

Bett Asia 2026

23 – 24 September 2026

Kuala Lumpur, Malaysia

UK Pavilion Brochure




GREAT 
BRITAIN & NORTHERN IRELAND



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Bett Asia Expo and Summit Overview

bett
● A Hyve Event

Asia
Kuala Lumpur
23-24 September 2026

Bett Asia brings together education leaders, educators and solution providers from across Southeast Asia for two days of learning, networking and discovering new tech. The CPD-accredited programmes allow educators to explore the Leadership Summit, Classroom Theatre, Tech User Labs, and roundtable discussions. Overall, this high-profile, impactful event is expected to attract 3,000 delegates.

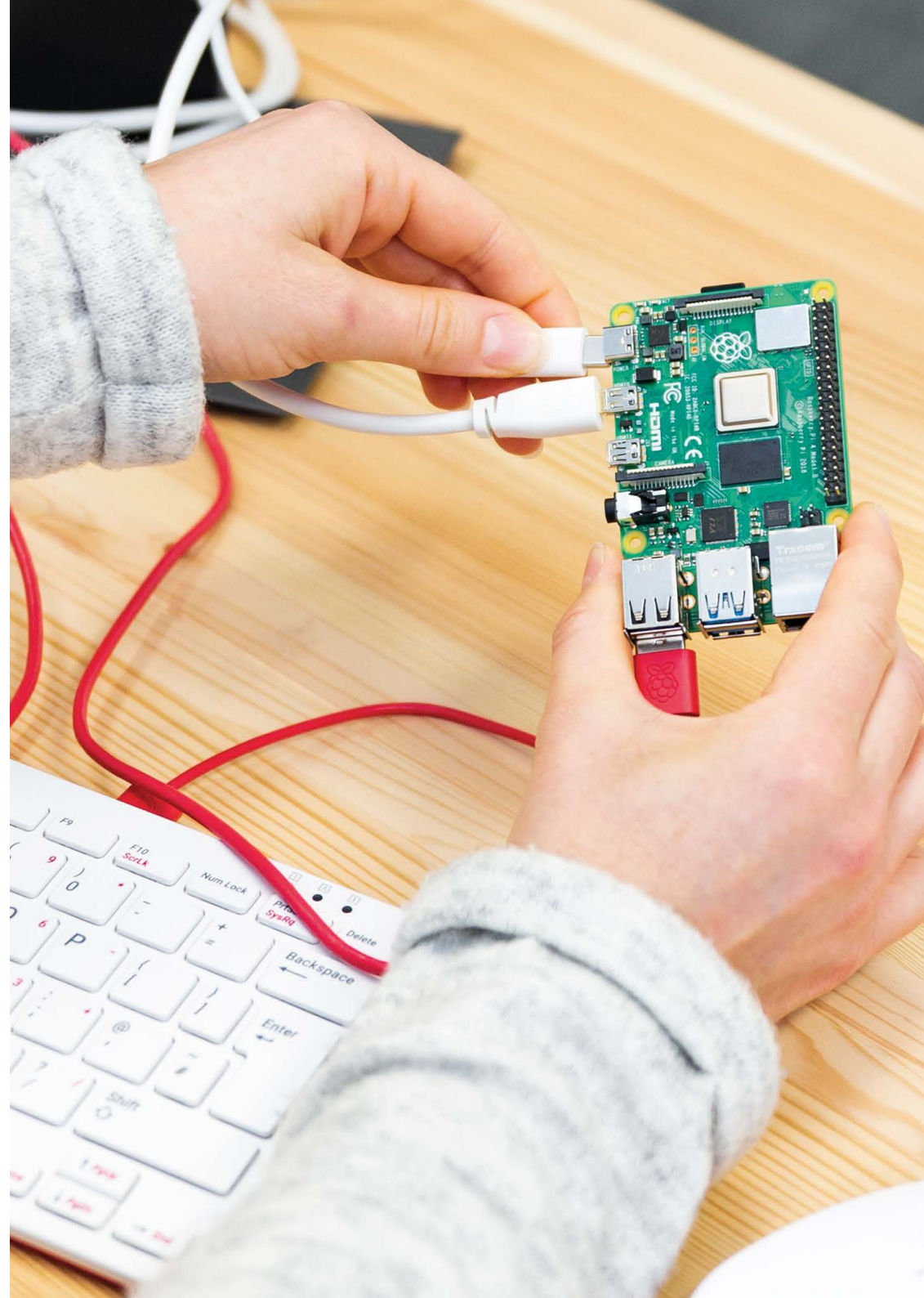
You will have the opportunity to join 700+ educational leaders, educators and innovators at the Leadership Summit, and be empowered as they help develop strategies that create progressive education. You can view the full summit programme here: [2026 Agenda | Bett Asia](#)

The Classroom Theatre offers practical talks on the latest developments in teaching and learning, whilst Tech User Labs give educators hands-on workshops with cutting-edge tools and technology. Roundtable discussions provide space for open conversation with peers.

