

ASIA LEARNING EXPO

HKCEC | 10-12 DEC 2025

EXPLORING THE FUTURE OF EDUCATION



DEC 2025

10-11

(WED - THU)

10am - 6pm

12

(FRI)

10am - 5pm



Hong Kong Convention and Exhibition Centre

AISC

Asia-Pacific International Schools Conference

HKCEC
10 ▶ 11
DEC 2025

Organiser

 **BAILEY**
Communications

10TH
EDITION

Asia Learning Expo 2025

Exploring the Future of Education

Asia Learning Expo (ALE), Asia's premier education event, brings together educational suppliers with teachers, school leaders, education buyers, educational investors and policymakers. All interested in sourcing the latest educational products and exploring the future of education.

Asia Learning Expo will build on Bailey Communications fourteen years of experience organising Asia's largest and most successful teaching and learning expo. Incorporating the successful Asia-Pacific International Schools Conference, Asia Learning Expo focuses on connecting the most innovative educational product and solution providers with educators and buyers at both state and international schools, from across the Asia-Pacific region.

The 10th edition of the **Asia-Pacific International Schools Conference (AISC)** will be co-located with the Asia Learning Expo (ALE) on December 10-11, 2025. This event will welcome over 500 delegates from international schools in Hong Kong and beyond.

For the past decade, the conference has been organised in collaboration with our strategic partner, the English Schools Foundation, bringing some of the most prominent figures in groundbreaking educational theory to Hong Kong. Past keynote speakers include Professor Michael Fullan, Dr Shelley Moore, Professor Rose Luckin, Dr Alexander Gardner-McTaggart, Professor Liz Jackson, Dr Jared Cooney Horvath, Dr David Gleason, and Professor Stephen Heppell, among others.

The 10th edition of AISC promises to be our largest and most diverse program yet, featuring top speakers from around the world discussing the most pressing topics facing international school educators today—designed to inform, educate, and inspire!

Event Dynamics:



Educators: Asia Learning Expo is an ideal platform for educators to discover teaching resources and explore the latest educational trends.



Exhibitors: Featuring more than 400 booths showcasing educational suppliers, including those from Hong Kong, Singapore, the U.K., and the U.S. For educational suppliers, the Asia Learning Expo offers the opportunity to present innovative education solutions, to Asia's rapidly growing and changing education markets.



Educational Seminars and Workshops: A dedicated programme of educational seminars and workshops includes over 200 free educational sessions led by school leaders, government officials, academics and educators. Seminar theatres cover key areas of education to support 21st-century learning practices.



New Features: Attendees can look forward to interactive panels, roundtable discussions, EdTech competitions, and more.

Event Details:



December 10-12, 2025



Hong Kong Convention and Exhibition Centre



Expected Attendance: Over 15,000 educators will connect with suppliers and learn about the latest trends in modern education.

Get Involved:

Contact us today to explore your participation at Asia Learning Expo and business opportunities in the Asia-Pacific education market.

Participating in ALE 2025 allows global education suppliers to connect with education distributors, government policymakers, school leaders, teachers, and educators.



Exhibition Booths: Reservations are now open. Please contact us for details on securing your prime location.



ALE 2025: Expo Facts and Figures



15,000+
attendees



400+
exhibition booths



200+
expo learning
programmes



24
CPD Hours

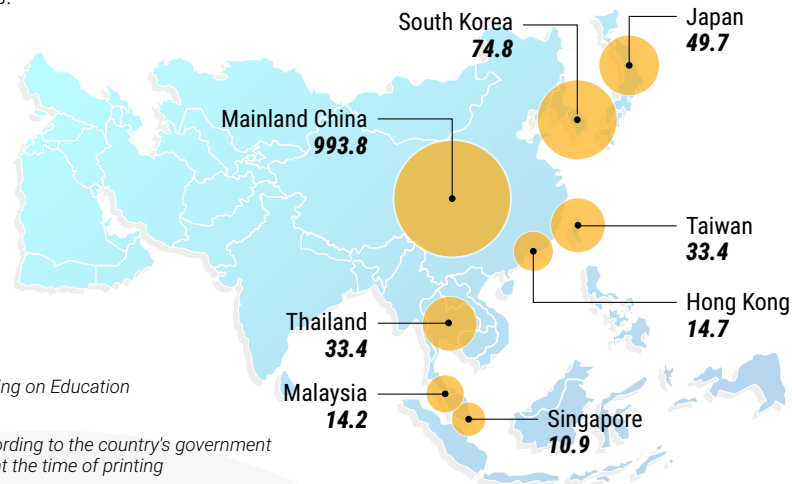


50+
international
speakers

Asia Education Market at a Glance

Early Childhood, Primary, Secondary and Tertiary Education

The education market in the Asia Pacific region is changing. Many countries and regions are increasing investment in education, recognising its importance for economic development and social progress.



