



Westin Cape Town, South Africa • May 15 - 17, 2019

## Seminar Programme • May 15, 2019

	Seminar Room I	Seminar Room II
14:00 – 14:45	<p>How to Maximise Your ICEF Event Experience - for Providers</p> <p><b>Robin Garcha</b>, Business Development Manager Canada, ICEF, Germany</p> <p><i>Audience: Providers</i></p>	<p>How to Maximise Your ICEF Event Experience - for Agents</p> <p><b>Isabel Vogt</b>, Vice President Events &amp; Logistics, ICEF, Germany</p> <p><i>Audience: Agents</i></p>
14:45 – 15:30	<p>ICEF Agent Training and the Agency Recognition Programme</p> <p><b>Seher Neöz</b>, Business Development Manager, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>Study in Ireland – A Passport to an International Career &amp; The Irish Education Agent Course (IEAC)</p> <p><b>Penny Buthelezi</b>, Sub Saharan Africa Market Advisor, Study in Ireland, Ireland</p> <p><b>Tiffany Egler</b>, Director Agent Relations, ICEF, Germany</p> <p><i>Audience: Agents</i></p>
15:30 – 16:15	<p>Foreign Education Providers Investing in Africa – How to Avoid Illegal Migration?</p> <p><b>Dr. Patrick</b>, Director, DALP Consultancy Services, Zambia</p> <p><i>Audience: Providers</i></p>	<p>Malaysia - Your Global Education Destination</p> <p><b>Veejayaa Segaran</b>, Business Development Manager Asia, ICEF, Germany</p> <p><i>Audience: All</i></p>
16:15 – 17:00	<p>The ICEF Agent Barometer 2018 - Africa Findings</p> <p><b>Tiffany Egler</b>, Director Agent Relations, ICEF, Germany</p> <p><i>Audience: All</i></p>	<p>EduCanada: A World of Possibilities</p> <p><b>Keith Banerjee</b>, First Secretary, High Commission of Canada, Trade Office, South Africa</p> <p><i>Audience: Agents</i></p>
17:00 – 17:30	Refreshment Break	
17:30 – 18:15	<p>Education - the Only Way Forward. A Case Study on Cameroon, Africa in Miniature</p> <p><b>Brigitte Chatué Tchatat</b>, President, Performance Immigration Canada, Cameroon</p> <p><i>Audience: All</i></p>	<p>Education South Africa (EduSA) - EFL Quality Assurance in South Africa</p> <p><b>Johannes Kraus</b>, Chairperson, Education South Africa (EduSA), South Africa</p> <p><i>Audience: Agents</i></p>
18:15 – 19:00	<p>Enhancing Student Recruitment in Nigeria Through In-market and Online Opportunities</p> <p><b>Matthias Ehizua</b>, Managing Director, Opportunities Africa Australia (OAA Study), South Africa</p> <p><i>Audience: All</i></p>	<p>South Africa - An Unforgettable Study Experience: An Introduction to its Regions</p> <p><b>Torrique Borges</b>, CEO, Education South Africa (EduSA), South Africa</p> <p><i>Audience: Agents</i></p>

### How to Maximise Your ICEF Event Experience - for Providers

#### Robin Garcha

Seminar Room I

Audience: Providers

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#### ► Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF events in general and ICEF Africa in particular.

The session will cover the following topics:

- Preparation prior to the event
- How to maximise your time during the event
- Post-event follow-up and agent contracts
- How to maximise your working relationship with agents

#### ► Speaker



**Robin Garcha**  
*Business Development Manager Canada,  
ICEF,  
Germany*

Robin Garcha is the Business Development Manager overseeing Eastern Canada at ICEF.

Robin has eight plus years of experience working in various roles within the international education industry. She played an integral part in launching StudyinBC.com with the BC Council for International Education.

A marketer by heart, Robin has a passion for marketing and branding as well as recruitment and strategy development. Robin holds an MBA from the Smith School of Business at Queen's University.

## How to Maximise Your ICEF Event Experience - for Agents

### Isabel Vogt

Seminar Room II

Audience: Agents

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#### ► Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF events in general and ICEF Africa in particular.

The session will cover the following topics:

- Preparation prior to the event
- How to maximise your time during the event
- Post-event follow-up and contracts
- How to maximise your working relationship with providers

#### ► Speaker



**Isabel Vogt**  
*Vice President Events & Logistics,  
ICEF,  
Germany*

Isabel Vogt is Vice President of Events & Logistics at ICEF, offering a range of solutions designed to help educators, agents and service providers achieve real results in their marketing and student recruitment initiatives.

