

### 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 <u>150</u> 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 <u>12</u> regional markets
- ✓ Over <u>50</u> 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
- ✓ <u>6</u> 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**

East Asia Agents Conference, Malaysia, February 2024

19 30 938 40 Countries in East Asia Media organisations Delegates attended East Asia institutions covered the event engaged represented

## Media Coverage: East Asia Education Week 2024



















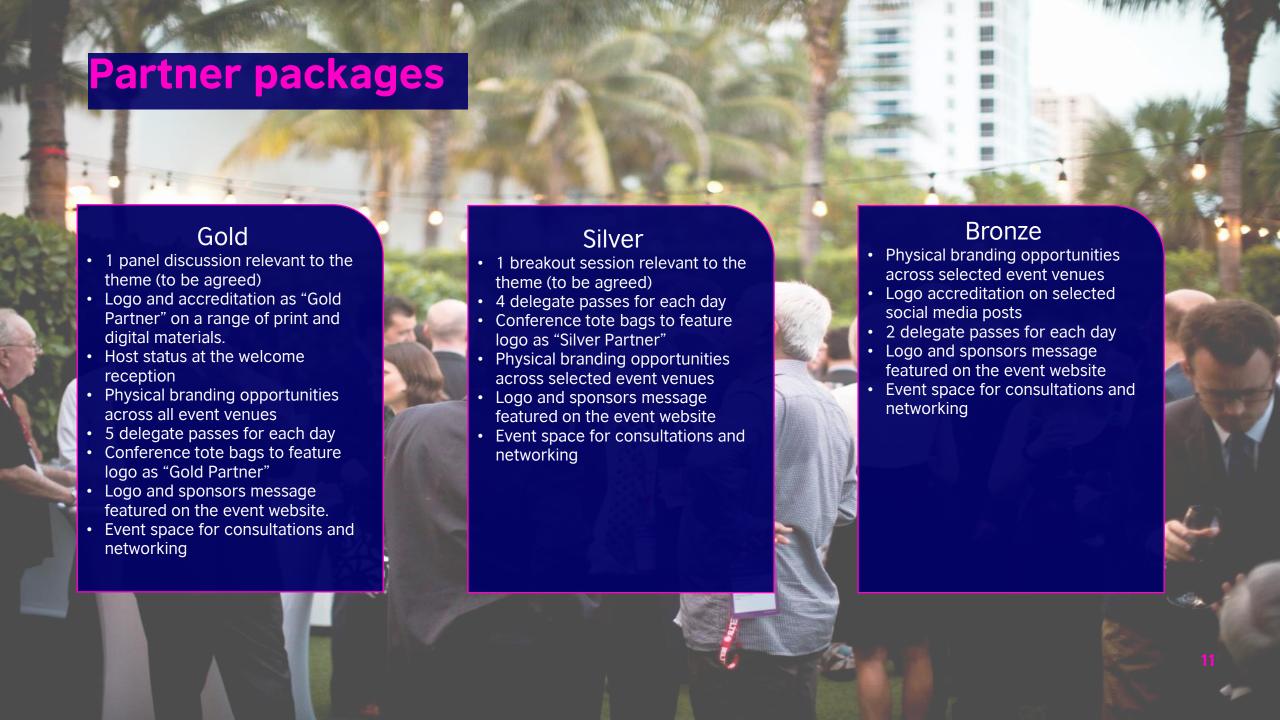


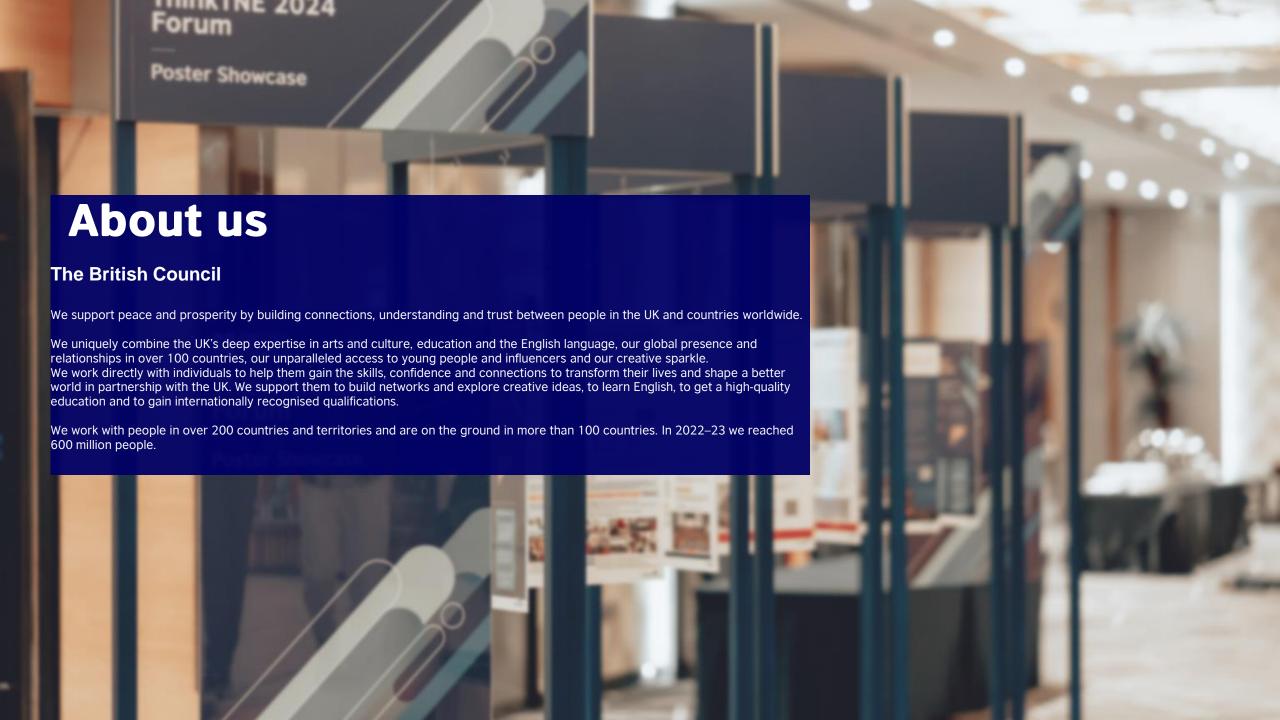












# Thank you

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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