

ICEF Virtual Africa

12 – 14 July, 2022

EVENT REPORT



International educators network with agents from across the African continent

With some restrictions and obstacles to travel still remaining from the lockdown, this popular event returned this year in a virtual format.

The ICEF Africa events are an important part of the networking strategy for hundreds of agents across this diverse continent, and provide an ideal platform for international educators to source students from many of the 54 African countries.

At ICEF Virtual Africa 2022, **182 individuals** representing **173 industry organisations** from **41 countries** held a total of **1,783 virtual meetings** over the course of three days.



"ICEF is a fantastic organisation that has served as a springboard for small agencies to connect with world class higher education institutions. Without ICEF, my business would not be where it is. It has given me a platform, a network, and provided personal and professional development. Today I can boldly state that I am an asset when it comes to student recruitment work in Ghana. Congratulations ICEF, I am proud to be a member."

Richard Obeng Assuming, Asto Links International, Ghana

1,783

MEETINGS between

182

INDIVIDUALS representing

173

ORGANISATIONS from

41

COUNTRIES across

5

CONTINENTS



Great Delegate Feedback

One of the attributes most associated with ICEF during its 30-year history is the outstanding organisation of our events. We are always working to ensure that delegates are provided with the best tools, facilities and support, to enable efficient and productive meetings.

In the after-event survey for ICEF Virtual Africa, the organisation of the event was rated as good or excellent by **97.3%** of respondents, while everyone, **100%**, gave the same high rating for the support and level of communication provided by the ICEF team.

The number of new contacts made, and the quality of those contacts, were rated as good or excellent by **89.1%** and **84.2%** of survey respondents, respectively.

In a great testament to the overall event, **94.7%** of respondents stated it was 'very likely' that they would return to ICEF Africa in the future.

This feedback demonstrates our ongoing commitment to making sure each ICEF event is the best it can be.

Rated Excellent or Good

97.3%

Event
Organisation

100%

ICEF Support &
Communication

89.1%

Number of new
contacts made

84.2%

Quality of new
contacts made



"I thank ICEF for giving us a chance to network and grow our recruitment partners. It was pleasing to meet online with so many institutions around the world from the comfort of our office. The event was well organised and we are grateful for all your efforts".

Mercy Mumbua Mumo, Amikale International Education Consultants, Uganda



"Great experience with new education providers this year. I was able to interact and engage with industry leaders. Looking forward to ICEF Africa 2023."

Olusegun Ogunoye, Funosea Global Link Ventures, Nigeria

Join us, in-person, in Cape Town, in 2023!

We are very pleased to announce that ICEF Africa 2023 will be a hybrid event, with the in-person gathering taking place in Cape Town, South Africa.

Find out more at icef.com/events/icef-africa



Education Providers

For educators recruiting students from Africa, ICEF Virtual Africa was a unique opportunity to connect with professional agents from across the vast continent, who had already been pre-screened by ICEF.

A total of 49 educators joined us, representing 48 institutions, from 14 countries. The top five were Canada, the US, UK, Germany and Spain.

At this year's event, 70% were representing universities and vocational training institutes, and for 6%, this was their first ICEF event.



EDUCATORS FROM 14 COUNTRIES

Australia • Canada • Cyprus • Germany
Hungary • India • Ireland • Italy • Poland
Spain • Turkey • UAE • UK • US



"ICEF Africa provided us with the perfect platform to connect with new partners and renew old relationships, as we seek those unique partners who want to be known as the go-to agencies for students seeking to study medicine.

The virtual platform is an easy, cost-effective solution - thank you ICEF! - we hope that we will be able to do this in person next year!"