Isabel holds a Master's degree in Communications and Political Science from the Freie Universitaet Berlin, Germany. She has been involved in the implementation and organisation of events for the international education industry since 1996.

During her time at ICEF she has organised agent workshops, student fairs and conferences in over 30 countries around the world.

## ICEF Agent Training and the Agency Recognition Programme

### Seher Neöz

Seminar Room I

Audience: All

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#### ► Session description

This session will provide you with an introduction to ICEF's agent training courses as well as its agency recognition programme:

- The ICEF Agent Training Course (IATC) is a practical, professional training course developed by ICEF for education agency-based student counsellors.
- The Canada Course for Education Agents was originally produced by Foreign Affairs and International Trade, Canada in collaboration with ICEF and the Canadian Consortium for International Education (CCIE). The course is now administered by ICEF and – on behalf of CCIE – Languages Canada and the Canadian Association of Public Schools International (CAPS-I).
- The US Agent Training Course (USATC) is designed for international education agents working with American schools, universities and colleges to recruit international students.
- The Irish Education Agent Course (IEAC) is the first of its kind and supports professional development for agents specialising in Ireland as a study destination.

All courses are available online and free of charge to agency student counsellors in a self-paced modular format.

The second part of this presentation will focus on ICEF's agency recognition programme. The ICEF Agency Status (IAS) is recognised as an indicator of agent quality, showing that an agency has been successfully vetted for, and participated in, ICEF events.

#### ► Speaker



**Seher Neöz**  
*Business Development Manager,  
ICEF,  
Germany*

Seher joined ICEF in 2007 as a university student and is now a Business Development Manager within the EMEA region. Her main duties are to assist and advise educational institutions new to working with education agents and/or new to ICEF events and helping current clients to select the most appropriate ICEF services to increase their international student enrolments considering their recruitment needs and budget.

In addition Seher is responsible for recruiting quality agents from Turkey, Cyprus and Israel for ICEF events around the world.

Seher gained a Bachelor of Arts with Honours in Translation Studies at the London Metropolitan University and also graduated in Translation Studies and Political Sciences from the University of Bonn.

### Study in Ireland – A Passport to an International Career & The Irish Education Agent Course (IEAC)

**Penny Buthelezi & Tiffany Egler**

Seminar Room II

Audience: Agents

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#### ► Session description

The first part of the session will discuss the relevance of the African student market to the Irish Government, and the recognised importance of quality in courses offered in Ireland. The focus will lie on Kenya, Nigeria and South Africa.

It will be explained how the Irish higher education system works, and highlight some differences between the Irish and African systems, which offer advantages to African students. A focus on practical skills and industrial work placements is crucial for young people that wish to penetrate the Irish work market upon completion of their studies. The Irish Government offers generous stay-back options for foreign graduates wishing to enter the Irish market. Updated immigration procedures will also be outlined.

In the second part we will introduce you to the Irish Education Agent Training Course. The IEAC is the first of its kind and supports professional development for agents specialising in Ireland as a study destination. Agents who take the IEAC will acquire a firm foundation in the benefits and organisation of the Irish education system. Agents will also gain access to resources to help international students study in Ireland at the most appropriate institutions and in programmes that best meet their goals.

#### ► Speakers



**Penny Buthelezi**  
*Sub Saharan Africa Market Advisor,  
Study in Ireland,  
Ireland*

Penny is an International Market Trade Adviser for Enterprise Ireland in Sub-Sahara for the Education sectors. She is seasoned a multi-faced professional with an excellent track record in the public and private sector.



**Tiffany Egler**  
*Director Agent Relations,  
ICEF,  
Germany*

Tiffany is a leading professional in the field of agent relations.

As Director of the Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF events and agent recruitment.

During her tenure of over 15 years at ICEF, Tiffany has overseen the successful organisation of most of ICEF's agent events and today manages an international team which continues to develop and to increase efforts to ensure the recruitment of professional study abroad agents worldwide.

**Foreign Education Providers Investing in Africa – the Solution to Illegal Migration?**

**Dr. Patrick Nkhoma**

Seminar Room I

Audience: Providers

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**Cancelled**

► **Session description**

A 2017 United Nations Development Programme (UNDP) Report states that Africa has the youngest population in the world, and it is growing fast. It further points out that by 2055, the continent's youth population (aged 15-24), is expected to be more than double the 2015 total of 226 million. The continent, however, provides very few opportunities – politically, economically, and socially – to young people.

