

British Council East Asia Education Week 2025

Event Report

5 – 7 March 2025
Hong Kong

#EAEducationWeek

Gold partner



Event/venue partners



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BRITISH UNIVERSITIES' INTERNATIONAL UNION ASSOCIATION

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Event Overview

The British Council East Asia Education Week was held from 5 to 7 March 2025 in Hong Kong. This week event brought together senior higher education leaders, UK Vice-Chancellors, education agents, and UK alumni from East Asia to explore opportunities for collaboration, research, and innovation between the UK and East Asia.

Events	Date	Venue	About the Event
UK Higher Education Mission to Hong Kong	5 – 7 March 2025	Hong Kong	A mission of UK Vice-Chancellors to Hong Kong to strengthen HE connections and understand Hong Kong's research, innovation, and policy landscape.
East Asia Agents Conference 2025	Thursday, 6 March 2025	The University of Hong Kong	Latest updates in UK international education policy, the evolving UK Agent Quality Framework (AQF), and the transformative role of technology in the agent industry.
Welcome and networking reception	Thursday, 6 March 2025	Renaissance Hong Kong Harbour View Hotel	Bringing together over 320 key education stakeholders, this event celebrated UK–East Asia partnerships. The event is proudly sponsored by Easy Transfer.
Business site visits as part of the Alumni UK Symposium 2025	Friday, 7 March 2025	<ul style="list-style-type: none">• InvestHK• The Stock Exchange of Hong Kong• West Kowloon Cultural District	Opportunity for UK alumni to explore Hong Kong's vibrant cultural landscape, investment opportunities, and strategic initiatives for attracting foreign talent and businesses.
Alumni UK Symposium 2025	Friday, 7 March 2025	The University of Hong Kong	Under the theme “Shaping your future”, this symposium focused on how UK alumni can navigate an evolving professional landscape, highlighting the key skills and mindset needed to adapt and thrive.

Engagement and Collaboration

The event successfully brought together 49 UK universities, 228 UK alumni and 120 education agents from 14 countries and territories in the region, to support the British Council's initiatives. Key UK partners such as BUILA and UKVI participated, along with 10 UK Vice-Chancellors, influential guest speakers, and media representatives from across the region.

Conclusion

The East Asia Education Week served as a key platform to strengthen connections, showcase UK excellence, and bring together agents, institutions, alumni, and Women in STEM scholars. It fostered sustainable partnerships and contributed to enhancing the quality of international education strategies. This year, the discussions explored the evolving international education and professional landscape, highlighting how UK alumni and agents are navigating new opportunities and challenges. The event also underscored the importance of adaptability, leadership, and collaboration in shaping future opportunities.

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The week at a glance

Key statistics

760

participants from

14

countries and territories

49

UK institutions

13

UK Vice Chancellors, UKRI and UKVI joined the mission to Hong Kong and Shenzhen (Greater Bay Area) exploring partnership opportunities

120

East Asia education agents

228

East Asia UK alumni

26

total media coverage;

3

broadcast coverage

2

social media posts

21

articles

97%

agreed that the event provided an opportunity for making connections

96%

agreed that the event met their expectations



The Week's Highlights

UK Higher Education Mission to Hong Kong

Event details

Date: 5 – 7 March 2025

Location: Hong Kong and Shenzhen (Greater Bay Area)

UK partners: Department for Business and Trade (DBT), UK Research and Innovation (UKRI), and Universities UK International (UUKi)

Throughout the event, participants candidly addressed the challenges of collaborating with Hong Kong partners, fostering an open dialogue about the concerns and constraints that shape UK-Hong Kong engagement. This open exchange of ideas and experiences is crucial for building resilient academic partnerships that can navigate the complexities of the current higher education landscape.

About the mission

From 5-7 March 2025, the UK Higher Education Mission to Hong Kong brought together ten universities from across the UK for the first university delegation to visit Hong Kong in a decade. This initiative, led by the British Council, Department for Business and Trade (DBT), UK Research and Innovation (UKRI), and Universities UK International (UUKi), explored new avenues for research and educational partnerships, engage alumni, and enhance the UK higher education sector's understanding of the evolving policy landscape in Hong Kong.

