

## DISCOVER SOUTH KOREAN BUSINESS OPPORTUNITIES AT 'PLAY=LEARN KIDS EDUCATIONAL CONTENT FAIR 2012'



Historically spending 11 days in a fortnight at school, South Korean primary and secondary school students adopted a five-day school week in March 2012. Young Korean students are now free on Saturdays and parents, teachers and local education suppliers are keen to provide various educationally enriching entertainment activities for them. The Korean Education Ministry also encourages schools to offer extra-curricular education programmes for students.

To introduce local and international play and learn educational content, Korea's largest convention and exhibition centre, COEX will hold its Kids Educational Content Fair 'Play=Learn' from 19-22 July 2012. Beyond education, the Play=Learn Fair will showcase entertainment through learning in the children's educational playground. This innovative concept focuses on instruction in music, art, physical education and e-learning as well as smart technology based teaching tools. See [www.playlearn.co.kr](http://www.playlearn.co.kr) for more.

This year, the Play=Learn Kids Educational Content Fair is taking place with the Seoul Character & Licensing Fair 2012, Asia's number one character licensing fair from 18-22 July, which attracts over 200 exhibitors and 200,000 visitors from Korea and overseas.

This event is for suppliers of:

- Gym Zone: Sports, leisure and after-school programmes and related products.

- Art & Music Zone: Arts programmes and related products.
- Language Zone: English language education programmes and related products.
- Cooking Zone: Cooking programmes and related items.

### Making the most of this opportunity

UKTI South Korea will have an information stand at the Play=Learn Kids Education Contents Fair, where we will help to raise the profile of UK education companies.

### Promoting your products

We invite UK-based education companies to display their brochures **free of charge** on this stand. *Please note: Companies will have to cover all costs of shipping/freighting promotional material to the Embassy.* We can also provide stand visitor lists and feedback for you to follow up on. This information will be charged at £200 (exclude VAT).

### Visiting the Fair

If you visit Play=Learn, UKTI can help your visit by:

1. Providing detailed sector information.
2. Arranging a programme of calls.
3. Providing use of the UKTI stand as a focal point.
4. Providing free publicity in the event newsletter or invitation etc.

### Contact us

Please contact us for further information. If you wish to register your interest with us please so no later than 6 July 2012.

Please contact:

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