According to the African Development Bank, 12 million young people entered Africa's labour force in 2015, but only 3.1 million jobs were created. That means that millions of young people were left without a stake in the economy. This dearth of opportunities has brewed an environment that has made many young Africans view migration as a chance to escape this prison igniting one of the key drivers of illegal migration.

Illegal migration is one of the most pressing concerns of governments and citizens in industrialised countries. It is currently at the centre of disagreements between the mainly poor sending countries and the richer receiving nations.

Foreign education providers could become a practical solution to this serious migration problem by partnering with local education providers to provide affordable skills training opportunities in Africa targeted at the disadvantaged youth masses. African countries offer a myriad of such investment opportunities in the education sector.

For instance, Zambia has invested heavily in the construction of several college and university infrastructure in various parts of the country which, unfortunately, are still empty shells because of lacking resources to equip and manage them. This is an excellent opportunity for foreign education providers to invest and partner with local providers and make use of this new infrastructure to provide the unemployed and unskilled youth of Zambia with an opportunity to become productive and in-demand members of the work force.

If the youth of Africa has access to education, they can become a source of skilled human capital for the development of Africa and the industrialised world.

► **Speaker**



**Dr. Patrick Nkhoma**  
*Managing Director,  
DALP Consultancy Services (Z) Ltd,  
Zambia*

Dr. Patrick Nkhoma holds a Bachelors Degree in Aeronautical Engineering, with a minor in Aviation Management from Embry Riddle University, Daytona Beach, Florida (USA) and also has a Masters in Business Administration (International Business) and a Doctorate (Development Economics) both from Edith Cowan University.

He has over 15 years consultancy experience in Perth, Western Australia, working with small and medium size businesses in strategic business planning and developing marketing plans, as well as assisting businesses negotiations and sourcing funds. He has over 10 years teaching experience at University level and 18 years working experience at Zambia Airways in several positions including engineering, coordination and marketing training, and senior level management in the aviation industry; over 15 years experience in education consultancy in Africa for a large number of education institutions in Australia, Canada, USA, China, India, South Africa, Malaysia, UAE, Turkey, Greece and the United Kingdom.

From 1998 to date Dr. Nkhoma, through his company C & N Centre for Advanced International Studies, has established and coordinated in-country training programmes for various public sector organisations in Zambia, where Edith Cowan University has trained government officers in financial investigation, good governance and fraud, a programme funded jointly through AUSAID and USAID. In 2003 Dr. Nkhoma set up another a new company DALP Consultancy Services (Z) Ltd which provides education consultancy services specifically to Canadian, New Zealand and British (UK) Colleges and Universities in Africa and Australia.

## Malaysia - Your Global Education Destination

### Veejayaa Segaran

Seminar Room II

Audience: All

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#### ► Session description

Globalisation has led to an increase in the number of international students studying abroad. Malaysia is one country that is striving to be the leader in global education network and the top destination for global education for students all over the world.

Advanced knowledge and technology in implementing higher education with using world class education modules in institutes of higher learning, multi-cultural society, political stability, world class amenities, easy and secure student acceptance procedures and being a natural disaster-free country are some of the many factors that makes Malaysia a world class global destination for students all over the world.

#### ► Speaker



**Veejayaa Segaran**  
*Business Development Manager Asia,  
ICEF,  
Germany*

Veejayaa Segaran is an accomplished and experienced senior management professional with 20+ years of leadership, operational and marketing expertise in international education. He has demonstrated success in campus set-ups, restructuring educational institutions, building academic systems, as well as programme management, training and student services.

Veejay has demonstrated a strong sales and marketing track record in identifying and closing business, increasing sales and achieving business targets. Veejay has worked across many cultures, with various regulatory bodies, governmental organisations and internationally focused educational institutions.

He has demonstrated a hands-on participatory and team-work approach across functions and teams, and has initiated and led several major collaborative projects as the key contributor. With excellent interpersonal and networking skills, and a result-oriented partnership building focus, Veejay has always exceeded target revenues and overall KPI's.

## The ICEF Agent Barometer 2018 - Africa Findings

**Tiffany Egler**

Seminar Room I

Audience: All

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### ► Session description

The i-graduate ICEF Agent Barometer is an annual survey of over 1,000 ICEF-screened agents from over 100 countries.