The mission facilitated significant engagement with a diverse range of stakeholders, including Hong Kong policymakers, academic institutions, and senior representatives from the British Consulates General in Hong Kong and China (FCDO and DBT). Additionally, collaboration with the British Chamber of Commerce in Hong Kong, West Kowloon Cultural District, Science Park, and local education agencies underscored the mission's commitment to fostering meaningful connections.

The UK Higher Education Mission to Hong Kong represents a significant step towards revitalising educational ties and exploring innovative collaborations that benefit both regions. As the UK continues to adapt to the changing global education environment, initiatives like this mission highlight the importance of fostering international partnerships and creating pathways for future cooperation in research and education in Hong Kong.

Participants

Hong Kong policymakers, Vice Chancellors/ Pro Vice Chancellors at UK universities, leaders of local academic institutions, and senior representatives from the British Consulates General in Hong Kong and China (FCDO and DBT), the British Chamber of Commerce in Hong Kong, West Kowloon Cultural District, Science Park, and local education agencies



Programme

Date/ Time	Activity
5 March 2025	
08:00	Arrival
16:00	Welcome briefing session at British Council Hong Kong
	Dinner with Brian Davidson, the British Consul General to Hong Kong and Macau
6 March 2025	
08:00	Breakfast event led by British Chamber of Commerce, Hong Kong at Hong Kong Club
10:00	Meeting with Senior Executives of West Kowloon Cultural District and site visit
12:00	Lunch with Secretary for Education, Education Bureau, HKSAR government and Secretary-General of University Grants Committee
14:15	Roundtable with key Hong Kong HE stakeholders on research, TNE collaborations and mobility at The University of Hong Kong
19:00	Welcome and networking reception
7 March 2025	
09:00	Meeting at Science Park
13:00	Working lunch at Shenzhen Institutes of Advanced Technology of the Chinese Academy of Science
14:00	Industry-Education-Research collaboration
	Introduction by Shenzhen Institutes of Advanced Technology of the Chinese Academy of Science in areas of 1) Life science and health care 2) Green transition (or other area) and roundtable discussion
16:15	Visit Shenzhen Virtual University Park. Discussion on Shenzhen Industry-Education-Research collaboration policy.

East Asia Agents Conference

Event details

Date: 6 March 2025
Venue: The University of Hong Kong
UK partners: British Universities' International Liaison Association (BUILA), UK Visas and Immigration (UKVI)

About the mission

The East Asia Agents Conference 2025 built on the success of its inaugural event in February 2024. With over 229,000 international students from East Asia choosing to study in the UK, representing 30% of the total international student market, the conference addressed key issues in the industry.

The event focused on the latest UK policy updates on international education post-election, developments in the UK Agent Quality Framework (AQF), 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.

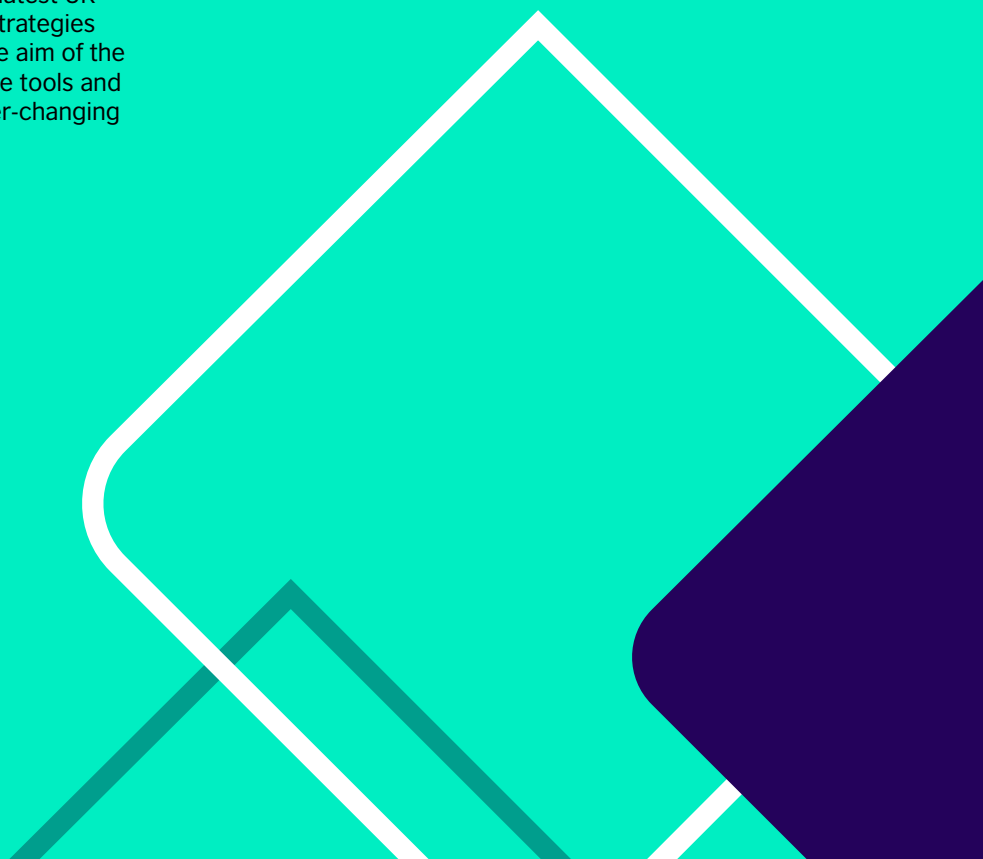
Attendees had the opportunity to network with industry peers and gain useful information on the latest UK policies, new developments of AQF, and strategies on how to leverage new technologies. The aim of the conference was to provide agents with the tools and knowledge necessary to navigate the ever-changing landscape of international education.