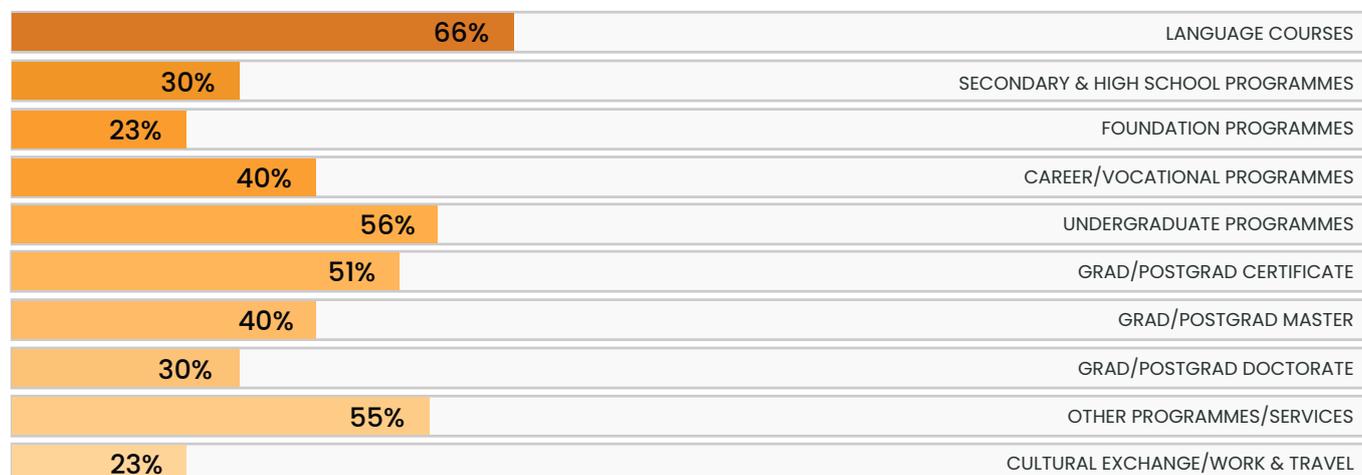
Bradley Wade, St. George's University, US



"This virtual event allowed me to connect with excellent, very professional agents. My hardest decision after ICEF Africa is to decide who I shouldn't contract with, since I want to sign agreements with every company I met."

Sam Bandy, Southern Illinois University - Carbondale, US

EDUCATOR SEGMENT ATTENDANCE



Student Recruitment Agents

This year at ICEF Virtual Africa, we were joined by 109 pre-screened student recruitment agents from 24 countries across the continent, with the top five being Nigeria, Ghana, Uganda, Cameroon and Cote d'Ivoire. 79% held top management positions, and 14 individuals attended an ICEF event for the first time.

As is shown in the Agent Segment Interest graph below, there was significant interest in higher education among agents, with 95% or more being interested in career/vocational, undergraduate and graduate programmes. As 70% of the attending educator delegates represented universities and vocational training institutes, the event provided excellent networking opportunities between these two aligned groups.



"I am amazed as to how organised the ICEF Virtual Africa event was - the ease of engaging prospective partners, educators from around the world, quality of schools profiled. I personally will miss the sound of the meeting notification! Lol"

Grace Usman-Adejo, Edutech Advanced Business Technologies Ltd, Nigeria



"The ICEF Virtual Africa event was very useful, and I connected with excellent people from different institutions. The organisation was very impressive and I applaud ICEF for always giving us an unforgettable experience."

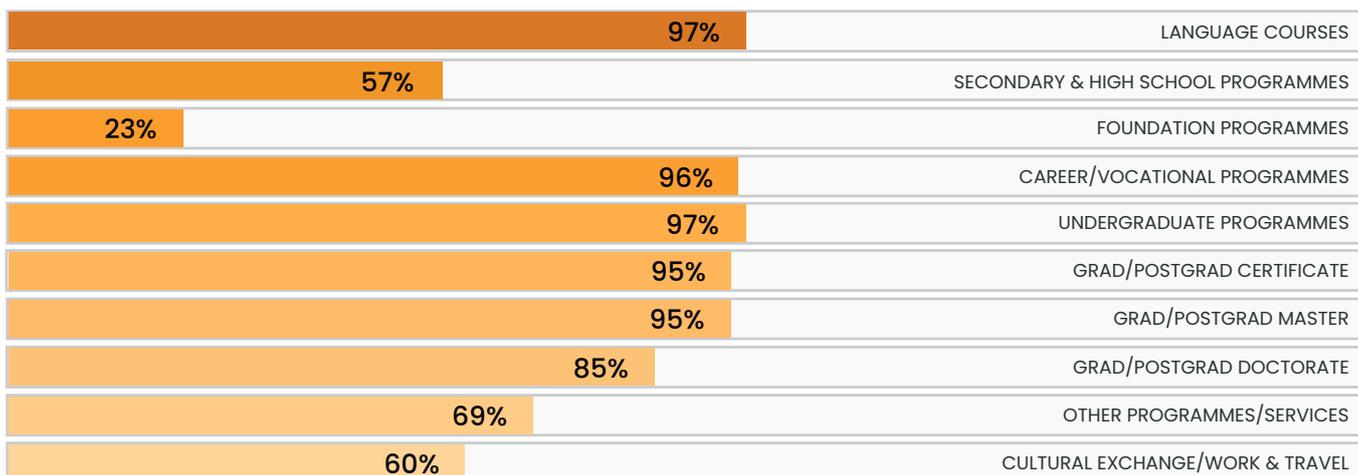
Acqueen Obi, Maczey Concept and Educational services, Nigeria