This seminar will present the results from the 2018 Barometer, with a focus on findings reported by agents recruiting for institutions from Africa. This includes a year-on-year comparison of the attractiveness of international study destinations as perceived by agents recruiting for a wide range of international study programmes. Additional aspects covered include:

- Where agents plan to send students in 2019 and beyond
- What agents see as the most effective marketing strategies for educators
- What institutions need to provide in terms of support for their agents

The survey findings reported will help educators to build their reputation and relationships with agents, and assist in developing strategies to market themselves and their destinations more effectively.

### ► Speaker



**Tiffany Egler**  
*Director Agent Relations,  
ICEF,  
Germany*

Tiffany is a leading professional in the field of agent relations.

As Director of the Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF events and agent recruitment.

During her tenure of over 15 years at ICEF, Tiffany has overseen the successful organisation of most of ICEF's agent events and today manages an international team which continues to develop and to increase efforts to ensure the recruitment of professional study abroad agents worldwide.

## EduCanada: A World of Possibilities

### Keith Banerjee

Seminar Room II

Audience: Agents

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#### ► Session description

Speakers from the High Commission of Canada will share with you why increasing numbers of international students are choosing Canada for their study abroad experience.

From qualifications valued around the world to an affordable education in a country with some of the best living standards in the world, there are many reasons why Canada is often the preferred choice for students attending college or university. Canada is known for its safe, bilingual and diverse communities, and with a number of innovative pathways to education, including co-op programmes and internships that offer valuable work experience that can lead to jobs during and after graduation, it's no wonder why Canada is gaining prominence in the world as the premiere international study destination.

Learn about what it's like to live, study and succeed in Canada – a world of possibility awaits.

#### ► Speaker



**Keith Banerjee**  
*First Secretary,  
High Commission of Canada, Trade Office,  
South Africa*

Keith Banerjee is a Canadian Trade Commissioner currently working at the High Commission of Canada's Trade Office in Johannesburg, South Africa.

Keith is responsible for promoting educational links between Canada and his countries of responsibility – South Africa, Mauritius, Madagascar, Namibia and Lesotho – including international student recruitment and institution-to-institution linkages.

Keith has previously worked as a diplomat in Brazil and the United Nations in New York. He lives in Johannesburg with his wife, newborn daughter, and a mischievous Golden Retriever.

### Education - the Only Way Forward. A Case Study on Cameroon, Africa in Miniature

#### **Brigitte Chatué Tchatat**

Seminar Room I

Audience: All

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#### ► Session description

This presentation will enlighten the country's profile and its educational system, as well as the grading system and the way forward.

We will look at future potential and market trends and will explain why the country is often referred to as "Africa in miniature".

#### ► Speaker



**Brigitte Chatué Tchatat**  
*President,  
Performance Immigration Canada,  
Cameroon*

Brigitte Chatué Tchatat is a licensed Regulated Canadian Immigration Consultant (RCIC) in good standing of the Immigration Consultants of Canada Regulatory Council (ICCRC). She is also a member of the Register of Québec Consultants and Commissioner for Oaths.

A Canadian citizen of Cameroonian origin, she immigrated to Canada in 1991 and studied at the École des Hautes Études Commerciale in Montréal where she obtained a Bachelor in Business Administration.

She is the founder of the firm Performance Immigration Canada which has offices in Canada, Cameroon and agents in several African countries such as Nigeria, the DRC, Gabon, etc.

### Education South Africa (EduSA) - EFL Quality Assurance in South Africa

#### Johannes Kraus

Seminar Room II

Audience: Agents

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#### ► Session description

Introduction to Education South Africa (EduSA), the only EFL quality assurance body in South Africa, with an overview of its member schools. Showcasing the main objectives of the association: quality assurance, destination marketing and government liaison. Insights into relevant statistics concerning the EFL industry: overall student numbers and student weeks over the past years, student demographics and main markets.

#### ► Speaker



**Johannes Kraus**  
*Chairperson,  
Education South Africa (EduSA),  
South Africa*

Johannes Kraus is the Chairperson of EduSA, the national association of quality English language centres in South Africa, and has held this post since October 2014. He is the founder and owner of Kurus English, a language school in Cape Town which has been operating since 2008.

Johannes is originally from Germany and has been living, studying and working in South Africa since 2006.

