



DBT Education Quarterly Update - July 2024

Education Sector colleagues,

Earlier this month, we welcomed our new DBT Ministers: Secretary of State, Jonathan Reynolds MP, Ministers Douglas Alexander MP, and Sarah Jones MP, and Parliamentary Under-Secretaries of State Gareth Thomas MP, whose remit includes Exports, Baroness Jones of Whitchurch, and Justin Madders MP. They have already outlined intentions around a new Industrial Strategy, focuses on skills and employee rights, and the importance of support to small businesses. Last week, we shared our first piece of advice with Ministers, to ensure education exports and partnerships are firmly on radars. We look forward to continuing to work with Ministers to represent the education – and international education – sectors.

Congratulations to all those involved in organising this year's Education World Forum (EWF). The DBT International Education Team, together with overseas colleagues, the Department for Education (DfE), the Foreign, Commonwealth and Development Office (FCDO), and the British Council, once again, came together to help the organisers deliver the programme. EWF welcomed 600 international delegates from 119 countries, which included over 120 ministers and vice ministers, who were able to enjoy a programme of impactful and thought-provoking engagements as well as the main EWF dialogues. It was another record year. Our collective aims remain, namely, to consolidate government-government relationships, while communicating the breadth of UK knowledge and experience in education. Sir Steve lent his considerable expertise and international profile, and some of the next steps include working with ministries such as Nigeria on robust, contextualised Skills frameworks, national English Language Training solutions for teachers and students, and measuring progress under our Education Memoranda of Understanding (MOUs). In total, we were able to hold over 50 activities in the margins, and we were delighted that the then DfE Secretary of State for Education Gillian Keegan, was able to launch our new UK Education Offer brochure, to the perfect audience, which you can see [here](#). I'd like to thank our Skills and Chartered Specialist Jonathan Ledger and the [UK Skills Partnership](#) for collating this document and those of you who contributed case studies, which will be used in engagements with key international stakeholders. Looking ahead, we plan to outline EWF plans early with new ministers across Whitehall, and are in touch with Times Higher Education as the new custodians of this globally influential event.

Regular readers will be aware that Sir Steve fed into the Migration Advisory Committee (MAC) Review of the Graduate Route, and with thanks to many of you for helpful data and insights on international students that aided Sir Steve's conversations. You will be aware that the decision was made to retain the Graduate Route for international students, to be kept under review, with a focus on new measures to ensure good practice in recruiting students. This has been welcomed by the sector, and you can view a report on the outcomes [here](#).

In addition to events overseas, it's important that the team continue to engage with stakeholders around the UK, and I was pleased to be able to join Dr Suzanna Tomassi, our HE Specialist, and DfE colleagues at the British Universities' International Liaison Association (BUILA) Directors Forum, where we shared insights relating to transnational education and HMG support. We also emphasised the importance of data and case

studies from the sector to make the case for the key contribution of HE institutions to regional growth.

Following the amazing £1bn Export Wins from 360 projects in the last Financial Year, I'm pleased to see that we have already delivered 61 projects since April, creating lasting links between the UK and overseas partners. This also reflects the work we do in identifying and overcoming key market access issues. And on FDI last year, DBT were involved with inward education projects that created almost 200 jobs (70 of which were outside of London/the Southeast) with a Capex of £8.2m. The majority of these investments came from across Asia, and we'll be looking to build on that element of work in our engagements in that region. A selection of international export successes are included in the geographic sections of this newsletter, and I'm also thrilled that we continue to hear of export wins for those companies who were involved in our overseas missions last year, and from the BETT UK programme in January where we now have almost £1m.

This brings me nicely to BETT UK's sister show in Southeast Asia, [BETT Asia 2024](#). As a result of last year's event, we have already secured export wins of £2.6m. We're thrilled to be having a presence there once again, both at the high impact Expo, and the summit, where Thea Wiltshire, our EdTech, SEND and Schools Specialist will be moderating sessions. Richard, Mike and Julia Garvey from BESA will also be there, and you can apply to collocate on our UK pavilion [here](#). More information on this exciting, high-profile show in the events section, but I'd also like to flag here the excellent [sponsorship options](#) we are offering, either for BETT Asia or, coupled with BETT UK.

