

ICEF Asia

28 June – 1 July, 2022

EVENT REPORT



Connecting the largest outbound student market in the world

The 2022 edition of this long-standing ICEF event was a welcome return in a region working hard to recover from the lockdown.

This was a truly international event with educators, agents, and service providers gathering from across five continents to build new partnerships in this diverse and dynamic market.

With a focus on recruiting students from across Asia to institutions around the world, **526 individuals** representing **438 industry organisations** from **44 countries** held a total of **4,350 in-person and virtual meetings** over the course of four days.



"The agents are vetted and are first class. It's an efficient way to meet over 32 agents in two days in face to face meetings. The reception and dinner is also another avenue to meet more agents. The event is absolutely brilliant."

Geoffrey Johnston, Coquitlam School District #43, Canada

4,350

MEETINGS between

526

INDIVIDUALS representing

438

ORGANISATIONS from

44

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 environment, facilities, and support, to enable efficient and productive meetings.

In the after-event survey for ICEF Asia 2022, the organisation of the event was rated as good or excellent by **99.97%** of respondents, while **94.74%** gave the same high rating for the support and level of communication provided by the ICEF team. This feedback demonstrates our ongoing commitment to making sure each ICEF event is the best it can be.

88.20% rated the number of new contacts they made as good or excellent, and **93.5%** said they are likely to return in 2023.

For 58 delegates, this was their first ICEF event, and we look forward to welcoming them back in the future.



"Very well organised event."

Suzanne Burns, International Golf Institute
Australia, Australia



"ICEF Asia 2022 was a successful event for us, we met and connected with many consultants who were unfamiliar with our excellent and beautiful school! We have already experienced positive results in terms of student enquiries."

Michael C Jacques, Giggleswick School, UK



"I would like to send my sincere thanks to the ICEF team for this event. Everything was perfect - from the hotel, the food, the warm welcome party, the appreciation dinner, the detailed plan and especially the well prepared venues with onsite tables and virtual meeting room areas."

Thank you all for your continuous hard work and support for us."

Hanh Huu Mai, EFA Vietnam Education
Consultancy and Training Co., Ltd, Vietnam



"ICEF is an amazing platform to connect and grow in international recruitment. It is a must-attend event for all stakeholders in the education industry. I had a great time attending my first ICEF Asia event in Vietnam!"

Hiren Sakariya, Shree Hari Education Consultant
PVT. LTD., India

Education Providers

In total, **147 educators** joined us in Ho Chi Minh City. They represented **124 organisations** from **25 countries**.

44% held senior management positions, and for nine delegates this was their first ICEF event.

Apart from the productive networking and a reputation for a high ROI, people enjoy ICEF events because they are an opportunity to visit major cities to meet friends and colleagues from across the globe. For many of our educators at ICEF Asia 2022, this was such an occasion, with the event providing a reason to visit Vietnam for the first time.



TOP 5 EDUCATOR COUNTRIES

Canada | US | Australia | UK | Spain



"We enjoyed the networking opportunities with local agencies, as well as other education providers from around the world. The event was very well organised!"

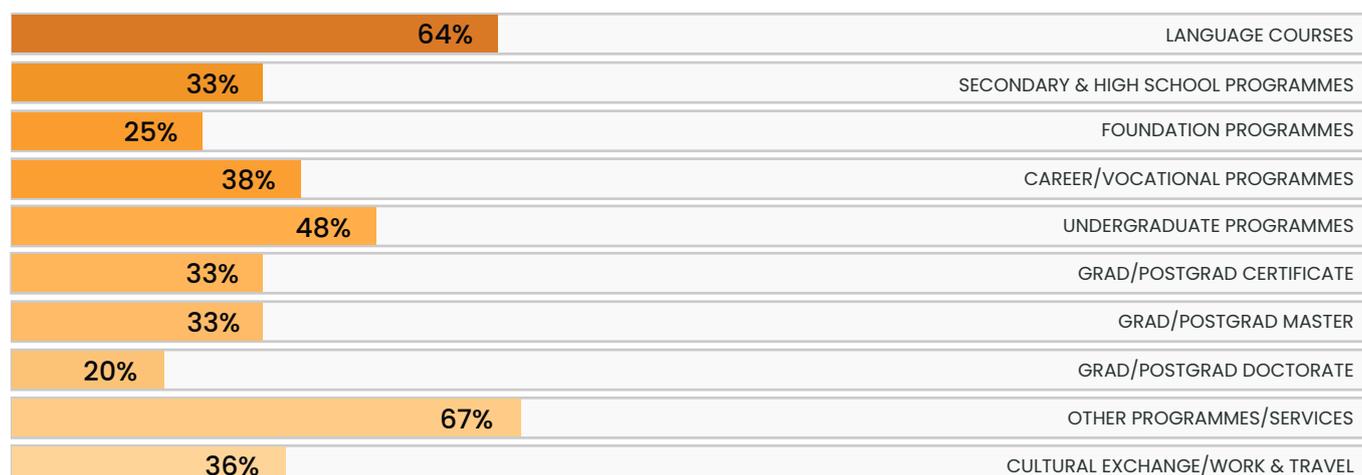
Jun Wang, University of California - Riverside, US



"Quality agents, productive meetings, excellent contacts"

Debra Parker, Winnipeg School Division, Canada

EDUCATOR SEGMENT ATTENDANCE



Student Recruitment Agents

The ICEF community of pre-screened student recruitment agents at ICEF Asia 2022 came from **24 countries**, with Vietnam, South Korea, China, India, and the Philippines being the top five. In total there were **333 agents**, representing **286 organisations**, in which **71% held senior management positions**.