The expo floor is where connections happen. Visitors can discover new solutions and meet the people behind them, while exhibitors can build relationships with the educators and institutions shaping the future

of learning in one of the world's fastest-growing EdTech markets. Bett Asia is where the community comes together to drive the future of education. The UK pavilion 1D11-E10 as you enter the expo floor, will host 15 innovative EdTech providers offering solutions across all stages of teaching, assessment and learning, including but not limited to STEM and SEND. Profiles are listed on page 6. Please feel free to reach out to them in advance of the show. They will be joined by UK Department for Business, Innovation, Science and Trade (formerly the Department for Business and Trade) Education Advisors who can advise UK providers seeking to expand their international presence.

On Tuesday 22 September, ahead of Bett Asia's official opening, ministers, policymakers and higher education leaders will come together for a series of strategic roundtables. These discussions will help shape conversations leading into the Bett UK Ministerial Symposium 2027, taking place on 19 January 2027 at the InterContinental London. The invitation-only symposium will bring together 400 Ministers, senior policymakers and academics. Expressions of country interest can be sent to fay.wiltshire@hyve.group



UK Providers on the UK Pavilion

UK Providers on the UK Pavilion



athe
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Key education stakeholders we would like to engage with:

At BETT Asia, ATHE aims to engage with strategic education partners across schools, colleges, universities and other training providers, as well as national regulators and organisations involved in education, training and workforce mobility, with a particular interest in national education policy and skills priorities. Through the ATHE Academy, our new digital platform, we aim to expand access to affordable and flexible education pathways, delivered through our recognised centres and connecting students to partner university courses and employers. We are particularly keen to connect with organisations seeking to expand access to higher education, digital learning, skills development, CPD and employability.

Company Bio

ATHE Academy is an innovative digital gateway designed to connect learners, recognised ATHE centres, and partner universities through a seamless global education journey. Built as an intuitive and interactive web app, the Academy helps students explore ATHE qualifications, discover approved centres, access progression opportunities with UK and international university partners, and engage with wider learning resources and CPD-certified courses. Supporting learner autonomy, it serves as a comprehensive knowledge hub that supports informed choices and lifelong learning.

This new platform strengthens ATHE's commitment to accessible, relevant, and internationally respected education. Regulated by Ofqual since 2011, ATHE works with more than 200 centres across 35 countries and has supported over 100,000 learners worldwide through qualifications spanning Levels 2 to 7 in areas such as business, accounting, law, digital technologies, and healthcare.

By combining trusted qualifications, recognised progression pathways, and innovative learner support, ATHE Academy will create a connected global ecosystem that empowers students, educators, and international stakeholders to achieve academic progression, professional development, and greater global mobility.

UK Providers on the UK Pavilion



Build Education

Niall Marshall
Founder

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Key education stakeholders we would like to engage with:

- Ministries of Education and their agencies across the region, with a focus on digital transformation.
- Teacher training institutes and state education departments interested in practical classroom use of AI.
- Multilateral and NGO partners working on out-of-school, refugee and displaced learners.
- Funders and foundations supporting education access and technology in the region.
- In-country delivery partners, distributors and learning platform providers who could host or localise our tutors for regional markets.
- Skills/vocational training providers or organisations (adults).

Company Bio

Build Education – architects of AI-powered learning environments, built to fit your context. Co-designed with each partner and delivered in any language, we turn your content and expertise into personalised, adaptive tutors and trainers your organisation owns.

We start with your world – your pedagogy, learners, curriculum and training materials – not generic, one-size-fits-all AI. Every partner works with a dedicated Learning Architect: a human counterpart who co-designs the environment and refines it using real learning data.

Because measurement is built in, you see what's actually happening – engagement, progress, completion and where each learner needs support – with insights and safeguarding surfaced through a facilitator dashboard. Unlike passive e-learning, it proves real learning happens, not just content delivered.

The same craft adapts across schools, ministries of education, vocational and workforce training, universities and business schools – always locally relevant and inclusive by design. It works online with an offline failsafe, and is already proven in live pilots across the UK, Africa and Asia.

UK Providers on the UK Pavilion



Cambridge University Press and Assessment

Amanda Thomas
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Key education stakeholders we would like to engage with:

At BETT Asia, Cambridge would like to connect with senior government and ministry officials, development partners, foundations, education institutions, school networks, teacher-development organisations, and trusted local implementation and technology partners across Southeast Asia and the Pacific. We are particularly interested in meeting decision-makers leading education-system reform, curriculum and assessment development, teacher professional learning, digital and AI transformation, English-language education, inclusion, and learning recovery. Our aim is to explore how Cambridge's expertise in research, curriculum, assessment, capacity-building, and programme implementation can support national education priorities and deliver sustainable improvements in teaching and learning.