It's always gratifying to see a stakeholder from industry rewarded for their efforts in promoting UK education excellence, and I was pleased to see that Export Champion, Peter Harrington of SimVenture was among the 2024 winners of DBTs Made in the UK, Sold to the World Awards. SimVenture have also participated in a number of our overseas education engagements, including BETT, and you can read more on the Awards [here](#). Congratulations Peter!

I'm keen to see an increase in UK providers bidding for procurement contracts with Multilateral Donor and Aid Funding Organisations. DBT's ambition is to increase participation, either in solo or collaborative bidding, and [Jonathan Ledger](#), our Skills and Professional Bodies Specialist, will be offering an online deep dive during a rescheduled UK Export Academy webinar 'Engaging Donor Banks and Development Organisations to support global skills', Thursday 26th September 2024 from 13:00 to 14:30 UK Time, for which you can register [here](#).

The Office for Students have published an analysis of the financial performance of England's higher education sector. Their findings indicate that the overall financial performance of the sector was weaker in 2022-23 than 2021-22 and is expected to deteriorate further in the short to medium term, but that the sector predicts a gradual recovery from 2026-27 onwards. You can read more [here](#).

A reminder to get in touch with [Sarah Chidgey](#) about how her team can support your pursuits in the Eastern Europe and Central Asia Network region, as there are many opportunities for the education sector.

In terms of team updates, I'm happy to share that Morgan Sim has become our interim lead for Central Asia and South Asia. Morgan previously worked with Rupert Daniels, Director of DBT's Consumer, Creative, Sport and Education Sectors, and so is familiar with education opportunities. We're also pleased to introduce Tien Tonnu, our new Fast Streamer who will act as our Gulf and Pakistan Education Adviser. Tien comes to us from the Ministry of Justice, and is keen to engage with providers. Which leads us to the departure of our other Fast Streamer, Eddie Taylor, in September. I'm sure many of you will have met Eddie through missions and the BETT UK show. One of Eddie's many

highlights in the team was his superb leadership on the education elements of the Great Futures Conference in Saudi Arabia. Good Luck, Eddie!

Finally, the pause in activity during the pre-election period means that a number of our trade missions and global engagements have slipped into the September-December period. We're therefore offering an upfront at-a-glance forward look below, with a link to our Education Landing page for further information on these, and other events, going into 2025.

All the best – and enjoy the summer months,

Krishna Joshi
Head of International Education

List of Advice Websites & Resources

- [DBT International Education Team](#)
 - [DBT UK Export Academy](#)
 - [Export Support Team](#)
 - [The UK's Trade Agreements](#)
 - [British Educational Suppliers Association \(BESA\)](#)
 - [The Turing Scheme](#)
 - [Universities UK](#)
 - [Independent HE](#)
 - [English UK](#)
 - [UK Skills Partnership \(UKSP\)](#)
 - [The British Council](#)
 - [UK ENIC, National agency for qualifications & skills](#)
 - [British Council's TNE Opportunities and Insight](#)
 - [UK ASEAN Business Council](#)
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Below is a summary of key trade missions and conferences from September to December 2024. For further information on how you can join these activities, together with other DBT trade delegations further ahead, please refer to [our events page here](#). If easier, please do click on the various Expression of Interests / information hyperlinks below.

September 2024

Higher Education, 30th Sept-4th Oct: Brazil, British Council-led delegation with input from DBT and DfE

Contact: marcela.gobo@britishcouncil.org

October 2024

EdTech, 2nd-3rd Oct: BETT Asia Expo and Summit.