For 44% of those who attended the in-person event at the InterContinental Saigon Hotel, this was their first visit to Vietnam, and for 13% this was their first ICEF event.

TOP 5 COUNTRIES
 Vietnam | South Korea | China
 India | Philippines



“This event served my main objective as I was able to meet and speak to prospective partner institutions in the US, Canada and Europe. I also got the chance to expand my network and was able to find out more about the current condition of the international student recruitment space, particularly in Asia.

Kudos to the entire team of ICEF Asia for organising such a relevant event. For me, it was seamless and successful.”

Jonathan Omagbon, AECC Global, Philippines



AGENT SEGMENT INTEREST

88%	LANGUAGE COURSES
64%	SECONDARY & HIGH SCHOOL PROGRAMMES
22%	FOUNDATION PROGRAMMES
84%	CAREER/VOCATIONAL PROGRAMMES
87%	UNDERGRADUATE PROGRAMMES
82%	GRAD/POSTGRAD CERTIFICATE
82%	GRAD/POSTGRAD MASTER
55%	GRAD/POSTGRAD DOCTORATE
70%	OTHER PROGRAMMES/SERVICES
56%	CULTURAL EXCHANGE/WORK & TRAVEL

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 Asia, we were joined by 31 representatives from 23 organisations covering 13 sectors providing additional services to institutions, agencies and students.

Services ranged from the traditional banking, telecommunications, and counselling services, to digital tools including agency and school software, accommodation booking platforms, and online programme management systems.

Service providers came from eight countries: Australia, the UK, Canada, the US, India, New Zealand, Slovak Republic, and Vietnam. 15 organisations joined the in-person event in Ho Chi Minh City, and the remaining eight participated virtually.



TOP 5 SERVICE PROVIDER COUNTRIES

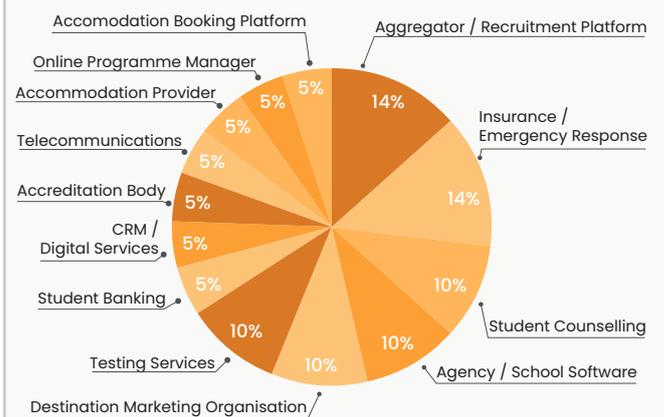
Australia | UK | Canada | US | India



"The ICEF team has been very supportive."

Alvaro Wu, YUGO Australia, Australia

PRIMARY BUSINESS SECTOR



Seminars, Webinars & Informal Networking

In addition to the one-to-one meetings, ICEF events are also known for their programmes of webinars and seminars featuring industry leaders, and covering the latest information affecting the sector.

At ICEF Asia 2022, we presented a programme of eight market intelligence seminars and panel discussions, and six on-demand webinars. On-demand presentations can be viewed by delegates for four weeks after the event.

Our live market intelligence presentations had a wide appeal to all delegates and included, *'Understanding Southeast Asia: Market insights from the region'*, *'Digital marketing - the hyperconnected world of tomorrow's*

students', *'ICEF Agent Voice - key findings from ICEF's biannual international agent survey'*, and *'Back to business'* - a panel discussion with agents from Thailand, the Philippines, Malaysia and Indonesia.

Informal networking at any ICEF event is an important part of the experience. Delegates use the opportunities during breaks and receptions to meet colleagues and peers in a more relaxed atmosphere.

These occasions are one of the reasons that ICEF has a reputation for not only introducing valuable business partners, but also connecting people who will become great friends.





"ICEF Asia 2022 was definitely a game changer for a small agency like ours. It opened opportunities to connect to educators and service providers from all over the world in 3 days. It is such a huge opportunity to grow my business beyond Australia to other international destinations. I am grateful and looking forward to attending future events."

Sheila Tilson, Bigstep Philippines



"Being a participant in this year's ICEF conference in Vietnam is one of the best experiences I had. Everything was well planned and the organisers did an excellent job."

Katherine Belarmino, ENZ Education Consultancy Services, Philippines



"Though I attended virtually, it was an excellent event, well put together. I was able to enjoy good quality networking with educators from the US and Canada."

Krishna Aryal, Education First Pvt. Ltd., Nepal



"ICEF events have always opened up new opportunities for small-size agencies like mine to expand our business network."

Simun Roesly, JS Education Consultant, Indonesia

EVENT SPONSORS

Platinum



duolingo english test



St. George's University
SCHOOL OF MEDICINE
Grenada, West Indies



TORRENS
UNIVERSITY
AUSTRALIA

Gold



ApplyBoard

Upcoming ICEF Events

For information visit icef.com/upcoming-events

