

# Beijing Expo 2019 UK Garden and Pavilion partners announced

The Department for International Trade and the British Embassy in Beijing has announced learning company, Pearson, as a partner of the UK's Garden and Pavilion at the Beijing Expo 2019 as the Expo passes its halfway mark.

The UK's Garden and Pavilion offers students a chance to learn more about British history, language and environmental technology. 450,000 people have already visited the UK's pavilion at this year's expo, 14% of all visitors to the Expo so far.

As lead sponsor of the pavilion, Pearson will organise a series of activities for visitors in the coming months, including the Young Ambassadors Skills Belt and Road activities, and English learning experience seminars for teachers and students focused on employability and STEM subjects.

On September 17 the UK will have a day to celebrate at the Expo, where Pearson will hold a tailored STEM workshop. This is part of the event's green-themed activities, where children will build sustainable greenhouses. Offering educational products and services, assessment, and professional development for all stages of learning, Pearson has 24,000 employees in 70 countries, with a significant presence in China. Its CEO John Fallon took part in a Skills Belt and Road International Talent Hub Programme workshop on a visit to China last June last year.

Pearson expect more than 20,000 students to participate in its workshops throughout the expo.

## **Richard Burn, DIT's HM Trade Commissioner for China said:**

We are delighted to collaborate with Pearson at the Beijing Expo. Through this collaboration, we hope that Pearson will be able to introduce its world-leading education expertise to the visitors of our UK Garden and Pavilion, encourage innovation in education through its events, and help propagate broader ideas around sustainability.

## **Cynthia Granzo Nespoli, Senior Vice President of Pearson Corporate Affairs, said:**

This is the first time that Pearson has showcased its brand and sustainability expertise with Chinese consumers in such a high profile way at the Beijing Expo in China. The Expo represents a milestone for our brand development, and gives us a platform to identify and build further sustainability and innovation

opportunities between the UK and China going forward.

Royal Warrant holder and renowned British caterer's Mosimann's are also serving their seasonal menu at the UK Garden and Pavilion, including scones, strawberries and cream, and coronation chicken.

Earlier this month, BP was also brought on as a sponsor. BP is a major partner in China's growing energy market and earlier this year opened its first retail site in Shandong offering fast-charging for electric vehicles as part of its carbon-neutral operation.

## **Further Information**

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- Find out how to get to Beijing Expo 2019 and the UK Garden and Pavilion at [horti-expo2019.org](http://horti-expo2019.org)

## **Notes to editors**

The Beijing Expo 2019

The Beijing Expo is the largest event taking place globally this year, running from 29 April to 7 October 2019. The theme for the UK Garden and Pavilion is 'Live Green, Live Better'.

Over 100 countries and international organisations are participating in this horticultural expo, alongside Chinese provinces, municipalities, commercial organisations and scientific and academic institutions. It will be hosted by the Chinese government and the Beijing Municipality.

It will be the biggest Horticultural Expo the world has seen with over 16 million visitors expected, of which 20% will be international, to the 500-hectare site.