[Expression of Interest link](#) for cutting-edge UK EdTech providers to showcase their products and services on the DBT-organised UK pavilion, deadline 26 July. Contact: DBTEducation@brayleinoevents.com

Higher Education, 16th Oct: Times Higher Education [Central Asia Universities Forum](#), Tashkent, Uzbekistan

All sub-sectors, 21st-25th Oct: Central Asia DBT trade delegation, Kazakhstan and Uzbekistan

Open to EdTech, ELT, Schools, Higher Education, TVET

[Expression of Interest link](#), deadline 31 July

Contact: morgan.sim@businessandtrade.gov.uk

Overseas student familiarisation, 7th-10th Oct: BETA (British Educational Travel Association) hosted visits in Bristol and Bath. Applications [here](#).

November 2024

All sub-sectors, 3rd-5th Nov: [ICEF Berlin](#) international education conference

EdTech, 12th-14th Nov: [GESS Dubai](#) conference

ELT, 14th- 22nd Nov: [StudyWorld China Roadshow](#), Chengdu, Beijing and Shanghai

Schools, 15th-17th Nov: FOBISIA Annual Leadership Conference, Bangkok. For more information click [here](#).

Higher Education, 21st-25th Nov: Nigeria DBT trade delegation

Contact: Richard.grubb@businessandtrade.gov.uk

Further and Higher Education, 26th-28th Nov: British Council [Going Global Conference](#), Abuja, Nigeria

December 2024

TVET and Professional Bodies, 9th-15th Dec TBC: Saudi Arabia DBT trade delegation

Contact: Christopher.boobier@businessandtrade.gov.uk

For further information on these activities, and DBT trade delegations further ahead, please refer to [our events page here](#).

Sector News & Forthcoming Events

Asia Pacific

Recent Events

The ever-popular Asia Pacific roundtable kicked off our intensive HMG wraparound programme at EWF, and we were pleased this year to be joined by Japan, a first for them. Former DfE Minister Baroness Barran, and Sir Steve shared Chairing duties, and were joined by ministers from Malaysia, Cambodia, Laos, Thailand, New Zealand, together with Viet Nam's Ambassador, and our good friend Datuk Dr Habibah, Director of the Southeast Asian Ministers of Education Organisation (SEAMEO) who reflected positively on their week [here](#). The theme of 'safety frameworks for school children within AI' sparked a lively debate, and also helped to set the scene for the wider dialogues over the week. Such was the interest shown, we will raise the topic of child safety in schools in the margins of our activities at BETT Asia. Overall, we hosted 8 activities relating to Asia Pacific countries, mainly at a bilateral level, and other key engagements included a jointly delivered English Language Training (ELT) session for the Thai Education Ministry, with our Specialist Mark Henebury and the British Council. This segues well with their Prime Minister's keenness for the [education ministry to improve English proficiency](#) among Thai people, students in particular, following the country's poor ranking on the global Education First English Proficiency Index 2023.

We have assisted more UK companies to conclude successful export contracts stemming from their presence at BETT Asia last autumn, now totalling £2.6m, and we're excited to be hosting a pavilion, and participating in the summit sessions once again in Malaysia, in October. More details on that in the Events section of the Landing page, and, for a

flavour of what to expect as a co-exhibitor on our pavilion, you can also view a recording of the BESA-hosted webinar [here](#).

Similarly, we continue to hear of more partnerships facilitated from our impactful HE TNE mission in Thailand, Viet Nam and Cambodia last October, currently with an estimated value of £15m, plus a varied pipeline for future development, much of it in curriculum development. If you were part of that mission, do please continue to keep in touch with DBT colleagues in the region, that is, [Nantamas \(Jaja\) Chatraporn](#) (Bangkok leg), [Ho Phuong](#) (Da Nang), [Thuy Anh](#) (Hanoi and Hai Phong), and [Chanmonyneat \(Neat\) Teik](#) (Cambodia). And please cc [Mike Qureshi](#), DBT International Education.