Government Spending on Education
(Billion US\$)

* Figures given according to the country's government statistics correct at the time of printing

The Expanding International Schools Market

As of January 2024, ISC Research data recorded 14,010 English-medium international schools worldwide, enrolling 6.9 million students between 3 and 18 and employing 664,645 teaching staff. The sector continues to grow as parents seek educational choices for their children that guarantee quality and put students on a path to a global future.

Asia dominates the international schools market with nearly 60% of the world's international schools, collectively generating \$40 billion USD each year. In the last five years, the number of international schools in Asia has grown by 10%. This growth shows no sign of slowing, with close to 200 new schools planned to open in Asia by 2027.



6.9 million
students between 3 and 18



employing
664,645
teaching staff



~60%
of the world's international
schools in Asia



Asia market generating
USD 40 billion
each year

(Source: ISC Research Ltd. 2024)

Top Educational Trends in Asia

Artificial Intelligence (AI)



AI technology transforms education by enabling personalised learning platforms, automated grading systems, and comprehensive student data analysis. This innovation enhances efficiency and prepares students for a competitive global landscape by fostering essential AI skills.

STEAM Education



STEAM (Science, Technology, Engineering, Arts, and Mathematics) education is gaining traction in Asia as a vital approach to equip students for the demands of the 21st-century workforce. This trend emphasises creativity, innovation, and problem-solving skills, which employers increasingly value.

Sustainability Education



As climate change becomes a pressing concern, sustainability education is more important than ever. Educational institutions focus on instilling sustainable practices and environmental stewardship in students, empowering them with the knowledge and values needed to care for our planet.



Well-being in Education

There is a growing emphasis on holistic student well-being, with many institutions prioritising resources and support to create enriching environments. This focus helps students excel academically while fostering meaningful connections with peers and teachers, ultimately encouraging them to contribute positively to their communities.



Virtual Learning

Virtual learning thrives across Asia, offering students unparalleled access to dynamic materials, personalised instruction, instant feedback, and real-time assessments. This flexibility enhances teaching and learning experiences, promoting active engagement and collaboration.



Language Learning

With Asia's increasing global presence, language learning has become essential. Proficiency in multiple languages enables students to navigate an interconnected world, fostering cross-cultural communication and opening doors to international opportunities. This skill set not only aids career advancement but also promotes personal growth, preparing students to thrive in diverse and competitive environments.

Visitors by Geographical Region

Expected Number of Visitors: **15,000+**



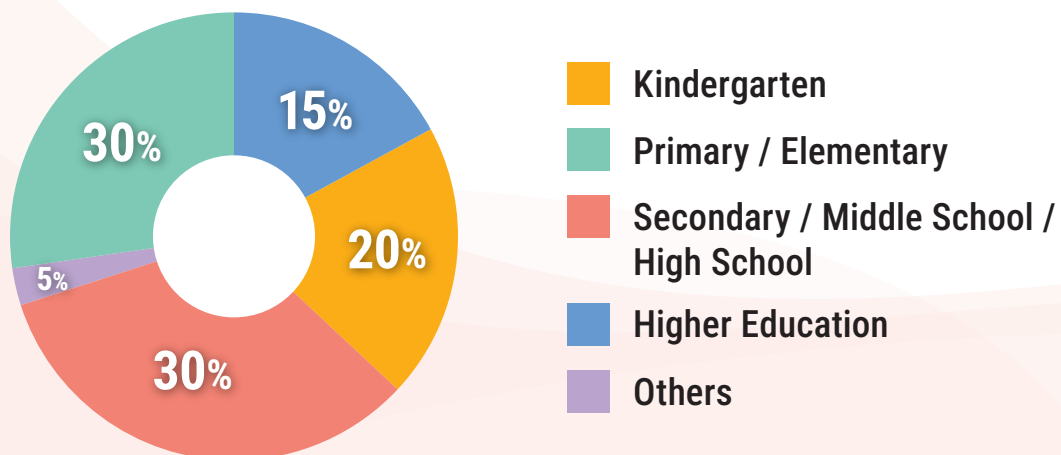
Asian countries include:

Afghanistan, Bangladesh, India, Indonesia, Iraq, Japan, Kazakhstan, Korea, Laos, Malaysia, Mongolia, Myanmar, Pakistan, Philippines, Singapore, Thailand, UAE, Vietnam

Other countries include:

Argentina, Australia, Brazil, Cameroon, Canada, Estonia, France, Germany, Israel, Italy, Netherlands, New Zealand, Nigeria, Norway, Qatar, Russia, Saudi Arabia, Spain, South Africa, Switzerland, Turkey, Uganda, United Kingdom, United States

Institutions by Level of Education



Occupations

Teachers	40%
Department / Subject/Faculty Head	25%
Administrator / Leadership Team	20%
Corporate / Government / NGO	7.5%
School Support Staff	7.5%

Educational Institutions represented

- Kindergartens
- Nursery Schools
- Child Care Centres
- Government Schools
- Sponsored and Direct Subsidy Schools
- Private Schools
- International Schools
- Special Educational Needs Schools
- Colleges and Higher Education Institutions
- Universities
- Community Colleges
- Vocational Training Institutions
- Polytechnic Institutions
- Language Schools
- Tutorial Centres
- Adult Education Centres



Main Purposes of Visiting

Visitor Profile



Share and Exchange
Knowledge of
Education



Share and Exchange
Teaching
Pedagogies



Share and Exchange
the Latest
Development of
Education in
Hong Kong



Collect the Latest
Information on
Education



Find New Product /
Suppliers



Compare Existing
Products /
Suppliers



Exhibit Categories Highlights

- AI and STEAM Resources
- AV / Multimedia Equipment
- Consulting Services, Student Training and Social-Emotional Programme
- Digital Learning Platforms
- Educational Toys and Games
- Hygiene Solutions and Cleaning Equipment
- ICT Hardware and Software
- Innovative School Design and Architecture
- Learning Environments
- Learning Management Systems
- Network Solutions
- Online /eLearning Resources
- Professional Development Services
- School Facilities and Furniture
- Science and Laboratory Equipment
- School Administration and Management Solutions
- Special Educational Needs Products and Services
- VR & AR Applications

ALE 2025: Expo Facts and Figures



15,000+
attendees



400+
exhibition booths



200+
expo learning
programmes



24
CPD Hours



50+
international
speakers

Visitor Testimonials



'I think conferences like this play at fostering global educational dialogue and innovation and change. It helps get as many perspectives as possible about various topics.'

Ms Rebeka Gergens

Team Lead, The International School of Macao



'I think the insights gained here will be valuable for me to take back to our organisation and share with colleagues to help them try new things, whatever their roles are.'

Mr Matthew Sears

Cofounder & Chief Innovation Officer, Cosmic Education Group



'It's a wonderful collection of so many different speakers, and I think it brings together many people from around the Asian region.'

Hannah Bailey

Head of Grade, Canadian International School of Hong Kong



'I think conferences like this are superb. They bring people together from a range of different schools, both in Hong Kong and across the region, and they share these kinds of ideas. We're having some challenging conversations today and thinking beyond what we normally do in our classrooms and schools.'

Mr John Turner

Secondary Education Adviser, ESF

How ALE Helps Your Business Grow

Generate Leads

ALE in Hong Kong is the platform to unveil your products or services to a vast and captivated audience including resellers, distributors, and school buyers from over 40 countries and regions. Exhibiting at ALE allows you to generate new leads and connect with potential clients who are interested in what you have to offer.

Enhance Your Brand Visibility

ALE attracts a diverse range of attendees from across the education sector, including school leaders, teachers, academics, government officials, and buyers from international schools and regional education institutions. At ALE, you can enhance your brand awareness and unlock new opportunities among the targeted audience through the Expo's dynamic marketing campaigns.

Accelerate Your Market Growth

ALE allows you to maximise the impact of your products or services by sparking buzz and garnering feedback from your potential and existing customers. You can showcase your latest offerings and gain valuable feedback to help you refine your strategy for your products or services. You can also network with other industry professionals and build valuable business connections.