Through the conference, agents had the opportunity to:

- Network with industry peers
- Discuss and share the latest industry innovations
- Gather information on developments in Study UK and the UK education sector
- Learn about the UK Agent Quality Framework (AQF)
- Enhance business practices by sharing and learning best practices with fellow professionals
- Hear from industry leaders on ideas, information, and inspiration for success
- Network with UK institutions to explore partnership opportunities

Participants

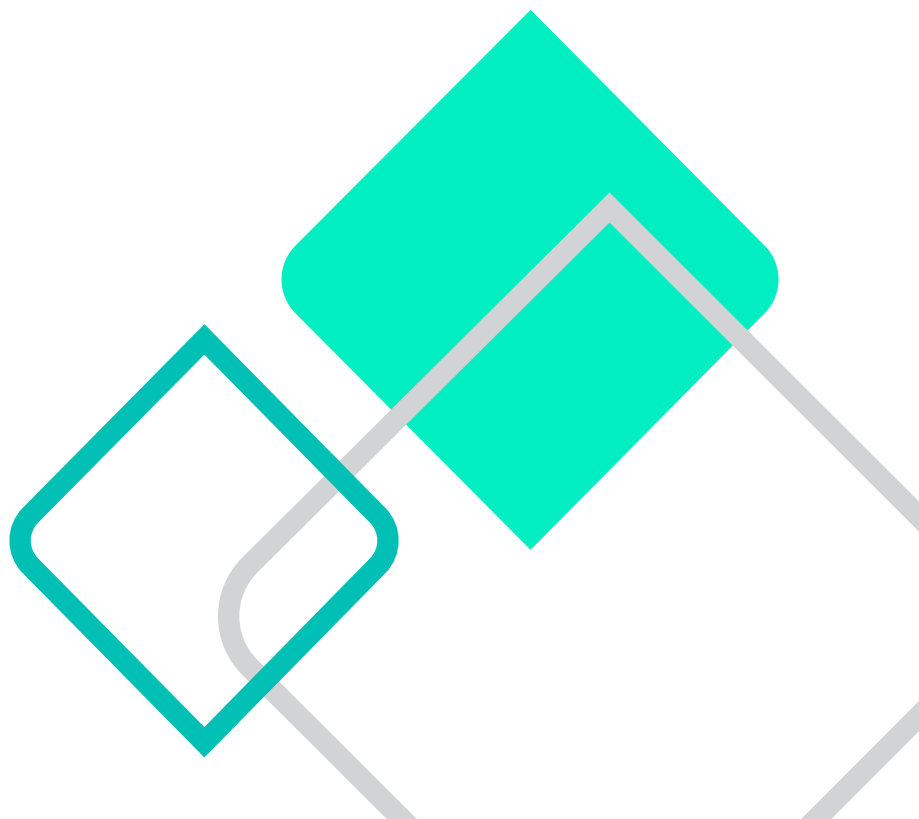
A total of 120 education agents attended the Agents Conference from 12 countries and territories. The conference audience comprised industry leaders, practitioners, and managing directors from overseas education agencies in the East Asia region. Distinguished senior officials from prominent agencies. Moreover, 49 representatives from renowned UK universities were also present.