Examples of International Success and Market Developments

A partnership has been launched between the University of South Wales and Ho Chi Minh City Open University, providing an opportunity for the two universities to work together, and students at HCMC Open University an opportunity to gain a UK degree at the University of South Wales, with the option of a Master's degree. The Association of Chartered Certified Accountants (ACCA) launched their on-demand Computer-Based Exam Centre (ODCBE) at Viet Nam's University of Finance. Next month, [NCUK](#) will launch EAIM International (East Asia institute of Management), the first NCUK Partner Study Centre in Singapore. Following an expression of interest promoted by our team in Malaysia, with follow-up assistance, [Learning Curve Group](#) has been officially appointed to deliver a 6-month Bespoke Leadership and Management Training for the Malaysia Public Service Department. Her Excellency Ailsa Terry CMG, UK High Commissioner to Malaysia, has accepted an invitation to serve as Patron for Chartered Management Institute (CMI) Malaysia's Regional Board. In accepting the patronage, the High Commissioner praised CMI's dedication to promoting excellence in management and leadership and commitment to enabling Chartered Bodies to reach out globally. Colleagues in Bangkok attended the opening ceremony of the BSC College in Thailand and have helped to promote their English for Specific Purposes courses.

Asian Development Bank (ADB). We urge providers to consider bidding for ADB procurement opportunities, many of them, though not exclusively, are in Skills and capacity building. You can view their procurement site [here](#).

English reintroduced in Indonesian primary schools. Indonesia will formally implement the Emancipated Curriculum (Kurikulum Merdeka) as the national curriculum to be used by all education levels following Ministerial Decree No. 12/2024. This will produce high school graduates with a higher proficiency of English, preparing them to further their studies in English, either overseas or through TNE programmes. For enquiries on this, and wider opportunities in Indonesia, please do contact [Annisa \(Icha\) Istighfari](#), DBT Senior Education Advisor in Indonesia.

[Malaysia's ambitions as digital hub by 2030.](#) Prime Minister Datuk Seri Anwar Ibrahim has plans to transform Kuala Lumpur into a bustling digital hub in order to facilitate startups in high-value investments. This will be of interest to the UK sector looking to set up internationally. For enquiries on new opportunities, or existing projects in Malaysia, please do drop a line to [Min Mahayuddin](#) or [Shahira Kader](#), DBT Malaysia.

[Thailand to cut school hours.](#) The Ministry of Education is preparing for a significant transformation of the core curriculum, aiming to reduce school hours and encourage learning beyond the classroom. The ministry is currently updating individual courses to align with global changes, by incorporating more technology-based subjects. If you are interested in the education environment and opportunities in Thailand, you can contact our in-country colleagues [Nantamas Chatraporn](#) or [Amira Yaring](#).

Malaysian University receives QAA accreditation. In a historic feat, Asia Pacific University of Technology and Innovation (APU) has become the first Malaysian university to receive accreditation from the Quality Assurance Agency for Higher Education in the UK.

Vietnam Education Partnership and Investment Conference, Hai Phong City, 26 September 2024. Viet Nam's Ministry of Education and Training will host this event offering an update on their policy for education cooperation and investment, and an opportunity to exchange views on models for partnership and investment. Our DBT Education colleagues will be in attendance, and if you are in Viet Nam, or the region at that time, you can apply for entry [here](#).

External research Funding opportunities in Malaysia. We are excited to highlight a variety of grants aimed at fostering international collaboration, driving innovation, and supporting groundbreaking research across multiple disciplines. Please note that the British High Commission Kuala Lumpur, and DBT do not manage these funds directly. For a full listing, contact our in-country Education Lead [Min Mahayuddin](#).

Central and South Asia, China / Hong Kong

Recent Events

At EWF, the team partnered with FCDO, and DfE on a roundtable with Central Asia Ministers and senior officials from Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan. The session helped position the UK as partner of choice for long-term and strategic education partnerships, laying the groundwork for the upcoming cross-education mission to the region.

DBT, British Council and Universities UK International organised a Spotlight Event on UK-India Higher Education Collaboration, setting out the current policy, regulatory landscape and demand for higher education collaboration. Contact [Ali Arif](#), DBT International Education, if you would like a copy of the slide pack.

