



BETT Asia, 1-2 October 2025

Registration now open for UK Co-Exhibitors

The Department for Business & Trade (DBT), in partnership with BESA, are offering UK Education Technology companies the opportunity to apply for pods that will be located on our UK pavilion in a prime location at BETT Asia.

This dynamic event is returning to Malaysia, a major hub for the wider region. The BETT Asia show consistently attracts senior officials and buyers from Southeast Asia, and beyond, and is one of the most important senior education gatherings in the region. Following Bett Asia 2024, UK providers who were with us have already seen export success of over £10million, and DBT's international network continue to work with those companies in taking forward many other strong business leads. With over 2,500 education leaders, educators and innovators, as well as attendance from government officials, education leaders and brands at the forefront of educational transformation, Bett Asia is the ideal location for exclusive networking opportunities.

DBT are thrilled to be hosting a UK pavilion at this world-renowned event, and an exclusive offsite reception, and, at cost £2,000, and is offering a limited number of pavilion exhibitor packages for innovative UK companies, designed to create an opportunity for exposure among key decision-makers in the regional education sector. The UK pavilion at Bett Asia 2025 will be the centre point for all UK government departments during the show, making it the perfect setting to create future partnerships, drive exports and meet investors.

Event Details

Date: 1-2 October 2025

Location: Kuala Lumpur, Malaysia

Deadline: 16 July 2025

To join DBT at this high-profile event please apply via the button below:

[Register Now](#)

***Please note** that places are limited, and applications are subject to DBT approval. Travel, accommodation and expenses are the responsibility of the participating company.

Contact us

DBT-Education@businessandtrade.gov.uk

What to expect

- A pod alongside DBT's International Education Advisors, giving prime access to visitors from the region, including potential buyers, distributors and end-users
- Pre-arranged and walk-in meetings with DBT Education Advisors from our teams at the British Embassies across Asia Pacific
- The potential to engage with visiting ministers and senior officials from the region
- Inclusion in the DBT@BETT exhibitor brochure and our website
- Invitation to the exclusive DBT Networking event, evening of Wednesday 1 October
- In-region assistance with follow up on leads facilitated at the show.

We are also offering exciting sponsorship opportunities at BETT Asia 2025, including a Multiple Event package for BETT Asia 2025 and BETT UK 2026, to a selection of UK companies, that will increase brand awareness. For more information on sponsorship packages please contact DBT-Education@businessandtrade.gov.uk. A website outlining the full offer for potential sponsors, and co-exhibitors will be available soon.

If you are interested in improving your business's profile in the Education Technology industry, put BETT Asia in your diary today.

The Department for Business and Trade (DBT) will process your personal data supplied in this service in accordance with the Data Protection Act 2018. The information you provide will be processed on a lawful basis to enable DBT to perform a task in the public interest or to fulfil an official function, and the task or function has a clear basis in law and/or the processing is necessary for a contract DBT have with an individual. You can find our full privacy policy [here](#). You can [unsubscribe](#) if you no longer wish to receive our emails.