



British Embassy

UK  
TRADE &  
INVESTMENT



## **EDUCATIONAL TECHNOLOGY SHOWCASE 25 MAY 2010, BRITISH EMBASSY MADRID**

**UK Trade & Investment will hold a one day Educational Technology Showcase for UK companies at the British Embassy in Torre Espacio, one of Madrid's new landmark towers.**

The event will enable UK companies to:

- gain an insight into the opportunities in ICT within the education sector
- meet potential buyers and distributors of their products and services
- attend an evening networking event with key members of the education sector
- visit a school in the Madrid region

This academic year (2009/10), the Spanish Government launched the Plan Escuela 2.0 which underlines their commitment to improve the use of ICT in the classroom. The objective is to transform all traditional 5<sup>th</sup> and 6<sup>th</sup> year primary and 1<sup>st</sup> and 2<sup>nd</sup> year secondary classrooms (pupils age 10-13) into digital classrooms over a period of 4 years. The investment for 2009/10 is €200 million, funded equally between central and regional governments. It will predominantly be used for hardware e.g. interactive whiteboards, ultraportables and the corresponding software.

UK providers of educational software and digital content are therefore ideally placed to meet the needs of regional governments, schools and distributors. There may also be scope for specialist providers of IT training for teachers. The UK has an excellent reputation in Spain and due to significant advances in the use of ICT in the classroom, many Spanish organisations are increasingly looking towards the UK for advice on best practice and implementation.

The focus on bilingual education means that many organisations are especially interested in English applications and content, so UK companies specialising in these areas will be particularly welcome.

The event will be targeted at key influencers in regional government, private and public schools, distributors and trade associations. We anticipate that there will be real opportunities for British suppliers.

*SPAIN, A MAJOR INTERNATIONAL TRADE AND INVESTMENT PARTNER*



British Embassy  
Madrid



Also invited to attend will be IBERDIDAC (the Spanish Educational Materials Manufacturers and Distributors Association), and BESA (the British Educational Suppliers Association). They will both give an overview of the ICT market in their respective countries.

UKTI Madrid will produce a brochure describing what each exhibitor has to offer and it will be sent together with the invitation to Spanish contacts. UK participants will each have a table-top display and chairs to hold meetings (and are welcome to bring a pop-up display).

This event will be delivered as an OMIS (Overseas Market Introduction Service). The charge for your company will be £750 (plus travel to Madrid and hotel accommodation).

It includes:

- a networking reception at the Ambassador's residence
- space in the exhibition room
- opportunity to demonstrate company products and network with a wide range of potential distributors and customers
- visit to a school in the Madrid region
- corporate information in the exhibition brochure

**The event is limited to a maximum of 15 UK companies.**

**For more information or to register an expression of interest in participating, please contact:**

**Belinda Coombes**  
**Director, UKTI Madrid**  
**Email: [belinda.coombes@fco.gov.uk](mailto:belinda.coombes@fco.gov.uk)**

**Shona Brown**  
**Trade and Investment Adviser UKTI Madrid**  
**Email: [shona.brown@fco.gov.uk](mailto:shona.brown@fco.gov.uk)**  
**Tel: + 34 91 714 6339**



Please submit applications no later than 14 April 2010 and you will be informed of spaces available by 16 April 2010.

Please outline in no more than 100 words:

- details of your company's interests/activities
- highlighting what makes your company/service unique
- why Spanish companies should do business with your company

*SPAIN, A MAJOR INTERNATIONAL TRADE AND INVESTMENT PARTNER*