Examples of International Success and Market Developments

We're pleased to hear of a really constructive venture with Liverpool University and China, announcing major research investment from the electrical engineering firm the Painggao Group into the university, to establish the Painggao-Liverpool European Institute for Advanced Energy. DBT colleagues worked closely with FCDO to oversee export control and security on this project. For wider enquiries on the opportunities in China, contact [Si Su](#), DBT China. In Kazakhstan, Charterhouse school announced a [campus in Almaty](#), set to open in September 2026, which follows other UK independent schools looking to establish in the country, such as Ardingly College. Norwich Institute for Language Education (NILE) signed [a MoU with the Government of Uzbekistan](#) to expand a Continuing Professional Development scheme for teachers in the country, in collaboration with the British Council. In India, the University of Birmingham has begun a new [joint MSc](#) with II T Madras (Chennai) in Sustainable Energy Systems, their second joint degree after the initial Master's in Data Science and AI. The University of Central Lancashire (UCLan) has partnered with Universal College Bangladesh (UCB) to deliver [affordable UK degrees](#) in-country, adding to the existing UCB-LSE partnership.

British Council grants in Central Asia. Their Going Global Partnership programme has a range of grants for Central Asia currently open for applications, including [TNE Exploratory Grants](#), open to UK higher education institutions to support new TNE partnerships with Kazakhstan (deadline 12 September 2024), and, for Uzbekistan, [Disability Inclusion Partnerships](#) grants, open to higher education institutions and not-for-profit research institutions in the UK (deadline 13 September 2024).

Sri Lanka, UK Higher Education TNE students. The country now has the [second highest number of UK higher education TNE students](#), with 53,915 students enrolled on UK degrees in the 2022/3 academic year. This puts it second only to China, and represents an increase of over 17% from the previous academic year.

Sri Lanka, Special Economic Zone. Port City, a SEZ in Colombo, is set to have an [international university campus](#).

Middle East and Pakistan

Recent Events

DBT worked closely with the Cabinet Office and the British Embassy Riyadh to deliver the ambitious, and hugely successful GREAT Futures in Saudi Arabia, which launched a year-long programme of activity and collaboration between the UK and the Kingdom, across a range of sectors, including in education, tourism, and culture. The summit gathered more than 1,000 UK and Saudi business representatives, which constituted the largest UK overseas trade delegation in over a decade. Sir Steve Smith, who in addition to being the Government's International Education Champion, is the Prime Minister's Special Representative to Saudi Arabia for Education, played a significant role, acting as a spearhead for the education sector. Among other things, Sir Steve participated in a Higher Education and Skills panel, chaired by former Minister Lord Jo Johnson, and held a fireside chat with His Excellency Yousef Al-Benyan, Minister of Education of Saudi Arabia.

Other highlights included a government-level MOU with the Technical and Vocational Training Corporation (TVTC), to establish a framework for a major increase in collaboration between the two Kingdoms. As with all MOUs, International Education Team are planning a series of activities to deliver upon this agreement, including a mission. Also, the University of Strathclyde announced plans to become the first UK higher education institution to establish a physical presence within Saudi Arabia, in partnership with Princess Nourah Bint Abdulrahman University. The two universities signed a service contract, aimed at providing an executive Master of Business Administration programme. For all enquiries relating to Saudi Arabia, please do contact [Chris Boobier](#), Regional Lead for Middle East and Pakistan, China and Hong Kong, and [Eddie Taylor](#) (until the end of September) and [Tien Tonnu](#).

Elsewhere from the Gulf, we were pleased to welcome a delegation from UAEs Sharjah Private Education Authority (SPEA), who provided an informative session to several UK school representatives on operating in the Emirate. For enquiries on education opportunities in UAE, please drop a line to [Sophia Boukersi](#), DBT UAE.

At a regional level, during EWF, we welcomed ministers and esteemed representatives from across the Gulf, and hosted a regional roundtable for the visitors. Former Minister of State for Skills, Apprenticeships and Higher Education, Luke Hall, Chaired the event alongside Sir Steve. Ministers and Excellencies from Saudi Arabia, Oman, Qatar, and Bahrain joined senior stakeholders from across the UK's education sector to discuss the skills needs of the future, and how we can work jointly to ensure these needs are met. It was an excellent and influential gathering from the region, and our aim is to continue discussions, at a bilateral or regional level at further engagements.