Programme

Time	Programme	Speaker
09:30 – 09:45	Welcome and Introduction	Leighton Ernsberger , Regional Education Director, British Council Brian Greenwood , Associate Director of International Student Recruitment, University of Exeter Professor Ian Holliday , Vice-President and Pro-Vice-Chancellor (Teaching and Learning), The University of Hong Kong
09:45 – 10:15	Opening Plenary: Understanding Market Dynamics – Trends and Opportunities in East Asia	Sonia Wong , Regional Research Analyst, British Council
10:15 – 11:00	Panel Discussion: The Business of Student Recruitment Agencies in East Asia – Challenges and Opportunities	Panellists: Fraser Deas , Director Client Success, Grok Global Dave Few , Associate Director, Jackstudy Abroad Scarlett Peng , East Asia Regional Head, University of Nottingham Xiang Weng (Andy) , Visa Outreach Officer, South China/ West China/ Hong Kong & Macau Visa, Status and Information Services, British Consulate-General Guangzhou Daniel Zheng , Managing Director, HOPE International Education Moderated: Jazreel Goh , Country Director, British Council Malaysia
11:00 – 11:15	Coffee Break	
11:15 – 12:00	BUILA Workshop: Operationalising AQF	Mandy Zhang , Global Partner Manager, King's College London Brian Greenwood , Associate Director of International Student Recruitment, University of Exeter Yusuff Kaffo , Head of International Recruitment at University of Derby and on the BUILA Executive Team
12:00 – 14:00	Lunch and Networking	

14:00 – 14:50	Panel Discussion: The Value of UK Qualifications: How They Stand Out in the Global Job Market	<p>Panellists: Michael Chu, Associate Director – Hong Kong, Singapore and Shanghai, Regional Life Sciences and Human Resources & Business Support Chen Jun Luo, Nottingham University alumnus and British Council Alumni UK SGD ambassador, Senior Manager Community Grant Governance, Resilience and Engagement Division, Ministry of Culture, Community and Youth Jirayut Srupsrisopa, Founder and CEO, Bitkub Capital Group Holding, Co. Ltd. Gloria Wan, Head of Client Relations, PTE China Qi Zhao, Deputy Head of International, University of Hertfordshire</p> <p>Moderated: Catriona Mccarthy, Global Head, Student Mobility and Internationalisation of UK Education, British Council</p>
14:50 – 15:40	Student Perspectives: Evaluating International Experiences in the UK	Guy Perring , Regional Director, Asia, ETIO Global
15:40 – 16:00	Closing remarks and Photo Session	<p>Catriona Mccarthy, Global Head, Student Mobility and Internationalisation of UK Education, British Council Brian Greenwood, Associate Director of International Student Recruitment, University of Exeter</p>
16:00 onwards	Conference ends Coffee Break and Networking	



Key statistics

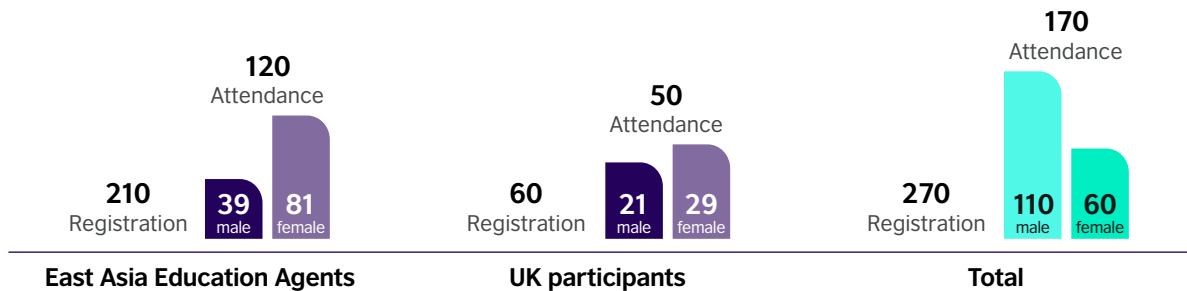


170

Total attendance

In total, **120** East Asian agents and **50** representatives from UK higher education institutions attended the conference in person.