Asia Learning Expo Market Campaign Helps Your Business Grow



Direct Mailing

Brochure, Newsletter, Poster, Leaflet and Preview Booklet



Online Marketing

Website, eNewsletter, Social Media and Search Engine Marketing



Partners and Supporters

HKSAR Government, Industry Associations, Education Institutions and Media Partners



Pre-Show Promotions

School Visits and Editorials in Mainstream Newspapers



Public Relations

Press Luncheon, Press Release and Interviews



Buyer Programme

Business Matchmaking and Hosted Buyer Campaign

Feedback About Bailey Communications



I thought the organisers were extremely helpful. I was especially impressed with the kindness and swift responses from Sales team and Business Matching staff.

Active Minds Ltd.



The organisers' staff members at the office in Hong Kong were EXCELLENT. They were very responsive and often worked very late at night.

Lane Liebergen, Nasco



I feel the organiser has done an exceptional job of making the exhibition a very unique and inspirational experience. The arrangements have been mostly thoughtful, and I enthusiastically wish to repeat the high quality in the future with possibly greater depth.

Pang Kit Yan, Project Officer, The Women's Foundation



It is a professionally stimulating, carefully designed, and well-organised Expo.

Elias Sampa, Australian International School



The organiser has done an excellent job; this event has become a must-attend for all educators in Hong Kong, as it offers the opportunity to connect with all the schools and teachers here.

Peter Woodhead, Assistant Principal, Law Ting Pong Secondary School

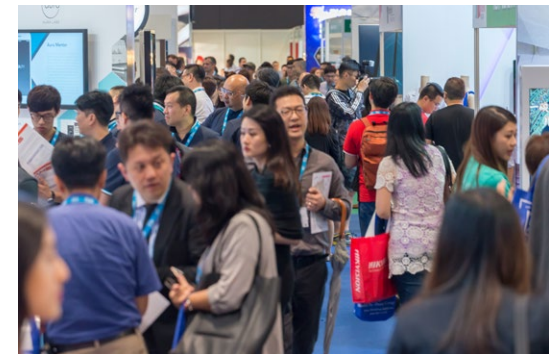
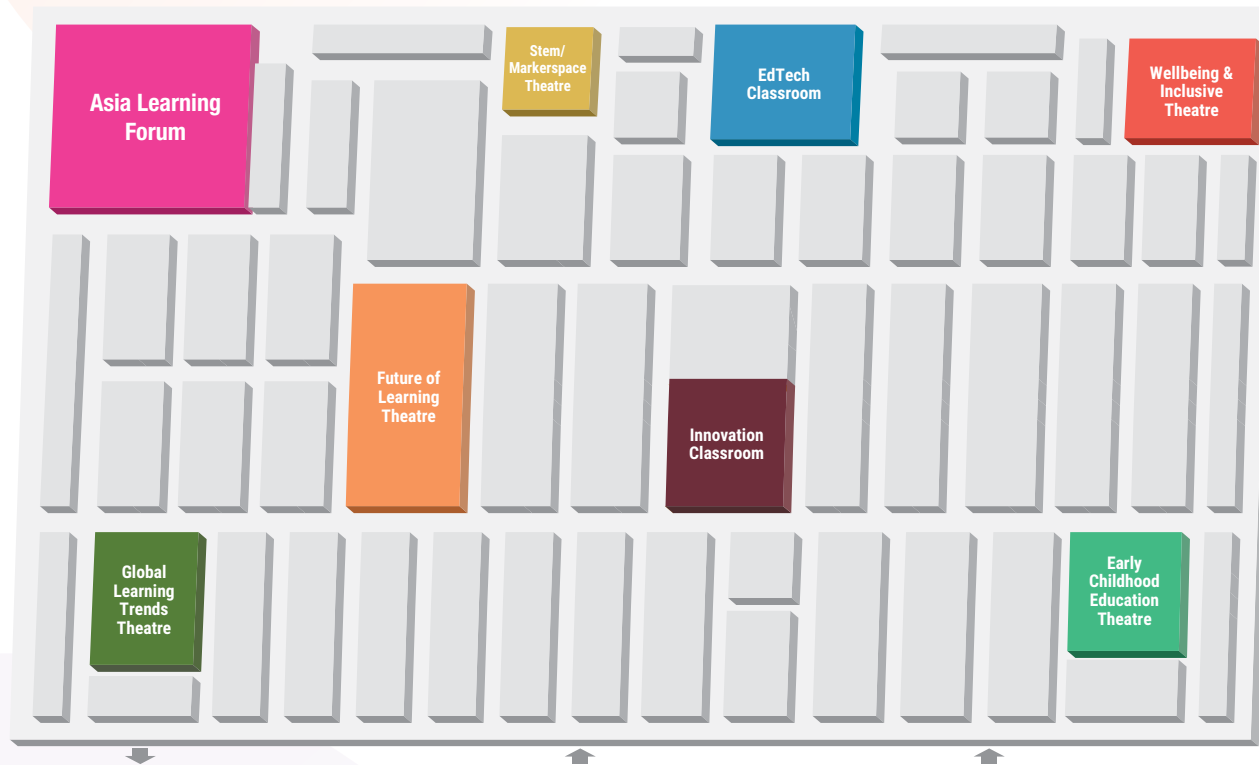