Sir Steve led a delegation of 15 selected UK higher education institutions for an impactful programme in Pakistan, that was crafted in cooperation with DfE, FCDO and the British Council. This was the first UK government-led UK Higher Education and TNE mission to Pakistan, taking in Islamabad and Lahore. During the visit, the delegation met with the Prime Minister of Pakistan Shehbaz Sharif, and also engaged with a range of Pakistani institutions in order to best understand priorities for education reform and opportunities for international partnerships. To learn more about the work of the UK government in Pakistan, and opportunities in education, contact [Ghufran Abbas](#), DBT Pakistan or [Chris Boobier](#).

Africa and Europe

Recent Events

There was a strong African ministerial presence at this year's EWF, and alongside our colleagues at DfE, DBT were able to engage closely with ministers through a number of targeted engagements, including a Pan-Africa Ministerial breakfast meeting which provided a space for senior leaders from across the continent to discuss the role of technology and AI in school reform. We welcomed a particularly strong delegation from Nigeria, led by Federal Minister for Education Professor Tahir Mamman, and hosted a wide-ranging bilateral discussion on UK-Nigeria education partnerships, Chaired by Trade Envoy to Nigeria, Helen Grant MP, and Sir Steve. Discussions focused on recent education reforms in Nigeria and diversification of UK support to realise Nigeria's education ambitions. There was strong appetite for a greater focus on skills and TVET, as well as further work on school reforms, as reiterated during the Federal Minister's meeting with former DfE Secretary of State, Gillian Keegan.

Market Developments

HE TNE in Nigeria. Following a successful higher education TNE mission to Nigeria in November 2023, DBT plans to undertake another mission in November this year on the sidelines of Going Global. As a Tier 1 priority country within the International Education Strategy, UK-Nigeria TNE partnerships have been prioritised by both governments. November's mission will look to capitalise on the positive outcomes from last year's mission, where all HEI's that joined us in Lagos and Abuja have indicated positive progress in developing partnerships as a result of introductions made. Following the publication of [Nigeria's TNE guidelines](#) there is now a great opportunity to introduce UK universities to their Nigerian counterparts to take forward partnerships.

British Council's Going Global conference, Abuja, 26-28 November 2024. The British Council's flagship conference, Going Global, will take place for the first time in Africa this year following an announcement at EWF. With a conference theme of 'Building sustainable and relevant tertiary education institutions and systems in Africa', the conference presents a fantastic opportunity to focus on the potential for UK education providers to leverage opportunities in Africa. DBT will be working closely with our colleagues at the British Council to feed into the agenda and open opportunities to UK providers. Please note attendance for this conference is invite only. Further details on attendance, content and speakers will be announced in due course. Find more details about last year's programme, speakers and synopses of sessions in Edinburgh [here](#).

Africa's database. We're keen to encourage more companies to consider exporting to both sub-Saharan and North Africa, with a view to developing a database of UK providers with a strong interest in the region. Please do drop a line to [Richard Grubb](#), Lead for Africa and Europe on any projects you are considering.

EU Tenders. The EU Funding and Tenders portal is a one-stop-shop for EU funding and tender opportunities, and is now available in its new shape, bringing a range of search functions making it easier to find opportunities. Please do take the time to explore the site [here](#).

Latin America

Recent Events

Following the HE TNE mission to Panama and Mexico in the spring, our HE Specialist Dr Tomassi, and colleagues at post, hosted a well-attended webinar showcasing Panama as an ideal destination for UK TNE efforts, including establishing a branch campus. Panama is one of the most politically stable countries in Latin America, and offers regional as well as bilateral opportunities for UK organisations. In addition, Panama's City of Knowledge initiative provides tax exemptions and immigration benefits for affiliated entities. These include academic programmes, scientific and R&D institutes, creative industry related companies and international organisations. You can view an excellent article on this informative session in The Pie News [here](#), and for further information on HE

opportunities, including to those who joined us on the mission, contact [Alessandra Bueno](#), DBT Panama, and [Dr Tomassi](#).

