teachers will be make available to attend in large groups;
- 7.8 connect with educational bodies and educational organisations.

## Appendix 2 – Company Information

### Part A Company Information

<b>Organisation Name (English)</b>		
<b>Organisation Name (Chinese)</b>		
<b>Name of Parent Company, if any</b>		
<b>Description of Core Business</b>		
<b>Registered Address</b>		
<b>Office in Hong Kong</b>		
<b>Other offices outside Hong Kong</b>		
<b>Number of Full-time Employee in Hong Kong</b>		
<b>Business Registration No.</b>		
<b>Last year turnover</b>	<input type="checkbox"/> <HK\$5million <input type="checkbox"/> HK\$5million-10million <input type="checkbox"/> HK\$10million-20million <input type="checkbox"/> HK\$20million-50million <input type="checkbox"/> HK\$50million-100million <input type="checkbox"/> HK\$100million or more Company will be required to provide financial proof when entering the final selection process	
<b>Country of Incorporation</b>		
<b>Year of Incorporation</b>		
<b>Name of Business Controller(s)</b>	<u>Name of top level controller</u>	
<b>Official Website</b>		
<b>Experience in Organising Expos or Large-scale Events* (event attendance of over 1500 persons for a single event)</b>	<input type="checkbox"/> No <input type="checkbox"/> Yes (No. of years _____)	
<b>Contact Person</b>	Name	(Given names) (Surname)
	Title	Mr / Ms / Mrs / Dr / Prof (delete where inappropriate)
	Position	
	Telephone number	
	Email	



**Part B            Organizational Chart**

Please attach the latest Organizational Chart.

### Appendix 3 – Track Records in Organising Large Scale Events

Please list the experience of the company organizing large scale events in recent 5 years (in chronological order)

<b>Month /Year</b>	<b>Name of the Event</b>	<b>Role in the Event</b> (e.g. organiser, partner, contractor)	<b>Location of the Event</b> (e.g. HKCEC)	<b>Business Nature of Event</b> (e.g. Education, Retail, IT, etc.)	<b>Scale of the Event</b> (e.g. area of the venue, no. of booths, no. of visitors etc.)	<b>Format of the Event</b> (e.g. Conference/Exhibition or Both)	<b>Website for information (if applicable)</b>

#### Appendix 4 – Profiles of Key Personnel

Please provide the information of key personnel in organising the Learning and Teaching Expo, and attach their curriculum vitae, if possible.

Name of Key Personnel	Current Position	Qualification (Academic / Professional)	Year of Work Experience	Projects involved (please state the year, the staff's role, major achievements)	Proposed Role and Duties in the LTE	Language (English / Cantonese / Putonghua)

Additional Biographies if any:

**Appendix 5 - Connections with Local, Mainland and International Organisations**

Please provide current or past partnership and connections with local, mainland and international organisations including trade organisations (T), education organisations/institutions (E), principal associations (PA), teacher associations (TA), professional associations (P), government (G), non-government organisations (N) and others (O). Please provide the ones that are important for the success of LTE with total number of not more than 20 organisations in 3 categories.

**Local (Hong Kong)**

Name of Organisation	Country / City	Type of Organisation (Please state T / E / PA / TA / P / G / N / O)	Description of Nature of Partnership / Connections (Partner, sponsor, co-organiser, supporting organisation, contractor, position/membership hold in organisations)

**Greater Bay Area and Mainland China**

Name of Organisation	Country / City	Type of Organisation (Please state T / E / PA / TA / P / G / N / O)	Description of Nature of Partnership / Connections (Partner, sponsor, co-organiser, supporting organisation, contractor, position/membership hold in organisations)


International

Name of Organisation	Country / City	Type of Organisation (Please state T / E / PA / TA / P / G / N / O)	Description of Nature of Partnership / Connections (Partner, sponsor, co-organiser, supporting organisation, contractor, position/membership hold in organisations)

## Appendix 6 – Compliance Table for Mandatory Requirements

Fill in the following table to confirm whether the mandatory requirements of partnership stated in Appendix 1 can be met:

Para in Appendix 1	Requirements	Compliance (Yes/No)	Remark/Alternate Solution
5.1	The partner shall be a registered company for more than 5 years in Hong Kong and has an office and an operation team located in Hong Kong to ensure smooth preparation and operation of the LTE.		
5.2	The operation team to support exhibitors, schools, speakers and visitors shall be able to communicate in English and Chinese (Cantonese and Putonghua).		
5.3	The cooperation agreement will be for five years. Reviews will be conducted every year and the annual renewal of the partnership will be subject to meeting a set of Key Performance Indicators (KPIs). The KPIs will include but not limited to indicators such as space and quality of venue, number of exhibitor booths, number of local and international visitors, number of local and international exhibitors, number of conference programmes, seminars and workshops, level of satisfactions of participants, quality of speakers, etc.		
5.4	The partner shall assume all financial and legal responsibility for preparing, holding and concluding the LTE and bear all financial and legal risks associated with holding the LTE.		
5.5	The brand and logo of the Learning and Teaching Expo created by EdCity since 2010 are solely owned by EdCity.		
5.6	The video recording, photos, prints and other materials generated from the speakers' presentations shall be owned by EdCity subject to consent of speakers.		
5.7	The clients/school registration database of LTE shall be shared with EdCity at no cost throughout the preparation and conducting of the LTE.		
5.8	EdCity shall be provided with a reasonable booth space at prominent location at no cost.		
5.9	The partner shall provide an audited report of the LTE to EdCity within 2 months after each year of the LTE.		