Company Bio

We work with governments and organisations around the world to develop education systems that create lasting impact. As part of the University of Cambridge, we bring our research and global experience together with your local knowledge to improve outcomes for learners.

We collaborate with partners on digital innovation and more across the education transformation journey. Our work spans curriculum, assessment, teacher development and learning resources. We partner with you to develop solutions that reflect your unique priorities, ensure different parts of the system support one another and drive sustainable change.

Through evidence and practical expertise, we help leaders make informed decisions – and go on to deliver them. This includes using tools such as Discover, which helps you gather and understand data to inform your next steps. It also includes partnerships with UNICEF, GPE and HP on programmes that support leaders to develop the networks and skills to use technology to strengthen education. Across every partnership, our focus is the same: empowering educators and improving learning to equip every child for the future.

UK Providers on the UK Pavilion



Chartered Management Institute

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Key education stakeholders we would like to engage with:

The Chartered Management Institute (CMI) works with universities, training providers, employers and public sector organisations across Asia to strengthen management capability and prepare people for the changing world of work. We're looking to connect with leaders responsible for driving workforce capability and productivity across Asia, particularly focused on developing management skills, leading digital transformation and retaining talent. Our internationally recognised qualifications, professional standards and Chartered pathways help partners strengthen their education and training offer while developing the practical management skills organisations need to improve workplace performance.

Company Bio

With a wealth of practical qualifications, events, and networking opportunities on offer, we help people boost their career prospects and connect them with other ambitious professionals across all industries and sectors. In fact, we have more than 100k people training to be better managers right now.

Backed by a unique Royal Charter, we are the only organisation that can award Chartered Manager status – the ultimate management accolade.

Our thought leadership, research and online resources provide practical insight for both today's leaders and the next generation. This insight also means we can confidently represent our 230,000 plus membership community when speaking to policy makers.

This is all in aid of one simple goal: to increase the number and standard of professionally qualified managers.

UK Providers on the UK Pavilion



CENTURY

Deborah McKenzie
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Key education stakeholders we would like to engage with:

We'd love to speak with school leaders, technologists, and EdTech enthusiasts who want to learn more about how our assessments, teaching and learning solutions can support stronger outcomes across the school. As an organisation that works extensively in the Asia Pacific region, we'd be more than happy to connect you with existing CENTURY schools to see first-hand the impact our proprietary adaptive learning technology can have.

Company Bio

CENTURY is the award-winning, AI-powered teaching, learning, and assessment platform trusted by leading international schools and school groups in more than 70 countries worldwide.

Fully aligned with the English National Curriculum, the IB framework (PYP and MYP), Cambridge, and major international exam boards, CENTURY delivers a truly personalised learning experience for every student and explains why CENTURY has a footprint in every major British global school chain.

Using proprietary AI technology, CENTURY continuously analyses student performance to identify knowledge gaps and misconceptions. It recommends an adaptive pathway of engaging micro-lessons featuring videos, slideshows, and auto-marked questions, created by experienced educators. This personalised approach promotes metacognition, encourages independent learning, and drives measurable improvements in outcomes.

Powerful yet intuitive dashboards provide actionable insights at student, class, school, and leadership levels, enabling educators to make informed decisions, deliver targeted interventions, and maximise impact.

Now expanding beyond teaching and learning, CENTURY also offers a growing suite of assessment solutions, including academic baseline and endline assessments, wellbeing surveys, cognitive ability testing (launching 2027).

UK Providers on the UK Pavilion



Class Of Your Own

Daniel McDonagh
Education Director

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classofyourown.com



Key education stakeholders we would like to engage with:

At BETT Asia, Class Of Your Own (COYO) would like to connect with international school leaders, curriculum and STEM leads, education groups, government and policy makers, universities, and employers across the architecture, engineering and construction sectors.

We are particularly keen to engage with schools and education groups looking to strengthen project-based learning and future-ready skills, alongside universities and industry partners interested in supporting schools.

Ultimately, we want to build partnerships across Asia that bring education and industry closer together.

Company Bio

Class Of Your Own (COYO) is an award-winning social enterprise that helps schools prepare learners for the careers and challenges of the future through innovative, project-based education. Our internationally recognised Design Engineer Construct! (DEC) programme inspires young people to explore architecture, engineering, construction and the wider built environment while developing the knowledge, skills and mindsets needed in a rapidly changing world.

Designed for learners aged 4-18, DEC aligns with the English National Curriculum, and the IB Middle Years Programme (MYP), making it an ideal addition to international school curricula. Through authentic design challenges based on real-world projects, students develop critical thinking, creativity, collaboration, digital literacy and sustainability awareness while applying STEM learning in meaningful contexts.

