

Press Release
For Immediate Release

33 Cyberport EdTech start-ups participate in “Learning & Teaching Expo 2024”

*Showcasing AI in education and enhancing language learning
while fostering a vibrant EdTech ecosystem*

Hong Kong, 11 December 2024 – To promote the use of technology to improve learning and teaching, Cyberport is leading 33 community start-ups to take part in the “**Learning & Teaching Expo 2024**”, Asia’s largest education expo and Hong Kong’s annual signature event for educators, at the Hong Kong Convention and Exhibition Centre today to showcase its diverse EdTech solutions, allowing teachers to become fluent with the latest trends in innovation and technology (I&T) applications in STEAM (science, technology, engineering, arts, and mathematics) education.

Themed “**Shaping Education for a World of Change**”, the three-day event (11-13 December 2024), presented by Hong Kong Education City and supported by the Education Bureau, aims to provide governments, academic leaders, teachers, and educators in Asia Pacific with a platform to explore and source the latest resources and technologies for the education sector. With the rise of artificial intelligence (AI), Cyberport community members also joined a number of panel discussions to explore the challenges and opportunities of the emerging technology in education, along with innovative learning solutions for children with special educational needs.

Ir Eric Chan, Chief Public Mission Officer of Cyberport, said, “As Hong Kong advances towards becoming an international I&T centre, the Hong Kong Special Administrative Region Government continues to strengthen its STEAM education initiatives. Cyberport, as Hong Kong’s digital technology flagship housing over 800 smart living start-ups, actively provides the Government with necessary support to realise its vision. This year, Cyberport is leading 33 community start-ups to showcase its cutting-edge EdTech solutions at the ‘Learning & Teaching Expo 2024’, empowering educators to explore innovative I&T applications and emerging trends in STEAM education, reinforcing our commitment to be a bridge between academia and the industry, and cultivating future talent with both creative thinking and practical skills.”

Leveraging AI in education and training

The application of AI technologies in education and training by Cyberport start-ups provides both educators and learners with new learning and teaching experiences. [Laurry & Co](#), provides an AI+VR (virtual reality) immersive learning platform for language learning, exam preparations for IELTS and DSE as well as communication skills acquisition and practical training across safety and medical scenarios. [Asiabots](#) specialises in multilingual Natural

Language Processing and Automated Speech Recognition technologies, supporting over 20 languages. Its latest AI-powered educational platform leverages proprietary LLM (large language model) technology to bring Ming dynasty emperors to “life” through interactive conversations, offering students an engaging way to explore Chinese history.

Optimising gamification for learning and teaching

In addition to the rise of AI, the educational landscape has also undergone a significant shift with the incorporation of gamification and esports. Game-based experiential learning boosts students’ confidence and interests while inspiring their creativity, allowing them to put knowledge into practice in their daily lives.

[AESIR](#) creates AR/VR (augmented reality/ virtual reality) solutions for special-needs individuals through interactive gaming. One of its VR simulators offers professional fencing coaching, while its digital running wall provides engaging LED-based training. [eTeam Entertainment](#), combines elements of education and entertainment, allowing participants to explore themes related to real life, such as history, culture, and understanding the unique features of different regions.

[ATTA Technologies](#), a sports tech firm, revolutionises training with data-driven solutions. Using patented AI technology and big data, it optimises athletic performance and identifies emerging talent, advancing the future of sports development. [Chord Hero](#) integrates music, art, and Web3 technology through ukulele-focused educational activities. Its Maker Ukulele Set and Chord Hero Explorer Collection series combine instrument assembly with cultural experiences.

