

On behalf of Oxford University Press (China) Limited (OUP), I would like to extend my warmest congratulations to the International Travel Expo Hong Kong 2019. It is our great pleasure to be a part of this industry-leading annual event and contribute towards nurturing the younger generations and promoting cross cultural communications.

The focus of global education has been evolving. Today, education goes beyond traditional academic knowledge and attaches higher importance to empowerment and sustainability. With our commitment to contributing to educational progress as a leader in the industry, we strive to not only publish materials that embody the highest quality standards, but also provide opportunities that would unleash the potentials and creativity of students, and empower them with skills and knowledge that are crucial in the 21st century. This year's Oxford Primary English Writing Competition under the theme of "Green Travel" is one of the successful illustrations of how we are enhancing the students' sense of social responsibility and awareness of global issues, and we are pleased to receive overwhelming response with approximately 7,000 entries from 110 primary schools in Hong Kong. It is also our greatest encouragement to see the inspirational ecotourism ideas from the young generation, and the exceptional English writing skills demonstrated.

Looking forward, OUP will continue collaborating with educators, professionals and the industry to enlighten students with a wide array of exciting and extraordinary experiences.

May we wish all delegates great success at ITE 2019 and all visitors a rewarding experience!

Mei Mei Ng
Managing Director, Hong Kong
Oxford University Press (China) Ltd



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