



UK Trade
& Investment

The British Digital Classroom in Italy



25-26 February 2014

Rome, Villa Wolkonsky
Residence of the British
Ambassador to Italy

EXPLORE BUSINESS
OPPORTUNITIES
IN THE ITALIAN
EDUCATION SECTOR



UK Trade & Investment Italy and the British Educational Suppliers Association (BESA), together with the Italian Association Assinform, are pleased to invite British leading providers of innovative digital learning solutions to attend The British Digital Classroom in Italy – a unique showcase and business development event, providing high-level access to educational professionals in the Italian market.

The Italian Government has launched an ambitious plan to significantly upgrade IT infrastructure in the Italian education sector, which will include a large investment in digital learning materials.

This presents a unique opportunity for British companies who can demonstrate a strong track record of implementing intelligent and effective learning solutions into the education system. Recognising the increasing demand

for innovative digital learning solutions in Italy, an interesting programme has been designed to give you a targeted, cost-effective platform for business development, in the prestigious framework of a 19th century Villa set in 11 acres of magnificent gardens in the centre of Rome.

Outside: <http://www.flickr.com/photos/ukinitaly/sets/72157612516022075/>

Inside: <http://www.flickr.com/photos/ukinitaly/sets/72157612562661774/>

In partnership with



Assinform





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Who will attend?

The British Digital Classroom is an invitation only event.

From the UK

Leading British Companies providing software, hardware, digital content and IT solutions.

The members of the British Educational Suppliers Association (BESA).

From Italy

Ministry of Education officials, Italian Regions officials, Teachers, School Directors, Trade Associations, Agents and Distributors.

The British Digital Classroom in Italy Programme

Tuesday 25 February 2014

15:00 Set up at Villa Wolkonsky with UK companies:

- Welcome by UKTI Italy staff
- Set Up of table top presentations
- Technical check of presentations

19:30 Networking Reception

Wednesday 26 February 2014

09:30 Registration and welcome coffee

10:00 Conference starts

- Welcome by the British Ambassador
- Presentation by the Italian Ministry of Education officials
- Case studies of two Italian "2.0 Schools"

- Presentation by British Educational Suppliers Association (BESA)
- Presentations by the UK companies with possibility of one-to-one meetings at dedicated tables

17:30 Conference ends

Lunch and coffee/tea refreshments will be provided throughout the day.

Price & Participation

£816 (excl. VAT) including:

- Networking reception at the Residence of the British Ambassador
- 1 night accommodation for one person
- Workshop Presentation
- Table top exhibition space

Please note that this price does not include travel costs.

This package can be offered to a limited number of UK companies only.

**To sign up please contact
William@besa.org.uk
by 31st January 2014**

**or for more information
please contact
valeria.notari@fco.gov.uk.**

Contact details

BESA
William Prieto-Parra
william@besa.org.uk

UK Trade & Investment Italy
Valeria Notari
valeria.notari@fco.gov.uk

Villa Wolkonsky
Piazza di Villa Wolkonsky
00185 Roma