

# ARTIFICIAL INTELLIGENCE

INSTITUTIONAL SITE VISIT



Beijing Normal University

Beijing, China

20-21 August 2025



# ABOUT INSTITUTIONAL SITE VISITS

In 2019, the IAU launched the Institutional Site Visits programme. The purpose of this programme is to create opportunities for exchange among Members while meeting at a university with an advanced approach to using digital innovations to improve higher education. This year's Institutional Site Visit will be held at **Beijing Normal University** in China from 20-21 August 2025 to discuss Artificial Intelligence.



## PROGRAMME DETAILS

The IAU Institutional Site Visit will provide insights on the inspiring practices and lessons learned from the institution's interdisciplinary adoption of Artificial Intelligence. This site visit intends to inspire senior leadership to gain knowledge about how to leverage Artificial Intelligence to enhance higher education. The IAU is pleased to welcome leaders involved in or wishing to learn more about AI to this site visit.



## KEY INFORMATION

**Goal:** The goal of this international site visit is to gain insights from BNU how universities may leverage AI to transform higher education, balancing its opportunities and challenges while fostering interdisciplinary collaboration, innovation, and responsible integration in teaching, learning, and research.

**When:** 20-21 August 2025

**Where:** Beijing Normal University (BNU), China

**Fees:** 250 euro for IAU Members; 500 euro for Non IAU Members

# ARTIFICIAL INTELLIGENCE AT BNU

Beijing Normal University (BNU) grew out of the Education Department of Imperial University of Peking established in 1902, placing focus on teacher training in China's higher education. After development for over a century, BNU has become a comprehensive and research-intensive university with disciplines in sciences and humanities, teacher education, and educational science.

BNU has positioned itself at the forefront of AI research and education. The university actively promotes interdisciplinary AI initiatives, fosters collaboration between academia and industry, and integrates AI advancements into teaching and learning, as well as in research. BNU holds a UNESCO Chair on AI in Education and has led several initiatives on AI in support of the work of UNESCO and the objectives of the UN Transforming Education Summit on digital transformation. The university serves as an inspiring model for how higher education institutions worldwide can engage with AI to explore new educational experiences and drive knowledge creation, technological progress, and societal impact.

## GLOBAL SMART EDUCATION CONFERENCE (GSE 2025)

In addition to this tailor-made IAU Site Visit, BNU is pleased to offer the opportunity to attend their annual flagship event, the Global Smart Education Conference (GSE). This event brings together ministers and leaders of higher education to discuss digital transformation and innovative solutions for the future.

Institutional Site Visit participants are eligible to receive complementary access to the GSE2025 Conference from 18-20 August 2025.

## ARTIFICIAL INTELLIGENCE IN CHINA

China has emerged as one of the global leaders in the development of AI, and the country's vision for AI is laid out in the in the New Generation AI Development Plan (2017) which outlines the country's agenda up to 2030.



# Global Smart Education Conference (GSE) - Optional

**Monday 18 - Tuesday 19, August 2025**

Beijing Normal University is pleased to offer *Institutional Site Visit Participants complimentary access to the GSE 2025 Conference.*

## Institutional Site Visit

**09:00-18:00, Wednesday 20 August 2025**

Opening Speech

*Welcome words from leaders of Beijing Normal University.*

AI Policy at Beijing Normal University and its Implementation  
*Introducing the structure of Beijing Normal University and the "Artificial Intelligence + Higher Education" Teaching Reform Special Plan.*

*Network with colleagues over coffee and tea*

UNESCO Chair on AI in Education at Beijing Normal University  
*Presentations by Chairholder of UNESCO Chair on AI in Education*

*Network with colleagues during a lunch break*

Key scenarios of AI application in HE

*Presentations of key domains:*

- *AI in Teaching and Learning*
- *AI in Research and Innovation*
- *AI in University Administration*

*Network with colleagues over coffee and tea*

*Visit National Research Center*

*Visit National Engineering Research Center of Cyberlearning and Intelligent Technology*

*Network with colleagues over dinner*



**9:30 - 17:30 Thursday 21 August 2025**

**Ethical AI in education: Challenges and Opportunities**

*Exploring the opportunities and challenges of Ethical AI in Education*

*Meet and network with colleagues over coffee and tea*

**Outcome Discussion**

*Summarize the site visit and discuss opportunities for future exchanges*

*Network with colleagues during a lunch break*

**Perspectives and Practices from the AI Industry**

*Visit Edtech Company AI in Education Exhibition Center*

**Site Visit Conclusion**

*Share final thoughts on the site visit with colleagues*



# INSTITUTIONAL SITE VISIT

# ARTIFICIAL INTELLIGENCE

Interested in joining the IAU at Beijing Normal University for this Institutional Site Visit?

The IAU is pleased to welcome leaders involved in or wishing to learn more about AI to this site visit. However, space is limited; we invite you to submit your expression of interest today.

[Click here](#) to apply or scan the QR code below.



Beijing Normal  
University



Beijing, China  
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