Event day attendance



Countries and territories attended

Mainland China

Hong Kong SAR

Indonesia

Japan

Macao SAR

Malaysia

Singapore

South Korea

Taiwan

Thailand

Vietnam

United Kingdom

Event Feedback

Event satisfaction



93% of participants
were very satisfied
with their event experience.



96% agreed that the event
met their expectations.



93% agreed that the event
provided new knowledge of
the UK as a study destination.



89% agreed that the event
provided new knowledge of the
Agents Quality Framework (AQF).



92% agreed that the event
should be organised
every year.



96% stated the event
was high-quality and
agreed it added value to their
work or role.



76%
would recommend
the event to friends.

“

**Marketing intelligence
and data analysis of the
region are very helpful.**

“

**Thank you to the team
for such an amazing event.
It was well put together.**

“

It is a good way to network and keep myself updated.

Participants' Testimonials



Scarlett Peng

**East Asia Regional Head at the University of Nottingham,
Co-Chair of East Asia RIG BUILD**

'The AQF framework fosters trust and collaboration between UK universities and agents. It enables UK universities to work confidently with British Council registered and AQF accredited agents knowing they adhere to high professional standards.'



Daniel Zheng

Managing Director, Hope International Education

'The East Asia Education Conference has given us many takeaways, such as the market trends, the concerns of parents from different countries, issues highlighted by UK institutions, and how we can work together. This was a very practical conference!'



Dave Few

Jack Study Abroad, Singapore

'The biggest takeaways of today were understanding the data, identifying trends, and visualising the information we already know about student mobility – for example, what drives students' choices – and seeing the impact the UK is having in this area.'

Event Photos



East Asia Alumni UK Symposium

Event details

Date: Friday, 7 March 2025
Venue: The University of Hong Kong
UK partner: British Universities' International Liaison Association (BUILA)

The event also marked the launch of a digital publication: 'Celebrating UK Alumni in East Asia: Their Achievements, Stories, and Best Practices on Engaging Them.' This publication is a compilation of inspiring alumni journeys, along with exemplary practices from UK universities and alumni chapters across the region.

About the Alumni UK Symposium

The Alumni UK Symposium 2025 gave UK alumni in East Asia a chance to come together and exchange insights on culture, economic, development, and organisational issues impacting our world today. Under the theme "Shaping your future", the Alumni UK Symposium 2025 in Hong Kong explored the unique opportunities and challenges in East Asia and how UK alumni can leverage their diverse backgrounds, experiences, and expertise to make a meaningful impact.

Participants

The Alumni UK Symposium 2025 brought together alumni from across East Asia and the UK to explore the future of work. Discussions focused on how UK alumni navigate an evolving professional landscape, highlighting the key skills and mindset needed to adapt and thrive. The event underscored the role of innovation, adaptability, and leadership in shaping the future across various industries.



Programme

Time	Activity	Speaker
09:30 – 11:30	Business Site Visits - Invest HK - The Stock Exchange of Hong Kong Limited - West Kowloon Cultural District	
11:00 – 12:30	Lunch	
12:00 – 13:00	Registration and networking	
13:00 – 13:15	Opening and welcome remarks	Leighton Ernsberger , Regional Education Director, British Council
13:15 – 13:30	Opening keynote: Age of Discovery	Dr Chris Kurtana , Distinguished author, political scientist, TED speaker, and author of the international bestseller Age of Discovery
13:30 – 14:15	Regional Strategic Forecast	Nick Marro , Principal Economist for Asia and Lead for Global Trade, Economist Intelligence Unit
14:15 – 15:15	Panel Discussion: Future of Work – Trends and Predictions	<p>Panellists: Dato' Kathleen Chew Wai Lin, Group Legal Counsel, YTL Corporation Berhad Adrienne Lee, Director of Insights, Planning and Strategy, Starbucks Asia Pacific Paul McComb, Executive Director, The British Chamber of Commerce in Hong Kong Haslam Preeston, Chief People and Culture Officer, CapitaLand Investment Limited Jeremy Sargent, OBE, Partner, JS Associates Guangzhou Office; Chairman Emeritus of the British Chamber South China</p> <p>Moderator: Jazreel Goh, Country Director, British Council Malaysia</p>
15:15 – 15:45	Coffee Break	