AGENTS FROM 24 COUNTRIES ACROSS AFRICA

Algeria • Burundi • Cameroon • Cote d'Ivoire
Democratic Republic of Congo • Egypt
Ethiopia • Gambia • Ghana • Kenya
Madagascar • Malawi • Mali • Mauritius
Morocco • Nigeria • Rwanda • Senegal
South Africa • South Sudan • Tanzania
Zambia • Zimbabwe • Uganda



AGENT SEGMENT INTEREST



Service Providers

In recent years, largely due to necessity during the lockdown, our industry has experienced a surge in the development of new digital tools to facilitate every step in the process of providing and receiving international education. These changes are reflected at ICEF events, where there has been an increase in the scope of digital services and products being showcased.

This year at ICEF Virtual Africa, we were joined by 16 representatives from 15 organisations covering 11 sectors providing additional services to institutions, agencies and students. 64% of those attending held top management positions and for 6%, this was their first ICEF event.

Services ranged from the traditional banking, insurance, and counselling services, to digital tools including CRM/digital service, aggregator/recruitment platforms, and online programme management systems.

Service providers came from nine countries, with the top three being the UK, Australia, and Canada.

SERVICE PROVIDERS FROM 9 COUNTRIES

Australia • Canada • France • Leichtenstein
Nigeria • Singapore • South Africa • UK • US



"The ICEF virtual platform is second to none!"

Foluso Awogbami, Edvoy, UK

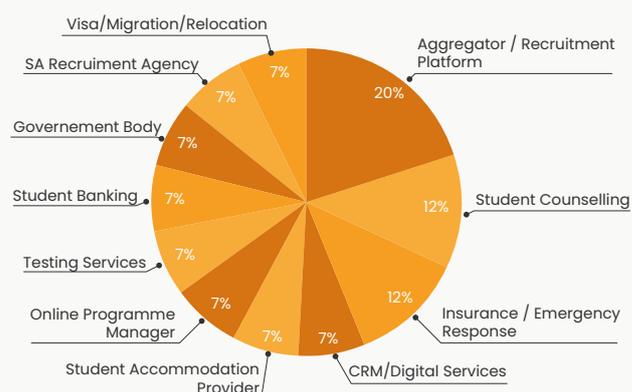


"This was the first time our company, StudyVillage, has attended ICEF Africa. I'd like to commend ICEF on their excellent organisation of the event, their flawless virtual meeting technology, and the quality of the participants they were able to attract.

We'll definitely be attending more ICEF events!"

Glen Meehan, StudyVillage, Australia

PRIMARY BUSINESS SECTOR



Africa focused on-demand webinar programme

In addition to the one-to-one meetings, ICEF events are also known for their programmes of seminars at in-person events, and on-demand webinars during virtual events. These presentations feature industry leaders and cover the latest information affecting the sector.

During ICEF Virtual Africa 2022, we presented a programme of ten on-demand webinars ranging from guides to help delegates get the most out of the event, to market intelligence presentations covering a wide range of topics relevant to the continent. These included: 'Nigeria market insights', 'Recruiting students in Ghana, Uganda and Zimbabwe' and 'Student recruitment landscape in South Africa'

Delegates can continue to enjoy these, on-demand, for four weeks after the event.



"What a wonderful opportunity to meet colleagues all over the African continent! Heartwarming in times of crises, and with promising outcomes regarding the future."

Stephanie Nau, Schule Schloss Salem gGmbH, Germany



"We found many schools to add to our portfolio. We will definitely attend the next ICEF Event"

Glorious Nyamondo, Eskard Consulting, Zimbabwe



"It has been very exciting and informative to be part of ICEF Virtual Africa 2022. I will be very pleased to join future events in Africa and beyond."

Prince Kwaku Boadu, PKB Consult, Ghana

EVENT SPONSORS



Upcoming ICEF Events

For information visit icef.com/upcoming-events