Beyond curriculum resources, COYO provides comprehensive teacher professional development and implementation support.

UK Providers on the UK Pavilion



Efekta Education Ltd

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Key education stakeholders we would like to engage with:

Priority stakeholders we like to meet include Ministers of Education and senior ministry officials from the Philippines, Indonesia, Vietnam, Thailand, Malaysia, Cambodia, Hong Kong, Singapore, and other ASEAN markets, particularly those leading AI in education, digital learning, English language policy, curriculum, and teacher development. We would also welcome meetings with multilateral organisations and education agencies supporting national education transformation initiatives.

Company Bio

2026 TIME100 Most Influential Company. 2025 Fast Company's Next Big Things in Tech Winner. 2024 Apple Cultural Impact Award Winner.

Efekta Education is an award-winning AI software company spun out from EF (Education First), the world's largest private education company. Our technology is used by millions of students and tens of thousands of teachers globally.

Efekta provides the world's most advanced Agentic Teaching Platform to governments, public and private school systems, universities and publishers. Championing teachers and supporting students and school operators alike. Delivering improved learning outcomes at large scale and with the mission to make high-quality education universally available.

Our AI adapts in real time to each learner's needs and provides highly personalized learning journeys. Efekta's agentic teaching platform is currently used by more than 5 million active students and 250,000 teachers worldwide.

UK Providers on the UK Pavilion



Edmentum

Eve Lee
Regional Director
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Key education stakeholders we would like to engage with:

At BETT Asia, Edmentum would like to engage with senior leaders across international schools and school groups, including regional and group leadership, Heads of School, Principals, academic and curriculum leaders, and those responsible for teaching, learning and innovation. Our goal is to connect with leaders focused on school improvement, improving educational outcomes and accelerating learner progress. We are particularly interested in conversations around personalized learning, AI-powered assessment and actionable insight, strong K-5 foundations, multilingual learner support, expanded course and diploma pathways, developing students' future-ready skills, and preparing them for university, careers and life.

Company Bio

Edmentum partners with schools to accelerate learner growth and expand opportunity through trusted K-Career curriculum, assessment, and instruction solutions. With more than 60 years of innovation in education, we put educators first, helping them understand learner needs, individualise learning, and strengthen student outcomes wherever learning occurs. From building strong foundations and supporting multilingual learners to expanding course access, diploma pathways, university readiness, and career exploration, our flexible solutions support progress across the learner journey. By combining research-informed technology, actionable insight, practical support, and long-term partnership, Edmentum helps schools deliver consistent, scalable and inclusive learning experiences across classrooms and campuses. Working with educators worldwide, we are committed to moving education forward and preparing every learner with the confidence, knowledge, and opportunities they need for what comes next.

UK Providers on the UK Pavilion



Excellence Online Academy

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Key education stakeholders we would like to engage with:

At BETT Asia, Excellence Online Academy would like to connect with schools and school groups across the public, private and international education sectors, universities, education authorities, policymakers and strategic partners across Southeast Asia. We are particularly interested in building long-term partnerships with institutions seeking innovative, experiential programmes that develop entrepreneurial mindsets, leadership capabilities and future-ready skills in young people. We welcome opportunities for programme delivery, curriculum integration and licensing, as well as collaborations tailored to local educational priorities while connecting learners with international expertise, mentors and real-world perspectives.

Company Bio

Excellence Online Academy is a UK-based education and skills development provider that develops and delivers high-quality online programmes designed to prepare young people and professionals for success in a rapidly changing world. Our programmes in English language learning, entrepreneurship, leadership, innovation, financial literacy, and professional development equip learners with the future-ready knowledge, skills, and mindset needed to thrive in education, employment, and entrepreneurship.

We offer flexible learning solutions that can be delivered live by our expert educators or licensed to schools and educational organisations, enabling them to integrate engaging, curriculum-aligned programmes into their existing provision. Designed to be practical, interactive, and easy to implement, our programmes foster communication, creativity, critical thinking, collaboration, leadership, and entrepreneurial mindsets.

As a Cambridge English Qualifications Preparation Centre and Cambridge Placement Test Centre, we are committed to maintaining high educational standards while expanding access to quality learning globally.

UK Providers on the UK Pavilion



Hachette Learning

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CEO

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Key education stakeholders we would like to engage with:

Hachette Learning wants to connect with policymakers, educators, technology specialists, and thought leaders, especially those interested in professional development, assessment, and SEND opportunities. We believe that working together leads to better outcomes. If your focus is on improving teaching quality, supporting inclusion, making better use of data, or helping educators grow in confidence, we would like to hear from you. Our educational solutions support schools and learners in making real, lasting progress, helping every learner reach their full potential.

