

**Hong Kong Education City Limited**  
**Summary of Responses to Questions**  
**For Expression of Interest -**  
**Partnership of Organising the Learning and Teaching Expo**

1. Is there a ballpark of the budget of the Expo in previous years?

Interested parties can estimate from their experience and industry intelligence and know-how to obtain budget forecasts. No additional information can be provided.

2. Will there be sponsorship arranged through the Education Bureau or EdCity?

EdCity is the licensor of the event. EdCity will work closely with the appointed partner of the event and provide possible support. However, EdCity will not inject fund into the existing arrangement of the Expo.

3. If the profit is not achieved as stated in the proposal, what will be the arrangement?

The interested party is expected to find ways to run a profitable Expo. It is the partner's responsibility to bear the risk of the potential loss.

4. Can EdCity provide previous evaluations and comments from exhibitors and visitors, event floor plans, exhibitor lists, number of booths, and programmes of the Expo 2022 and previous years as there is limited information on the existing website (<https://www.ltexpo.com.hk/>)?

The latest exhibition list is on the existing LTE website. The number of booths of LTE in 2022 and 2023 were 400 and 524 respectively.

5. If awarded, will the previous pricing and deal with exhibitors, correspondences of exhibitors or anything else be shared with the selected Organiser?

The pricing information is not available for sharing. The interested party can set their pricing according to industry knowledge and overall budget. The exhibitor lists of last year are on the LTE website.

6. Noted that the brand of Expo is owned by EdCity. What are the policies to stop the current Organiser from doing similar programmes/events to protect the new Organiser (the new entrant)?

EdCity is the licensor of LTE. EdCity will only work closely with the appointed partner and provide maximum support and liaise with Government bureau in order to make the event successful. Unauthorised use of IP of LTE by any other parties may result in legal consequences.

7. Should there be a new Operator, what are the obligations of the current Operator to assist a smooth transition e.g. videos and photos of Expo 2024 to support promotion of LTE 2025?

EdCity will work closely with the appointed partner. Support will be given such as organising experience, network and EdCity-owned materials.

8. Will the Education Bureau or any other government departments, public organisations or associate parties take up the Booths or require presence in the programme?

Sales of exhibition booths is one of the functions of the interested party. Interested parties can decide the pricing and sales model for commercial companies, NGOs, Government Departments, etc. The interested party can consult EdCity when necessary.

9. Who owns the domain and code of the existing website (<https://www.ltexpo.com.hk/>)? Fee? Whether it is owned by EdCity or not, is it required to use the same website?

The interested party can decide whether to continue with the existing website or setup a new one.

10. Does EdCity require the interested parties to provide supporting evidence for Appendix 6 – Compliance Table for Mandatory Requirement?

All appendices including Appendix 6 are required to fill out in submission of the proposal.

For Appendix 6, interested parties may provide additional information to support the case however it is not mandatory at this stage. EdCity may request for further information or supporting documents in a later stage if we find necessary.

11. Can the Expo be organised outside Hong Kong, like an extended session in Shenzhen?

The LTE must be held in Hong Kong SAR. Other extended sessions can be suggested by interested parties for consideration.