## Enhancing Student Recruitment in Nigeria Through In-market and Online Opportunities

### Matthias Ehizua

Seminar Room I

Audience: All

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#### ► Session description

Increasing visa refusal rate and rising cost in studying overseas are concerns parents, students and stakeholders from Nigeria are facing daily and this has not stopped the growing demand for quality education from Nigeria. These two factors are the reality of the Nigerian market and has been positively and negatively impacting various marketing efforts in Nigeria. Notwithstanding, Nigeria remains Africa's largest source market. Nigeria has the third-largest youth population in the world, after India and China, with more than 90 million of its population under age 18.

When you attend the seminar, you will learn

- Agent perspective on lessons learnt on visa refusals and how to avoid them
- Drivers in emerging students recruitment channels in Nigeria
- Growing demand of in-market and online studies in Nigeria

#### ► Speaker



**Matthias Ehizua**  
*Managing Director,  
Opportunities Africa Australia (OAA Study),  
South Africa*

Matthias Ehizua is a qualified education agent counsellor and the principal partner of OAA Study, an education agency specialising in career advisory services, students' placement, marketing and business development for universities and colleges with operations in Australia, South Africa, Namibia, Botswana, Kenya, and Nigeria.

For the last ten years, OAA Study has completed several educational marketing initiatives and achieved great success. As one of the leading consulting firms in Australia that is knowledgeable on African education and the student recruitment sector, OAA Study has been at the forefront in execution of a wide array of business development and marketing activities across Africa, inclusive of participation of education fairs in Uganda, Rwanda, Zambia, Botswana, Namibia, South Africa, Kenya, and Nigeria.

The overarching objective of our approach has made education providers more competitive in domestic, regional and international student recruitment through OAA Study 3R strategies: Recruit, Reward and Retain.

Matthias graduated with a Master of Taxation in Taxation and Financial Planning Specialisation from The University of New South Wales and a Bachelor of Commerce (Economics) from Charles Darwin University and is completing his Graduate Certificate of Educational Studies (Guidance, Counselling and Careers Development) with The University of Queensland.

Matthias' interest is to provide strategic and structural advice to universities and colleges on career development, education, business development, education marketing, and education financing in areas of emerging industries and future growth opportunities in Australia and Africa.

### South Africa - An Unforgettable Study Experience: An Introduction to its Regions

#### Torrique Borges

Seminar Room II

Audience: Agents

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#### ► Session description

- Part 1: Gauteng - Highlights of 'The City of Gold' and surrounding areas

While visitors to South Africa are familiar with the most striking features of Cape Town such as Table Mountain, far fewer know much about Gauteng. The objective of the presentation is to showcase the main tourist attractions of Johannesburg, Pretoria and surrounding areas, and to show off the schools in these areas.

- Part 2: Eastern Cape - Beaches, Beauty, Wildlife and Adventure

Few visitors are aware of the range of experiences and activities on offer in Port Elizabeth, Nelson Mandela Bay or the Eastern Cape Province. Our objective is to showcase the incredible natural variety, from the lush forests of the Tsitsikamma, unspoilt wilderness areas such as the Baviaanskloof, the long, sandy beaches of Algoa Bay, the Sunshine Coast and the Wild Coast, to the plains and mountains of the starkly beautiful Karoo.

- Part 3: Cape Town - The Cape of Good Hope

The majestic city of Cape Town is home to one of the seven wonders of nature, Table Mountain. The city is surrounded by both the Indian and Atlantic Oceans, and its port is situated on one of the world's busiest trade routes. The Victoria & Alfred Waterfront is an absolute must-see for every visitor. Even though it's a beach town, it still offers enough bustle to keep you intrigued, and a night life that will enthrall you. Hike up the mountains, surf, sail or watch the whales and then drink some of the finest wines from the valleys nearby.

#### ► Speaker



**Torrique Borges**  
CEO,  
*Education South Africa (EduSA),*  
*South Africa*

Torrique is a home-grown product of the EFL industry in South Africa, having links to the industry since the age of 12. He has worked professionally within English language schools for the past 13 years, including his most recent post as Executive Manager for 6 years in an international English language school group in Cape Town.

He previously served as Vice-chairman on the EduSA Executive Committee before taking a sabbatical in Germany where he experienced the student's viewpoint by becoming a full-time German language student.

He recently assumed the role of EduSA CEO on his return to South Africa and brings a wealth of varied experience into this key role for the EFL industry in the country.