Company Bio

Hachette Learning provides expert teaching and learning solutions on a global scale. Their mission is to unlock every learner's unique potential and make it easy to discover a new world of learning. Previously known as Hodder Education, their educational tools – digital and print – maximise the impact of learning for every teacher, parent and student. Hachette Learning sells to over 150 countries worldwide, covering an age range of three years old through to 19+, in addition to a suite of professional development support, including Hachette Learning Professional Development Publications. Aligned with their parent company, Hachette UK, founded in 1846, they operate with offices worldwide.

UK Providers on the UK Pavilion



Learning Resource Network

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Chief Executive Officer

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Key education stakeholders we would like to engage with:

At BETT Asia, Learning Resource Network (LRN) would like to engage with Ministries of Education, education regulators, government agencies, school groups, international schools, universities and education technology organisations across Asia. We are particularly interested in meeting policymakers, curriculum leaders and education providers exploring how Artificial Intelligence can be embedded within education from Early Years and Primary through to International GCSE and A Level.

We also welcome discussions with governments and institutions seeking to develop national AI education strategies and prepare young people with the knowledge and skills required for an AI-driven future.

Company Bio

Learning Resource Network (LRN) is a UK-regulated awarding organisation delivering internationally recognised qualifications to schools and education providers in more than 58 countries. Honoured with the Queen's Award for Enterprise (2020) and the King's Award for Enterprise for International Trade (2026), LRN is committed to innovation, quality and preparing learners for the future.

At BETT Asia 2026, LRN is showcasing its comprehensive Artificial Intelligence (AI) education pathway. Starting from Early Years and Primary Education, learners develop digital literacy, computational thinking and responsible AI awareness. This progresses to International GCSE and International A Level Artificial Intelligence, where students study machine learning, data science, intelligent systems, AI ethics, programming and real-world applications.

Developed with educators, academics and industry experts, LRN's AI qualifications equip learners with the knowledge and practical skills needed for higher education and careers in artificial intelligence, computer science and emerging technologies.

UK Providers on the UK Pavilion



MathsWatch

Hamid Rami
Co-Founder/Director

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Key education stakeholders we would like to engage with:

The MathsWatch team would love to engage with education leaders at various levels. We would particularly welcome discussion with school leaders, Maths subject leaders and classroom Maths educators, to enable us to demonstrate the capabilities of our multi-award winning platform. Our goal is to connect with those involved in Mathematics education across Asia, particularly individuals focused on teaching, learning, and improved student outcomes in Mathematics. We aim to showcase how our complete Mathematics education product can assist you.

If you are looking for a Maths solution that supports both teachers and learners, and a solution that ensures workload reduction for staff whilst also facilitating personalised learning for students, then look no further – MathsWatch is all you need.

Company Bio

MathsWatch is a multi-award-winning solution that supports teachers' delivery of the Maths curriculum while reducing their workload.

We provide teachers and their students with high-quality videos covering every Maths topic, combined with banks of interactive questions that can be used for classwork/homework/assessment/independent learning.

Our innovative marking algorithms have revolutionised the way teachers can deliver quality Maths lessons to their students, as we are the only platform worldwide able to give marks for working out and not merely for final answers. This revolutionary feature makes the MathsWatch experience much more realistic and beneficial to students than most traditional quiz-setting platforms.

Furthermore, our popular modelled exams offer the best possible preparation to students before their final GCSE/IGCSE/SATs exams. They can see their grade progression as they advance and clearly identify their strengths and areas of development. A truly immersive experience.

All this is offered to schools by MathsWatch at one of the most competitive price points currently on the market.

UK Providers on the UK Pavilion



Nautilus Education

David Rushby
Director

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Key education stakeholders we would like to engage with:

Nautilus would like to engage with innovative school leaders and practitioners across all school types, with a particular focus on British international schools. We are keen to connect with Heads of School, Principals, EdTech Directors, and forward-thinking educators who are passionate about driving school improvement and enhancing learning outcomes. We are excited to demonstrate how Nautilus can enable busy school leaders to efficiently secure a clear, accurate and live overview of teaching and learning.

Company Bio

As a unique partnership of experienced school leaders and software developers, we believe that deep knowledge sits at the heart of effective school leadership. Strong strategic decisions rely on a secure, day-to-day understanding of classroom standards, without relying on test scores.

Use your iPad to perform more accurate and efficient AI-assisted observations, lesson visits, and monitoring. Capture photos and video as you evaluate, spotlighting curriculum impact. Share supportive peer feedback, and submit every contribution to the teacher's appraisal portfolio, directly from your device.

As you capture and evaluate, your leadership dashboard grows, funnelling all insights and evaluations into one central place. On any given day, you can now see the impact of your curriculum across all subjects, cohorts, and vulnerable groups. Delve deeper using Nemo, our AI dashboard assistant, to learn more, analyse, identify priorities, and summarise findings.