Colleagues in Brazil hosted a high impact UK Pavilion at the Brazilian Congress for Training and Development ([CBTD 2024](#)), the largest training and development fair in the region, which saw 7,000 decision-makers and HR representatives from Brazilian and multinational companies. This was the first activity that the team has hosted in corporate education, a growing new education subsector where we hope to build a strong pipeline for UK providers. Over the 3 days, the team collected almost 150 high potential leads from the companies attending. In-region Lead [Kelly Tavares](#) hosted a content session to discuss best practice and showcase expertise in corporate education. With thanks to the UK providers who sponsored our presence: Pearson, Cambridge University Press & Assessment, Oxford University Press, Bayswater Education and Fuse. For enquiries on the opportunities stemming from this, and wider education please do contact Kelly's colleague [Maria Sales](#).

Another first for the Brazil team was participation at the [Brazilian Association for International Education Annual Conference \(FAUBAI\)](#) that brings together those responsible for international affairs from Brazilian Higher Education Institutions, with more than 200 HEIs from the public and private sector. Our involvement also allowed us to engage with leading UK universities in crucial discussions on internationalisation and forge new connections, and we are thrilled that Brazilian Universities such as Insper and Inteli have advanced on pursuing partnerships with UK institutions.

Colleagues in Brazil supported a mission by King's College London (KCL) aimed at advancing several strategic objectives for The Dickson Poon School of Law (DPSoL), showcasing the impactful work of KCL, while improving regional partnerships and offering a platform for interdisciplinary dialogue. Highlights included a MoU signing with Fundação Getúlio Vargas.

These events reflect our efforts in strengthening international relationships, and promoting the global impact of the UK's Higher Education Institutions. For enquiries on the opportunities in higher education, please do contact [Izabela Braga](#), DBT Brazil.

DBT Brazil team hosted a delegation of 6 UK companies for BETT Brazil, in partnership with BESA, for a comprehensive value-added programme that included an EdTech deep-dive, and school visits with Headmasters and Heads of IT to explore how the UK and Brazil can collaborate. The activities were preceded by a BESA-hosted webinar and you can request a recording [here](#). Still on BETT, we're thrilled that, following the programme we crafted for a senior inward delegation to BETT Global in London in January, comprised of officials and institutions, we have already facilitated nearly £900,000 in Export Wins in Brazil and Mexico, with more to come in the near future. This great news is testament to our efforts in ensuring tailored engagements both on, and offsite at major education events, make the right connections for future relationships, at a commercial and ministry level.

Market Developments

Brazil criminalises bullying and cyberbullying. Earlier this year, President Luiz Inácio Lula da Silva signed a bill that defines bullying and cyberbullying as crimes, and creates a national policy to prevent child sexual abuse. This is an important legal milestone which is leading state and private schools to look for safeguarding, wellness and cyberbullying prevention solutions to help tackle this issue, which could provide opportunities for UK providers.

Brazil invests in school connectivity. Following an investment of US\$1.76bn in 2023 to connect all 135,000 thousand public schools in the country by 2026, Brazil continues to build on its national strategy for connected schools. This is one of the priorities for the Ministry of Education, and Ministry of Communications.

North America

Recent Events

We have been monitoring the annual spring, high-profile Airshow expo and ASU GSU Summit in San Diego, as a strong showcase opportunity, and where they offered a reduced GSV summit rate for selected UK providers. The April edition of the expo, with over 100 exhibitors (including several UK providers), was attended by an impressive 10,000 delegates - a unique combination of EdTech CEO's, K12 school district leaders, university presidents/CIO's/CTO's, investors, government, consultancies and global policy makers – discussing the future of EdTech. You can view some of the content [here](#). The [ASU GSV Summit and AIRSHOW](#) returns to San Diego in April 2025, and if you are interested in attending, please do contact [Tom Poole](#), and cc Mike Qureshi, who can also send you a comprehensive DBT-commissioned report on the EdTech opportunities, key players, events, and suggested methods of entry into both the US, and Canada.

Get in contact

If you are new to the world of export, there is a wealth of free online advice available by following this [link](#).

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