

East Asia Agents Conference 2025

Innovate for a
sustainable future

Hong Kong, 6 March 2025



Latest update: 2 December 2024

East Asia Agents Conference 2025

Innovate for a Sustainable Future

The East Asia Agent Conference 2025 will build on the success of its inaugural event in February 2024, which attracted 323 participants from the UK and East Asia. With over 229,000 international students from East Asia choosing to study in the UK, representing 32% of the total international student market, the conference will address key issues in the industry.

The event will focus on the latest UK policy update 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 will have the opportunity to network with industry peers and learn about useful information such as the latest UK policies, new development of AQF, strategies of how to leverage new technologies for their business. The conference aims to provide agents with the tools and knowledge necessary to navigate the ever-changing landscape of international education.

Through this conference, agents will have the opportunity to:

- Stay informed on the latest UK policy updates and their potential impacts
- Gain insights into developments on [UK Agent Quality Framework](#) (AQF)
- Participate in discussions on adopting new technologies and building sustainable businesses
- Network with industry peers and UK institutions
- Enhance their business practices through sharing and learning best practise with other practitioners
- Hear from industry leaders on ideas, information and inspiration for success

Programme Overview

Date	Time	Event
6 March	09.30 – 17.00	East Asia Agent Conference
	18.30 – 20.30	Welcome reception and networking
7 March	13.00 – 18.30	East Asia Alumni symposium for UK Alumni (Register here)

Target Audience

- Senior directors of UK education specialist agencies across the East Asia region
- Senior officials from agent associations
- Aggregators (Apply Board, Student Apply, B2B agencies)

Date, Venue, and Method of delivery

Date: Thursday 6 March 2025

Venue: Hong Kong University (HKU) Main Campus

Method of delivery: Face-to-face

Programme

Time	Agenda
09.30 – 09.45	Welcome and introductions
09.45 – 10.15	Opening Plenary: Understanding market dynamics - trends and opportunities in East Asia
10.15 – 11.00	Panel Discussion: The business of student recruitment agencies in East Asia - challenges and opportunities
11.00 – 11.15	Coffee break
11.15 – 12.00	BUILA Workshop: Operationalising AQF

12.00 – 13.30	Buffet lunch
13.30 – 14.15	Panel Discussion Leveraging Technology for Efficient Student Recruitment and Strategies for engaging generation Alpha in Asia
14.15 – 15.00	Panel discussion The Value of UK Qualifications: How They Stand Out in the Global Job Market
15.00 – 15.15	Coffee break
16.00 – 16.45	Student Perspectives: Evaluating International Experiences in the UK
16.45 – 17.00	Closing remarks
17.00 – 17.30	Free networking time
18.30 – 20.30	Welcome reception and networking at Renaissance Hong Kong Harbour View Hotel

Note: Transportation from HKU To Renaissance Hong Kong Harbour View Hotel will be provided for the Welcome reception and networking.

Session summary

[Opening Plenary] Understanding market dynamics: trends and opportunities in East Asia

East Asia has historically been a key contributor to the UK's international student population, with over two decades of consistent growth in enrollment from the region. Since 2012, East Asian students have represented at least a third of all international students in UK higher education, reaching a peak of 37% in 2019. This session will explore current student trends in the UK, focusing on specific East Asian markets, while also examining the near-term prospects for UK higher education. We will discuss the associated risks and challenges, as well as emphasise the benefits of studying in the UK.

[Panel Discussion] The business of student recruitment agencies in East Asia - challenges and opportunities

This session will discuss the current trends, challenges and prospects for student recruitment Agents in East Asia in an evolving landscape where the region is no longer the leading sending countries for the UK. Panels will discuss the changing market dynamics and shifting demands in key markets such as China, Hong Kong, Malaysia and Singapore and emerging markets like Vietnam and Indonesia including the impact of regulatory landscape, digital transformation, economic and cultural considerations and the changing roles of student recruitment agents.

[Panel Discussion] Leveraging technology for efficient student recruitment and Strategies for engaging generation Alpha in Asia

In the digital age, student recruitment is being transformed by innovative technologies. This session will delve into the ways technology is revolutionising student recruitment for education agents. Education agents can harness these advancements to streamline their recruitment processes, making them more efficient and effective. By utilising data analytics to target prospective students, implementing AI tools for personalised engagement, and showcasing successful technology-driven recruitment campaigns, agents can attract students from around the globe.

[Panel Discussion] UK graduate employability - the value of UK qualifications: how they stand out in the global job market

UK qualifications are renowned for their quality and rigor, but how do they translate into employability in the global job market? This panel session features experts from the UK higher education sector and recruitment professionals from leading global corporations. They will cover the strengths of UK qualifications, their appeal to global employers, and how UK graduates can align with emerging job market trends. Through real-world success stories and expert insights, attendees will gain a deeper understanding of the global value of UK education and how it enhances graduate employability.

[Plenary] Student perspectives: evaluating international experiences in the UK

To be updated.

Register to join the event

The event is free of charge. Register for the event here:

<https://www.britishcouncil.hk/en/programmes/education/east-asia-agent-conference>

Website

Visit our website here <https://www.britishcouncil.hk/en/programmes/education/british-council-east-asia-education-week-2025>

Contact

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