Nautilus enables schools to move away from time consuming, standalone monitoring, leaving school each day feeling clear and confident about standards in every classroom.

Finalist at BETT, ERA, Teach Primary, and winner of the GESS 2025 Award for Best Digital Tool.

UK Providers on the UK Pavilion



Renaissance

Alex McLean
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Renaissance
See Every Student.



Key education stakeholders we would like to engage with:

At BETT Asia, Renaissance Learning would like to engage with a diverse range of stakeholders, including school and district leaders, policy makers, education technology specialists, and classroom educators. Our goal is to connect with those driving educational improvement across Asia, particularly individuals focused on personalised learning, data-driven instruction, and student growth measurement. We aim to showcase how our assessment and practice solutions can support learning outcomes and align with national education priorities.

Company Bio

Renaissance is a global leader in K–12 education, serving more than 20 million students across 100+ countries. Together with GL Education, we provide evidence-based assessment, practice, intervention and data analytics solutions that help schools accelerate learning and improve outcomes. Backed by nearly 40 years of research and over 2.8 billion student learning data points, our solutions enable educators to identify strengths, address learning gaps and support every learner's progress.

Our portfolio includes Accelerated Reader for independent reading practice; CAT4 for measuring developed abilities and potential; Freckle for personalised maths practice; Lalilo for early literacy development; myON for personalised digital reading; and Nearpod for interactive teaching and formative assessment.

We also offer trusted assessment tools including the New Group Reading Test (NGRT), Pupil Attitudes to Self and School (PASS), and the Progress Test Series (PT Series) to help schools monitor attainment, wellbeing and progress. Star Assessments provide actionable insights into reading, mathematics and early literacy, while Renaissance Analytics brings school data together in one powerful platform, helping educators make informed decisions and demonstrate impact with confidence.

Together, these solutions support schools in driving student growth and helping all learners reach their full potential.

UK Providers on the UK Pavilion



White Rose Education

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whiteroseeducation.com



Key education stakeholders we would like to engage with:

White Rose Education is keen to engage with school groups, international schools and education leaders looking to strengthen their Maths and Science curriculum, teacher development and pupil outcomes. We would also like to connect with Ministries of Education and government agencies seeking evidence-informed approaches to improving teaching and learning at scale.

Company Bio

White Rose Education is a well-known UK-based organisation focused on providing high-quality mathematics and science education resources for teachers and students.

We provide a structured set of teaching materials, lesson guidance, worksheets, and videos that are designed to help educators implement effective teaching in the classroom.

The resources cover a wide range of topics across both primary and secondary phases. We also offer support for professional development for teachers, workshops, and training materials to help educators effectively teach mathematics and science using evidence-based approaches.

Our resources are written by teachers, for teachers and our vision is to provide a world-class education, for everyone, everywhere.

International Education Officials

International Education Officials



Mike Qureshi

Senior Programme Manager, Asia
Pacific and the Americas, DBIST
International Education Team

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London-based International Education Team Official.

Mike started with the Education Sector Team in London in October 2016, and works with Sir Steve Smith, colleagues across UK Government, the British Council, overseas ministries and interlocutors, to scope, and promote new bilateral education partnerships.

Prior to this, Mike worked on inward investment from the US, and the Energy Sector Team, during which he spent time on short-term attachments in the US, Saudi Arabia and Nigeria. Mike is excited to be in Malaysia again for Bett Asia, and looks forward to engaging with delegates from the region and the UK.

Asia Pacific BIST Education Officials



Chan Monyneat Teik
Trade & Investment Officer
– Education

Cambodia

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Chan Monyneat Teik is an education sector specialist with four years of experience leading the commercial education sector in Cambodia. As the sector lead, she played a pivotal role in promoting UK education, spearheading bespoke programmes, and securing strategic partnerships and funding opportunities. She works closely with education policy team at the British Embassy, local stakeholders, and development partners to advance UK interests in Cambodia's education landscape. Her ability to foster meaningful relationships and deliver high-value services has made her a trusted advisor in the sector. Her work continues to strengthen UK-Cambodia education ties, positioning her as a key connector and advocate for international collaboration in education.



Aisha Sabila
Head of Education,
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Indonesia

Aisha leads the Education, Healthcare and Life Sciences trade work for the Department for Business, Innovation, Science and Trade at the British Embassy Jakarta. Her work focuses on helping UK organisations pursue trade and investment opportunities in Indonesia, delivering missions and campaigns to support UK growth, and contributing to the delivery of the UK–Indonesia Strategic Partnership.

Aisha has built her career across government, diplomacy, policy research and commercial engagement. Prior to this, Aisha led education policy work at the Embassy, including the delivery of the UK–Indonesia Joint Working Group on Education, projects on market access, and policy dialogue on priority education topics. She has worked closely with Indonesian ministries, UK institutions, the British Council and DBT colleagues to translate policy engagement into practical outcomes.