The Expo is very well run and allows us to connect with the curriculum coordinators from different schools and buyers and distributors from across the region.

Mr Vincent Kwok, Managing Director, Cubix Company Limited

Asia Learning Expo & Asia-Pacific International Schools Conference

Floor Plan Hall 3C-E



2025 ALE New Area Focus



EdTech Asia

ALE will spotlight digital and technological equipment for education leaders and professionals throughout Asia to connect and exchange knowledge. It will collaborate with incubators and accelerators to recruit EdTech start-ups to showcase their innovations at the expo. In addition, ALE will work closely with the Office for Attracting Strategic Enterprises of the HKSAR to identify the premier EdTech innovators for Hong Kong.



Multicultural and Multilingual Education

At ALE, delve into the significant role of cross-cultural competency and multilingual education in bridging cultural divides and fostering global connectivity. Engage with esteemed cultural and linguistic experts and exhibitors to explore diverse solutions and resources for linguistic proficiency and better cultural understanding. Dive into discussions, demonstrations, and interactive sessions designed to empower visitors to navigate our multicultural world effectively.



Social-Emotional Learning

With rising concerns about mental health among students and educators, Asian governments and educational institutions are incorporating social-emotional initiatives into their curricula and policies. ALE will invite educators and well-being associations to highlight the best practices and social-emotional support systems, address the importance of self-care in the teaching profession. Educators and suppliers will share insights and showcase wellbeing-related solutions, promoting a holistic approach to education.

Asia Learning Forum & Seminar Theatres

Renowned educators, including government officials, academics, school leaders and education pioneers from around the world will gather at the Asia Learning Forum to share their insights into the development of global education; teachers, Professional Educators, and educational suppliers will demonstrate their latest education solutions, learning and teaching strategies and display their new to-Asia learning solutions and education resources and assessment methods.

More than 200 Topics cover different key learning areas, from early childhood education to K12, vocational training and higher education, as well as special educational needs to explore the newest pedagogical trends in teaching and learning in 21st-century classrooms.

Open Lessons and Hands-on Workshops

Practical experience is invaluable for a teacher's professional development. Local and international schools host a wide range of open lessons and workshops, demonstrating innovative pedagogies and the prevailing teaching and education trends and sharing the latest research and ideas to enhance improved learning and teaching.



Student Project Showcases

ALE provides a platform for students to showcase their outstanding achievements and illustrate their success stories in STEM and Maker education. Experienced educators will host a series of workshops and open lessons, discussing the implementation strategies of cross-disciplinary curricula and pedagogies.



EdTech Startup & Business Zone

Education startups and SMEs present their latest innovations and mind-blowing ideas catering for the needs of the education community in the ever-changing education landscape.





A Decade of Excellence: Celebrating the 10th Anniversary of AISC



The Asia-Pacific International Schools Conference (AISC) proudly celebrates its 10th Anniversary, marking a decade of fostering collaboration and innovation among school leaders from international schools across the region. This milestone event continues to build on our extensive experience organising successful conferences, solidifying AISC's reputation as a premier platform for educational leadership.

AISC welcomed almost 2,000 delegates from international schools in Hong Kong and beyond in the past 9th edition. Attendees provided overwhelmingly positive feedback, reflecting the conference's impact and relevance.