Para in Appendix 1	Requirements	Compliance (Yes/No)	Remark/ Alternate Solution
5.10	The partner shall pay EdCity an amount not less than 7.5% of the Net Profit of the LTE. (The partner can propose alternative profit sharing model but the overall net profit sharing shall not be less than 7.5%)		
5.11	The partner shall propose a model to allocate a budget for guests invitation cost, including transport and accommodation. The budget should be no less than 2.6% of the estimated space rental income of the Expo to be hosted. The budget will be controlled by EdCity.		
5.12	The partner shall not organize or play a key role in organizing a substantially similar event as the LTE in Hong Kong while the LTE cooperation agreement with EdCity is in force.		
5.13	The partner will indicate whether to accept non-exclusive partnership i.e. more than one partner.		
5.14	The partner has not breached any criminal laws in Hong Kong and Mainland.		
5.15	The partner has due diligence mechanism to ascertain subcontractors have not breached criminal laws of Hong Kong or prior disqualified from contractor work of HKSAR.		
5.16	The partner shall insert a clause in the rental agreement with exhibitors that the exhibitors shall not engage in any activities in the LTE venue that are unlawful (including breach of any laws or regulations of Hong Kong including National Security Law), immoral or incompatible with the objectives of the LTE, and the partner is entitled to direct the exhibitors to stop conducting such activity and the exhibitor must immediately comply with such direction.		
5.17	The partner shall insert a termination clause in the rental agreement with exhibitors that the partner shall have the right to terminate the agreement if the exhibitors have engaged or are engaging in acts or activities that are likely to constitute or cause the occurrence of offences endangering national security or which would otherwise be contrary to the interest of national security; or the continued engagement of the exhibitors or the continued performance of the exhibitors is contrary to the interest of national		

<b>Para in Appendix 1</b>	<b>Requirements</b>	<b>Compliance (Yes/No)</b>	<b>Remark/ Alternate Solution</b>
	security.		



## Appendix 7 – Plans and Strategies in achieving the objectives

Please describe the plans and strategies that can help achieving the objectives set out in Appendix 1. Please use separate sheets if necessary. All questions are expected to be answered.

	<b>Questions and Responses</b>	<b>Comment (For EdCity Use Only)</b>
7.1	Please explain the envisioned Learning and Teaching Expo as a world-class and international education expo in Hong Kong.	
7.2	Please explain ways to attract prominent educators/speakers from local, mainland China and overseas who can bring in leading thoughts, research, inspirations and innovative practices in education.	
7.3	Please explain the success elements for LTE to become the most important teacher professional development programme in Hong Kong. How can the partner help to achieve it?	
7.4	What does the partner understand about the uniqueness of LTE in Hong Kong in heightening education profession?	
7.5	Please explain the short-term and medium-term strategy to attract international education and teacher organisations to contribute and participate in the LTE as the key platform for knowledge and experience sharing.	
7.6	Please explain the strategies to bring in innovative and successful overseas educational suppliers to the LTE.	

7.7	Please explain ways to engage and facilitate Hong Kong-based educational suppliers and start-ups to market their products or solutions to local and international customers in the LTE.	
7.8	Please explain what measures will be taken to deliver a highly satisfactory experience LTE to participants including visitors, exhibitors and speakers.	
7.9	Please explain how to include suppliers, educators, and EdTech solutions of Mainland China in LTE. What is the forecast/expected proportion of exhibitors from overseas, mainland and local?	
7.10	Please explain the developmental strategy to grow LTE over 5 years.	

**Media Plan**

The detailed media plan of LTE for each year may be adjusted. The invitees are required to respond to the questions below to explain the overall media plan of LTE.

7.11	Please explain the strategies how the event will be promoted.	

7.12	Please list the channels and ways to be used to promote the event in overseas and Mainland China	

## Appendix 8 – Financial Projections

Please forecast projections of the Expo

Key Measurements	First Year (2025)	Second Year (2026)	Third Year (2027)
No of standard booths (Overseas: Local: Mainland)			
Number of visitors			
Number of full-time staff managing LTE			
Other measurement partner proposes			

Please list the major income and expenditure and project the profit and loss of the first 3 years.

	First Year (2025)	Second Year (2026)	Third Year (2027)
<b>Income</b>	<b>HKD</b>	<b>HKD</b>	<b>HKD</b>
Sales of Booth			
Sponsorship			
Other income (please specify)			
<b>Forecasted Total Income</b>			
<b>Expenditure</b>	<b>HKD</b>	<b>HKD</b>	<b>HKD</b>
Rental for venue			
Hall and stage set up			
Audio visual and IT			
Registration and logistics			

Marketing and sales			
Direct personnel			
Cost for inviting speakers (should not be less than 2.6% of the Sales of Booth)			
Administration			
Others (please specify)			
<b>Forecast total expenditure</b>			
<b>Profit / Loss</b>			

### Sub-Contractors

Please list sub-contractors intended to engage for the first year. Despite some work are subcontracted, the partner should be accountable at all time. So, the partner should take up a significant portion of responsibilities and remain in a key role in managing the expo to make sure the operations of the event are smooth. In this regard, it is required that the partner agree that

1. The total sub-contracted amount **cannot** be more than 75% of the total expenditures, and
2. Any single sub-contractor **cannot** take up more than 50% of the total expenditure of the expo.

Please list the major subcontracted work and intended sub-contractor.

<b>Role</b>	<b>Company Name</b>	<b>Estimated Sub-Contract Amount</b>	<b>Relation with the sub-contractor</b>
e.g. AV contractor Responsible for setup the LED wall, screen display, PA system	ABC company	HK\$ XXX,XXX	e.g. no relation or subsidiary company of invitee

	<b>Estimated total sum:</b>		

**Appendix 9 – Other Information**

Please provide any other information in this appendix that can support the proposal. Please do not include unrelated information in this section.