Aisha holds a Master in Public Policy from the Lee Kuan Yew School of Public Policy, National University of Singapore.



Sumiko Koga
Japan Exports Performance
Lead and Market Advisor – Trade
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Japan

Sumiko Koga is the Japan Exports Performance Lead and Market Advisor based at the British Embassy Tokyo. She is part of the Export Support Service (ESS), which forms part of the Department for Business, Innovation, Science and Trade (BIST)’s international support network. ESS helps UK businesses explore opportunities in, and expand into, international markets. Sumiko supports UK companies across a wide range of sectors, with a particular focus on education in the Japanese market. Sumiko joined the British Embassy Tokyo in January 2024. Prior to this, she worked for a global British FMCG company in Tokyo and at the Japan campus of an American university, where she was responsible for student recruitment, marketing, and programme coordination for the Executive MBA Programme. She brings deep insight into the Japanese market, along with extensive experience in project and event management. In July 2025, she successfully delivered a UK education trade mission to Japan. Through this work, she supported numerous UK education providers and institutions in exploring opportunities and developing partnerships in the Japanese market.



Athirah Azmi
Investment

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Malaysia

Athirah Azmi is a Senior Investment Manager with the British High Commission KL. She leads efforts to attract and facilitate Malaysian investment into the UK across priority sectors aligned to the Modern Industrial Strategy as well as cross-cutting sectors such as real estate, infrastructure and education. In her role, she works closely with institutional investors, corporations, government stakeholders and industry leaders to identify investment opportunities, foster international partnerships and support business expansion. She is keen to support and match UK companies seeking investment with Malaysian companies in search of UK investments.

Prior to joining the High Commission, Athirah worked with Maybank for close to 10 years in the areas of client coverage and project finance advisory. She holds a Master's degree in International Relations from the University of Nottingham and a Bachelor's degree in International Studies and Political Science from the University of Chicago.



Husna Hashim
In-region Education Lead
– Asia Pacific

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Based in
Malaysia

Husna Hashim, Head of Education APAC Husna leads the APAC Education trade work for Department for Business and Trade which involves developing and delivering campaigns to promote UK business interests. Husna works with UK Education companies to help grow their international revenue across Malaysia and the APAC region. Prior to this, Husna was a Programmes and Partnerships Manager at the British Council and has successfully delivered many regional programmes nationwide including the International Inspiration, the first ever international legacy initiative ever linked to an Olympic and Paralympics Games London 2012. She was also responsible for the implementation of the National Education Technology project under the Ministry of Education Malaysia Husna holds an MEd specialising in Curriculum and Instructions.



Min Mahayuddin
Senior Trade Lead
– Education

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Malaysia

Min Mahayuddin is currently the Senior Trade Manager – Education from the Department of Business & Trade (DBT) based at the British High Commission Kuala Lumpur, Malaysia. In her role, she is the country lead for work in supporting and promoting UK education in Malaysia. With a professional background spanning more than 19 years in education management, both in private and public service for UK and Malaysia specialising in educational social good projects and transnational education partnerships. Her experience in marketing and impactful collaborations are through a wide range of areas from student recruitment to exams, research, community engagement and most recently director of alumni and university fundraising before joining the DBT team. Among her footprints in the education includes serving in 2 top 65 best ranked universities in the world, improving the wellbeing of over 12,500 students in financial distress and in the last two years have raised more than £2.5 million to fund scholarships, mobility, graduate employability initiatives, research endowment, and community development projects. She graduated from the University of East London, UK with a BSc (Hons) in E-Commerce, Master in Publishing (UM) and holds a Diploma in Information Management (UiTM).



Jemellene Baluyot
Education and Skills Advisor

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Philippines

Jemellene Baluyot serves as Education and Skills Adviser within the Economic and Global Issues Team at the British Embassy Manila, part of the UK Foreign, Commonwealth & Development Office (FCDO). She supports partnerships and initiatives that promote education and skills development across the Philippines and strengthen collaboration between the UK and Philippine education sectors.

With extensive experience in education, skills and international development, including many years supporting His Majesty's Government's priorities in the Philippines, she has managed and supported a range of UK-funded education programmes and partnerships aimed at improving education outcomes and skills development. She brings a strong understanding of the Philippine education and skills landscape, developed through sustained engagement with government agencies, industry, education institutions, multilateral organisations and private sector partners.

Her work focuses on fostering partnerships, supporting policy dialogue and identifying opportunities for collaboration that contribute to quality education, skills development and stronger UK-Philippines relations.



Anindya Kirana
Regional IP Business Attache
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Singapore

Our team is located across Singapore and the UK, though we cover the whole of Southeast Asia (SE Asia). In Singapore, we have Desmond Tan and Anindya Kirana, our Intellectual Property Office UK (IPO UK) attaché to Southeast Asia.

