

British Council

East Asia Education Week 2025,
Hong Kong
-Partnership opportunity

August 2024

What is the East Asia Education Week?

The East Asia Education Week is a platform for UK alumni, education consultants, and key stakeholders across the region and the UK to connect, share ideas, and explore the latest trends in education and work. In 2025, we're focusing on empowering young people and influencers to transform their lives and shape a better world in partnership with the UK through increased skills, confidence, and connections. The event celebrates the power of education in shaping a better future.

We invite your organisation to be part of this impactful journey, contributing to the growth of skills, confidence, and connections that can drive positive change in partnership with the UK.



East Asia Education Week: Format

The East Asia Education Week will be held in Hong Kong in 2025. The event will set the stage for young people and influencers to transform their lives and shape a better world through increased skills, confidence, and connections in partnership with the UK.

Day 1: Regional Agents Conference

The event will be hosted for the second consecutive year in East Asia, which provides a platform for UK education agents to enhance industry knowledge and grow professional networks.

Day 1: Welcome Reception

A platform to showcase the success of UK-East Asia ties, offering attendees an opportunity to network and celebrate achievements.

Day 2: Alumni Symposium

British Council's first East Asia flagship Alumni Symposium aims to bring alumni together to build greater connections through knowledge sharing and networking.

Our Aims for the East Asia Education Week 2025

East Asia Agent Conference 2025

Theme: Innovate for a sustainable future

The conference will focus on the latest UK policy update on International Education, changes to the UK Agent Quality Framework, and the impact of new technology on business development. With changing demographics, digital-savvy clients, and evolving policies, the agent industry faces challenges that require innovative solutions.

- ✓ **Over 150** Senior directors of UK education specialist agencies across the East Asia region
- ✓ **6** insightful sessions on regional trends and market intelligence
- ✓ Meet and network with future business partners from **12** regional markets
- ✓ **Over 50** key partners from the UK HE sector



Our Aims for the East Asia Education Week 2025

East Asia Alumni UK Symposium

Theme: Shaping the Future

The symposium invites UK alumni in East Asia to exchange ideas, explore emerging trends in business and technology, and build valuable connections. The event will enhance professional networking, knowledge sharing, and offers positive insights for driving positive change in their communities.

- ✓ **Over 200** graduates and mid-career professionals
- ✓ **6** insightful sessions on trends and career development
- ✓ **Inspiring** industry leaders and successful alumni speakers
- ✓ Networking opportunities with alumni from **over 13** countries and territories



Looking back: East Asia Education Week February 2024

The first British Council East Asia Education Week was held in February 2024 in Malaysia. The event focused on establishing sustainable partnerships, promoting global outcomes, and enhancing international education strategies to foster ongoing collaboration between the UK and East Asia.

Read more about our event in 2024 [here](#).

Building on this success, we look forward to further strengthening regional engagement and collaboration in 2025.



Reach: East Asia Education Week 2024

938

Delegates attended

40

East Asia institutions
represented

19

Countries in East Asia
engaged

30

Media organisations
covered the event



Media Coverage: East Asia Education Week 2024



East Asia Education Week 2024

Our partners



Department for
Business & Trade



UK Visas and
Immigration



MINISTRY OF HIGHER EDUCATION



Universities UK
International



BRITISH UNIVERSITIES' INTERNATIONAL LIAISON ASSOCIATION



standard
chartered

SUNWAY
UNIVERSITY



THE PIE



YTL
foundation

Partner benefits

Speaking and networking opportunities: a speaking slot at the East Asia Education Week. High-profile association with the British Council and regional networking opportunities.

Event engagement : a dedicated space for displaying collateral and on-site networking with education institutions, government bodies and UK alumni.

Branding and promotion: building brand awareness and promoting Hong Kong as an International Talent Hub through association with the Education Week. Logo featured on marketing collateral and displayed at the venue.

Digital promotion on the British Council platforms: British Council will promote the event through the British Council platforms and selected in-country social media channels within 12 countries and territories in East Asia.

Opportunities are available at:

- Gold partner: GBP 25,000
- Silver partner: GBP 15,000
- Bronze partner: GBP 10,000

Excludes VAT

Partner packages

Gold

- 1 panel discussion relevant to the theme (to be agreed)
- Logo and accreditation as “Gold Partner” on a range of print and digital materials.
- Host status at the welcome reception
- Physical branding opportunities across all event venues
- 5 delegate passes for each day
- Conference tote bags to feature logo as “Gold Partner”
- Logo and sponsors message featured on the event website.
- Event space for consultations and networking

Silver

- 1 breakout session relevant to the theme (to be agreed)
- 4 delegate passes for each day
- Conference tote bags to feature logo as “Silver Partner”
- Physical branding opportunities across selected event venues
- Logo and sponsors message featured on the event website
- Event space for consultations and networking

Bronze

- Physical branding opportunities across selected event venues
- Logo accreditation on selected social media posts
- 2 delegate passes for each day
- Logo and sponsors message featured on the event website
- Event space for consultations and networking

THINKTINE 2024
Forum

Poster Showcase

About us

The British Council

We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide.

We uniquely combine the UK's deep expertise in arts and culture, education and the English language, our global presence and relationships in over 100 countries, our unparalleled access to young people and influencers and our creative sparkle.

We work directly with individuals to help them gain the skills, confidence and connections to transform their lives and shape a better world in partnership with the UK. We support them to build networks and explore creative ideas, to learn English, to get a high-quality education and to gain internationally recognised qualifications.

We work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2022–23 we reached 600 million people.

Thank you

For further information about becoming an Education Week partner and how our benefits can be tailored to suit your organisation's objectives please contact:

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