

# CBIE Participation at APAIE 2026

## Overview

CBIE's participation in the Asia-Pacific Association for International Education (APAIE) Conference and Exhibition, held February 23-27, 2026 in Hong Kong, was supported by CanExport Associations and reinforced Canada's leadership in international education at a critical time for the sector. While the Asia-Pacific region remains a critical priority growth market for Canada, it is evolving rapidly, with new destination countries and partnership models gaining prominence. In this context, CBIE's presence, representing Canada's international education sector, was both timely and strategic.

APAIE continues to serve as a key platform for market intelligence, partnership development, and strategic positioning in the region. APAIE 2026 convened 3,592 participants from 72 regions, with more than 600 organizations represented in the exhibition hall. CBIE participated through a booth at the EduCanada Pavilion.

## Key Highlights

### Strategic government and institutional engagement

CBIE engaged with Canadian Trade Commissioners responsible for priority Asia-Pacific markets, including China, Hong Kong, Japan, Korea, and Thailand. Engagements also included higher education agencies and institutions from Europe (notably Spain, Portugal, Italy and Lithuania) and Asia (including Türkiye), supporting market intelligence gathering and relationship-building in priority regions.

### High-profile representation of Canada

CBIE represented Canada's international education sector in two prominent APAIE sessions: Asia Pacific Dialogue: Partnerships, Perspectives, and Policy and the Global Dialogue (featured by [The PIE News](#)). These platforms reinforced Canada's visibility and credibility in global policy and partnership discussions.

### Evolving institutional and partnership models

Institutions across the region are demonstrating an increased focus on diversification, transnational education (TNE), joint delivery models, and in-region partnerships. This shift reflects a reduced reliance on traditional inbound mobility and a strategic pivot toward deeper Asia-Pacific collaboration.

### Continued recognition of Canada's core strengths

Despite policy and operational challenges, Canada continues to be highly regarded for the quality of its public institutions, robust quality-assurance frameworks, and commitment to ethical, long-term international partnerships.