How I can help ?

Our team's main responsibility is to make it as easy and safe as possible for UK businesses to use and exploit their IP across Southeast Asia. In practice that means supporting UK businesses who are already operating in or thinking about expanding to the region through outreach activities and our online business support.

We can help by:

working with businesses with IP issues they have and proactively reach out to help them avoid any issues as they start trading in the region.

Working with IP offices across the 11 Association of Southeast Asian Nations (ASEAN, as well as with the ASEAN Working Group on IP Cooperation (AWGIPC), to share best practice and to influence the various IP systems across SE Asia for the benefit of UK businesses long-term.



Chutikarn Pleanchote
Senior Market Advisor: Export Support
Service-International Market (ESS IM)
Chutikarn.pleanchote@fcdo.gov.uk

Thailand

Chutikarn Pleanchote is a Senior Market Advisor for the Export Support Service (ESS) – International Markets at the Department for Business, Innovation, Science and Trade (BIST), based at the British Embassy in Bangkok.

She supports UK businesses in exploring and expanding export opportunities in Thailand, with a particular focus on education, food and drink, consumer and retail sectors.

Since joining the ESS Thailand over four years ago, Chutikarn has been helping UK companies navigate the Thai market by providing market intelligence, identifying commercial opportunities, facilitating connections with potential partners, and advising on market entry strategies.

Prior to joining BIST, Chutikarn held trade promotion and international business development roles with Australian and Thai government organisations, including the Australian Trade and Investment Commission (Austrade), the Ministry of Commerce of Thailand, and the Ministry of Agriculture and Cooperatives of Thailand.

Through her role at ESS International Markets, Chutikarn provides tailored in-market support to UK exporters seeking to enter, grow, or overcome barriers in the Thai market. Her work includes advising companies on market opportunities, regulations, routes to market, and potential business partners, helping UK businesses achieve sustainable export growth in Thailand.



Giang Doan
Trade Manager
(Education and Training)
doan.huonggiang@fcdo.gov.uk

Vietnam

Giang Doan is the Trade Manager for Education and Training at the British Embassy in Hanoi, leading efforts to strengthen UK–Vietnam partnerships across the education and training sector. Her work spans higher education, transnational education, K–12, English language training, EdTech, TVET and workforce development, with a focus on fostering international collaboration, innovation, and digital transformation.

Prior to joining the Embassy, Giang worked in the private sector, supporting the growth of early years, K–12, and English language education programmes in Viet Nam. With over 12 years of experience in partnership development across multiple industries, she brings a strong track record of building strategic collaborations between public and private stakeholders to drive sustainable growth across education and training.



Phuong Ho
Trade Manager
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Vietnam

Ho Phuong is Trade Manager for Education and Training at the British Consulate General in Ho Chi Minh City. With over 20 years of experience in the education sector, she has played a key role in fostering strategic and sustainable partnerships between educational institutions, government agencies, and sector stakeholders in Vietnam and the United Kingdom.

Prior to joining the British Consulate General, Phuong worked with the European Chamber of Commerce and the British Business Group Vietnam, where she managed and developed extensive business networks and stakeholder engagement initiatives.

Phuong would be pleased to connect with UK companies seeking to explore opportunities and build partnerships in Vietnam.

(BESA) British Educational Suppliers Association



BESA is the UK's trade association for world-leading education resource and service companies.

BESA provides support and advice to industry and to schools looking for the best resources and services. Representing close to 400 companies covering all aspects of education supplies, including EdTech, BESA carries out financial and due diligence checks on all its members as well as requires them to adhere to a rigorous Code of Practice.

BESA's membership criteria mean that educators can be confident they are working with the UK's most trusted, quality.



Get in touch:

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BESA founded the Bett show, the world-leading education technology event series and is proud to work with BIST and Bett's owners, Hyve, to showcase the world leading educational products and services provided by British educational suppliers.

Other UK companies at Bett Asia

Other UK companies exhibiting on the wider expo floor

ABE Global abeuk.com	Stand no: 1C20
Applicaa applicaa.com	Stand no: 1B22
Asia Research News (Research Sea Ltd) asiaresearchnews.com	Partner
Data Harvest data-harvest.co.uk	Stand no: 1D30
Faria Education Group faria.org	Stand no: 1B35
Futuresource Consulting futuresource-consulting.com	Partner
Peach Wellness Academy peachwellnessacademy.com	
The CPD Group thecpd.group	Partner
The Institute of Leadership leadership.global	Stand no: 1C20

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Department for Business and Trade

The UK's Department for Business and Trade is an economic growth department. We ensure fair, competitive markets at home, secure access to new markets abroad and support businesses to invest, export and grow. Our priorities are the Industrial Strategy, Make Work Pay, the Trade Strategy and the Plan for Small Business.

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