Promoting STEAM Education

To realise the Government’s vision in developing I&T with the aim of better equipping the young generation with 21st century competencies, Cyberport community start-ups strive to develop new EdTech solutions with the integration of STEAM education. [Formula Square](#) integrates 5G Tele-Drive car racing with STEAM learning, teaching programming and mechanics through hands-on experience. [Smarthon](#) has developed comprehensive IoT educational kits with sensors, models and course materials to help students learn coding, electronics, IoT and smart living concepts. [Metalympics](#), a Korean-founded company, partners with leading institutions to provide localised STEAM education, supporting schools including ISF Academy and the Korean International School through tech programmes and professional development. [Prozparity Energy](#) offers K-12 STEAM courses in renewable energy and smart industries, focusing on sustainable development and technology applications, as well as enriching its international perspectives in green industries.

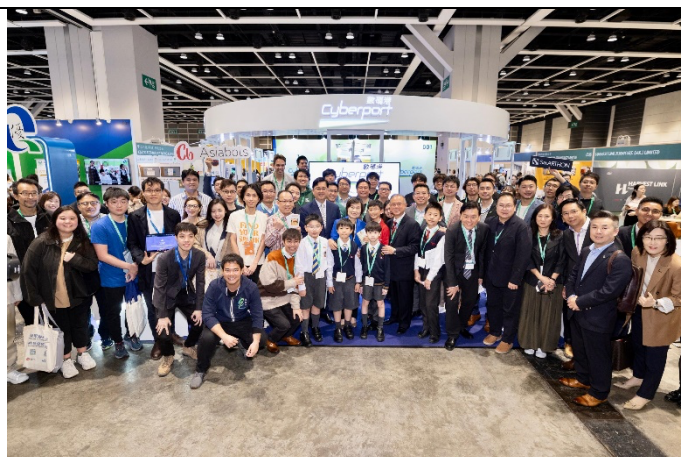
A new start-up corner featuring six new Cyberport community members has been established this year. [AlgoX](#) develops software and services using advanced machine

learning to provide AI and algorithmic solutions to various industries and the education sector. Another start-up, [Aerospace STEAM Education](#), integrates STEAM learning within the aerospace area, providing comprehensive educational platforms and materials across all levels. The programme inspires students to pursue careers in aerospace engineering, aviation, and space exploration.

Cyberport houses over 180 EdTech start-ups with a wide range of solutions, including AI, AR/VR technology and gamified learning tools, to cater for the needs of different students and enrich their learning experience. To cultivate talent, Cyberport has long been the participant of the “**Learning & Teaching Expo**”. This year, Cyberport also organised numerous education-related events, including the “Student Mentorship Programme on Innovation and Technology”, which motivates students to harness STEAM knowledge, skills and design thinking to deepen their understanding of I&T development and foster entrepreneurship among them.

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For high-resolution photos, please download via [this link](#).



Dr Choi Yuk-lin, Secretary for Education, visited Cyberport’s exhibition area and exchanged views with EdTech start-ups.



Cyberport is taking part in the “**Learning & Teaching Expo 2024**”, (11-13 December 2024) at the Hong Kong Convention and Exhibition Centre. There, 33 Cyberport community start-ups are showcasing their diverse EdTech solutions to the education sector.



Ir Eric Chan, Chief Public Mission Officer of Cyberport, said that Cyberport, as Hong Kong’s digital technology flagship housing over 800 smart living start-ups, always provides the Government with necessary support to realise its vision to strengthen its STEAM education initiatives.

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About Cyberport

Cyberport is Hong Kong's digital technology flagship and incubator for entrepreneurship with over 2,100 members including over 900 onsite and over 1,200 offsite start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, wholly owned by the Hong Kong Special Administrative Region Government, and committed to the vision to inject new impetus into digital economy and smart city development through innovation and technology, and to connect enterprises to Mainland China and overseas markets. Cyberport strives to nurture a vibrant tech ecosystem by cultivating talents, promoting entrepreneurship among the youth, supporting start-ups, fostering technology industry development by promoting strategic collaboration with local, Mainland Chinese and international partners, and integrating new and traditional economies by accelerating digital transformation in public and private sectors.

For more information, please visit www.cyberport.hk