15:45 – 16:30	Panel Discussion: Unleashing Entrepreneurial Potential: Navigating Opportunities and Overcoming Challenges	<p>Panellists: Dinh Thuy Phuong, CEO, Bio-Advances JSC Krizia Li, Founder, Vermillion Lifestyle and Head of SCMP Learn, South China Morning Post Zaim Mohzani, Co-Founder, Nation Building School and Regional Coordinator, Chevening Alumni Southeast Asian Network (CASEAN) Jirayut (Topp) Srupsrisopa, Founder and Group CEO, Bitkub Group Yijing Wang, Founder, 2060 Advisory Ahmad Subarkah Yuniarto, Executive Coach, Founding Chairman Biru Peduli Foundation Geothermal Energy</p> <p>Moderator: Jeremy Sargent, OBE, Partner, JS Associates Guangzhou Office; Chairman Emeritus of the British Chamber South China</p>
16:30 – 17:15	Panel Discussion: Amplifying Impact: Leveraging Alumni Networks for Personal and Institutional Advancement	<p>Panellists: Jee Kwan Ng, Vice-President, Imperial College London Alumni Association of Malaysia (ICAAM), Region Manager APAC, Petromac Ltd. Prof Nguyen Khanh Dieu Hong, Principal of TH Schools and the CEO of the non-profit Go-Green Vietnam Foundation Michael Chi On Wong, Board Member, Oxford University Alumni Board Ryan Chong-Geng Xi, President of the University of Cambridge Alumni Society of Guangdong</p> <p>Moderator: Catriona Mccarthy, Global Head, Student Mobility and Internationalisation of UK Education, British Council</p>
17:15 – 18:00	Closing keynote: Adaptability and Resilience	Rob Lilwall , Nat Geo TV Adventurer and Resilience Expert
18:00 – 18:30	Closing	Catriona Mccarthy , Global Head, Student Mobility and Internationalisation of UK Education, British Council

Key statistics



228

Total attendance

The event attracted **228** attendees from **14** countries and territories across East Asia.

UK Alumni

228

Event day attendance

92

male

136

female

*21 participants registered on-site

Countries and territories attended

Cambodia

Mainland China

Hong Kong SAR

Indonesia

Japan

Laos

Malaysia

Myanmar

Philippines

Singapore

South Korea

Taiwan

Thailand

Viet Nam

Event Feedback

95%

agreed that the event met their expectations.

97%

agreed that the event provided an opportunity for making connections and networking.

90%

agreed that the event improved their professional learning and skills development.

97%

agreed that the event had high-quality speakers.

86%

agreed that the event should be organised every year.

“

The event provided a great opportunity to connect with experts in the field and like-minded peers. It was thoughtfully organised, and the topics were carefully selected to provide attendees with preparation for shaping the future.

“

I would like to attend more events like this. At first, I had less passion and felt exhausted from my work, so I just went home and rested afterwards. I was not sure I really wanted this job, but after attending this event, I knew what I had to do, and it made me realise how I really feel about my job now. I gained more connections and met with new people. It was an excellent experience and also my first visit to Hong Kong.

“

I would highly recommend this event to friends and colleagues. It offers valuable networking opportunities, insightful discussions, and meaningful connections with fellow UK alumni and industry leaders.

Participants' Testimonials



Dato' Kathleen Chew Wai Lin

Group Legal Counsel, YTL Corporation Berhad

'I think it was the energy in the room, not just from the panel but also the audience, and it came from having four generations of UK alumni together, all deeply engaged in the subjects they were passionate about. As a panellist, I think that was really invigorating.'



Michael Wong

Board Member, Oxford University Alumni Board

'Well, this symposium was a brilliant occasion because I really enjoyed the sense of community, especially with all the UK alumni coming together and people sharing the same kind of educational heritage. It felt inspiring, and the vibes were excellent. I believe that from our discussions, the meetings, and the conversations, we can all figure out what kind of impact we are able to make together as a group for the betterment of the world.'



Ngo Thi Hai Yen

Woman in STEM Scholar Alumni 2022, Medical Science Liaison, Pfizer (Vietnam)

'I had a great chance to meet with my friends from the UK, to connect with them and listen to their stories, which was very helpful, and also listen to the panel discussion to learn about the developing trends in the industry and how they may affect my career. It offered me an understanding of the situation and how to find opportunities in the future.'

The people I met during my education in the UK have been incredibly important and have played a significant role in shaping my career. Women in STEM alumni and the lecturers and supervisors I met during my studies at Liverpool John Moores University have all inspired me along the way.'