This year, we are excited to announce our strategic partnership with the English Schools Foundation (ESF), enabling us to offer two invaluable professional development days explicitly tailored for international school educators. Our collaboration with The Education University of Hong Kong, the Department of Education Policy and Leadership, and the Asia Pacific Centre for Leadership and Change allowed us to present the latest research and insights to our participants.



Inspiring Change: AISC's Curated Programme for Educators and Leaders

Once again, AISC has curated an outstanding programme featuring diverse topics and speakers designed to inform, educate, and inspire. As we embark on this new chapter, we look forward to continuing our journey of excellence in education and leadership in the Asia-Pacific region.





2024 Conference Highlights

Imagining Alternative Educational Futures in the Present



Last year, Dr Elke van Dermijnsbrugge delivered a captivating talk highlighting how global crises can act as catalysts for reimagining education. She encouraged educators to creatively envision schools that embody alternative futures while emphasising the importance of possibility and mutual aid. She delved into educational practices incorporating imaginative, utopian, and speculative thinking and actions. She redefined the pivotal role of education and schools, suggesting that alternative futures can take shape now.

Dr Elke van Dermijnsbrugge

Lecturer and Researcher, International Teacher Education
NHL Stenden University of Applied Sciences, the Netherlands

Adaptive Learning in the Age of AI



Professor Jason Lodge delivered an engaging keynote speech that explored how education systems help students develop various adaptive skills and critical thinking abilities. He focused on the impact of advanced AI technologies on education, emphasising the importance of prioritising adaptive skills over purely technical ones. His session offered valuable insights into AI's role in education, the skills students need to thrive, and the necessary pedagogical changes.

Professor Jason Lodge

Professor of Educational Psychology, School of Education,
The University of Queensland



Education pioneers, school leaders and frontline teachers shared their stimulating experiences and insights with distinguished speakers and other experienced educators.

Concurrent workshops and presentations at AISC enhanced the speaker-audience interactions and the establishment of peer-to-peer communities.

Exhibiting Options

Space Only

Already have a vision?
This is ideal if you wish to build your stand.



Cost: HKD 3,800 / m²
USD 490 / m²

*Corner loading charges apply.
*Minimum Size: 18m²

Walk-on Package

What you receive:

- Fascia with your company name
- Walls
- Furniture (Counter and Chairs)
- Carpet
- Lighting
- Power
- Rubbish Bin
- Booth Cleaning



Cost: HKD 4,270 / m²
USD 550 / m²

*Corner loading charges apply.
*Minimum Space : 9m²

Extensive Publicity Opportunities (For Exhibitors and Sponsors Only)

Expo Newsletter Product Highlight

Putting product photos and descriptions in the ALE Newsletter

* Quota applies on a first come, first served basis

Exhibition Guide Advertisement

Putting printed advertisements in the ALE Exhibition Guide to show your company and product profiles



Note: Asia Learning Expo is a trade show. Exhibitors which are non-manufacturing businesses that employ fewer than 50 persons in Hong Kong may be eligible to apply for the SME Export Marketing Fund (EMF) which aims at helping small and medium enterprises (SMEs) expand their businesses through participation in export promotion activities. Contact us now for more details!

Organiser



Bailey Communications HK (www.baileycom.hk) is a focus full-service professional exhibition and event organiser based in Hong Kong. It produces quality events for both buyers and sellers. Focusing on how technology can assist in matching buyers and sellers so that real business objectives are met, Bailey Communications HK builds smart events designed for the future.

Booth and Sponsorship Enquiries

Ms Tisha Cheng

Bailey Communications HK
☎ +852 3703 3884
✉ tisha@baileycom.hk

Mr Jonathan Gould

Bailey Communications HK (UK Office)
☎ +44 (0) 7785 267723
✉ jonathan@baileycom.hk

Keynote Presentation Enquiries

Ms Stacy Wong

Bailey Communications HK
☎ +852 3701 3887
✉ stacy@baileycom.hk

Committed to Sustainability



ALE 2025 continues to undertake to audit the expo's environmental impact and under the terms of our pledge to make the show a net-zero carbon event. We are committed to sustainable practices in every area of managing the leading education event in the Asia Pacific.

AISC Strategic Partner



AISC Academic Supporters



Special Supporting Organisations



For more information about ALE 2025 & AISC 2025, please visit our websites:
www.asialearning.hk / www.aisc.com.hk