Event Photos



Appendix

List of participating Agents

AAS Education Consultancy	G8 Education Consultancy Limited
Acadia Education Consultant Inc.	Global Education Alliance Limited
AEC Education Consultancy	Global Languages Training Center of Shunde District Foshan City
Amber Education HK	Global Languages Training Centre
Amber Education Holding Limited	GO WORLD INTERNATIONAL CULTURE COMMUNICATION Co., Ltd.
Ao Ying International Education Consultancy Ltd.	Guangzhou Blooming Educational Information and Consultation Company Limited
Art International Education	Guangzhou MICE Study Consulting Co., Ltd.
ARTDiCO PORTFOLIO CENTER	Guangzhou Yes Overseas Education Co., Ltd.
BEO	GUANGZHOU YES OVERSEAS EDUCATION LTD
Brighten Vietnam Co., Ltd.	Guizhou Feiteng Offerbang Education Technology Co., Ltd.
British Academic Center	Hong Kong Education Web Ltd.
British United Education Services	HOPE International Education
BWD (Beijing) Educational Consulting Co., Ltd.	Huatong International
Cambridge Education Co., Ltd.	IAUSS
Cana Elite Education	IDP Education Ltd.
Chivast	IDP Hong Kong
Classy Education	InterFace Consultants Service Ltd.
COSA International	International Literature and Arts Festivals
CreatiCity Consulting	International Overseas Studies Centre
Dongguan City Qingtian Education Ltd. Co.	JACK StudyAbroad
Dongguan Focus Education Consulting Co., Ltd.	Jiangmen Hedwig Education Technology CO.Ltd
Dongguan Gaozhi Education Consultanting Co., Ltd.	Kash
Dongguan Gaozhi Study Abroad	Leung's Institute
Dongguan Qingtian Education Ltd. Co.	LINKEDU Overseas Education
DS Overseas Education Constltant	MABECS
EA Education	ME Education
EduBridge Indonesia	Ms Thuy English Center
Education First	Nanning Nianshu Edu
Education Tower	Navigator Consultancy (HK) Limited
EduWise Macau	Noble Solutions
EF International pathway	NOVA EDUCATION INTERNATIONAL COMPANY
EF Teens School	OxBridge Holdings, Inc.
ELY INTERNATIONAL EDUCATION SERVICES LIMITED	PASSEDU Education and Consultancy Company Limited
Focus Education	School for Higher and Professional Education
Focus International Overseas Student Service	Shanghai Junrong Education and Technology Co., Ltd.
Funliving	
Future Ready Trajectories	

Shenzhen Peggy Education
SI-UK Hong Kong
Skyreach Education Advisory Limited
St Bees Dongguan
Sunrise Vietnam Co., Ltd.
Tengsu Education Consultant and Service Ltd.
Tri Cuong Investment and Educational Consultancy Company Limited (INDEC)
TS Education Group
UMatch - a Division of Crimson Education
Uway
Vietnamese Connect (VNC)
Vocational Training Council
We Joy Consultant Limited
Winner Education
Xinyi overseas study
Yes Education

List of Participating UK HEIs

Anglia Ruskin University
Aston University
BIMM University
City, St George's University of London
Cranfield University
Durham University
De Montfort University
Edge Hill University
Heriot-Watt University
Keele University
King's College London
Lancaster University
Loughborough University
Leeds conservatoire
Manchester Metropolitan University
Middlesex University
Middlesex University London
Newcastle University
Norwich University of the Art

Northumbria University Newcastle
Oxford Brookes University
Queen Mary University of London
Royal Holloway, University of London
SOAS University of London
Swansea University
The University of West London
Trinity Laban Conservatoire of Music and Dance
University of Bristol
University of Chester
University of Derby
University of Dundee
University of East Anglia
University of Exeter
University of Glasgow
University of Greenwich
University of Hertfordshire
University of Huddersfield
University of Law
University of Leicester
University of Nottingham
University of Nottingham Ningbo China
University of Plymouth
University of St Andrews
University of Strathclyde
University of Sunderland
University of Surrey
University of Westminster
University of Swansea
University of Warwick

UK organisations

The British Universities International Liaison Association (BUILA)
The Universities and Colleges Admissions Service (UCAS)
UK Visas and Immigration (UKVI)

