

ICEF Higher Education

10 – 12 September, 2022

EVENT REPORT



ICEF welcomes huge influx of newcomers as the higher education market grows

Over the past four years, despite the pandemic, there has been a sharp increase in attendance at ICEF Higher Education conferences. In 2022 this upward trend continued, making Barcelona our largest gathering so far – with over 29.7% of delegates attending for the first time.

With lockdowns forcing the event into a virtual format for 2020 and 21, this year saw a welcome return to face-to-face meetings, and it was no surprise that 80% of delegates chose to attend in-person.

As usual, this was a truly international event, with 427 individuals representing 334 industry organisations from 84 countries. Together they held a total of 3,150 in-person and virtual meetings over the course of three days.



“This event helped Donghua University expand its network for international student recruitment. Meanwhile, meeting with agents from different countries also helped us learn more about the local education systems and student interests. I recommend ICEF Higher Education to other Chinese universities.”

Yiling Ge, Donghua University, China

3,150

MEETINGS between

427

INDIVIDUALS representing

334

ORGANISATIONS from

84

COUNTRIES across

6

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 Higher Education, the organisation of the event was rated as good or excellent by 97.1% of respondents, and 96.7%, 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 88.8% and 87.2% of survey respondents, respectively.

In a great testament to the overall event, **100% of respondents stated it was 'very likely' that they would return to ICEF Higher Education 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

97.1%

Event
Organisation

96.7%

ICEF Support &
Communication

88.8%

Number of new
contacts made

87.2%

Quality of new
contacts made



"Thanks to all for your hard work. Always professional. Our account manager Pablo always takes great care of us. Congratulations on yet another successful event."

Sheetal Joshi, Fundacion Universitaria San Pablo CEU, Spain



"As usual wonderful experience! Well organised, lots of opportunities to meet other global agents, a professional and human encounter. Congratulations to the whole team"

Monique Peltier, Chrismo Consulting & Training, France



"I found ICEF Higher Education in Barcelona a very useful event. It was great to meet a lot of new partners and get updates about the international education industry in their countries. And, it is always a pleasure to meet and interact with our existing partners."

Krishna Niyogi, TC Global (The Chopras Global), India



"ICEF Higher Education 2022 was my first in-person event and it was well organised right from the first to the last day. I made many connections through this event, so Thank You to ICEF and the team!"

Theresiah Nduku Munyoki, Opportunities Abroad Education Services, Uganda

Education Providers

Of the **151 educators** at ICEF Higher Education 2022, 137 travelled to Barcelona to attend in person, while 14 joined online. Together they represented 107 education institutes, and for 11% this was their first ICEF event.

15% had attended a previous ICEF event, but this was their first time at an event focused on higher education.

Educators came from 26 countries, with the top five being: Canada 15%, US 11%, Spain 10%, Finland 8% and Italy 8%.



"This is my first ICEF event but not the first for my employer. I'm glad I was able to attend; I learned so much from the agents I've met and come into contact with and also connected with colleagues from other universities. It's been a valuable experience and I hope we can participate again in the near future."

Deidree Diño, Webster Vienna Private University, Austria



"Very well organised and very productive."

Jannyree Gongora, European College - EC Business School, S.A., Spain

EDUCATORS FROM 26 COUNTRIES

Australia • Austria • Belgium • Canada • China
Czech Republic • Denmark • Finland • France
Georgia • Germany • Hungary • Ireland • Italy
Japan • Malta • Netherlands • Norway • Poland
Portugal • Saudi Arabia • Spain • Sweden
Switzerland • UK • US



"It was my first time at an ICEF Event and I have to appreciate the professionalism of everything. Marcom- scheduling system is efficient. Seminars on Saturday, interesting and enriching. The opportunity to meet with proven agencies is priceless too :). The detailed information about the agencies, and the fact that they are accessible for another four weeks is also very helpful."

Just hats off to you!"

Lydie Raszkova, Univerzita Karlova, Czech Republic

EDUCATOR SEGMENT CLASSIFICATION

44%	FOUNDATION PROGRAMMES
49%	CAREER/VOCATIONAL PROGRAMMES
84%	UNDERGRADUATE PROGRAMMES
59%	GRAD/POSTGRAD CERTIFICATE
77%	GRAD/POSTGRAD MASTER
42%	GRAD/POSTGRAD DOCTORATE
50%	OTHER PROGRAMMES/SERVICES

Student Recruitment Agents

In 2022, we welcomed **221 ICEF-screened student recruitment agents**, of which 154 travelled to Barcelona to join the in-person format, and 67 attended online. **A staggering 40% were attending ICEF Higher Education for the first time.**

As is typical of this event, it was a diverse, international group with **71 countries** across four continents represented. 66% of agent delegates held senior management positions and for 6%, this was their first ICEF event.



"We found ICEF Higher Education to be an extremely professional and efficient platform to find new partners for our business growth."

Junaid Khan, EduSurferz, Sweden

TOP 5 AGENT COUNTRIES

Ukraine • Colombia • India • Azerbaijan • Brazil

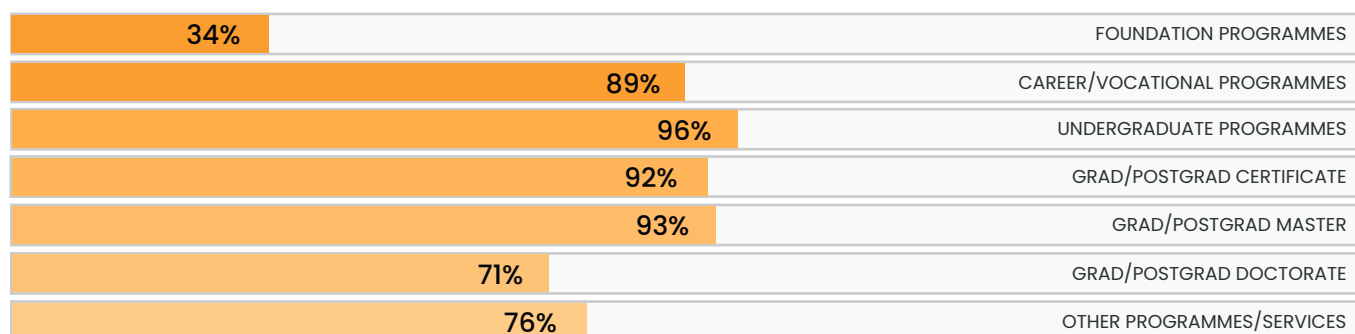


"ICEF is always great for quality events. We always meet good educational institutes."

Rabiul Hossain, H & I Council, Bangladesh



AGENT SEGMENT INTEREST



Service Providers

ICEF events provide an ideal opportunity for providers of services related to international student mobility to connect, one-to-one, with educators and agents representing hundreds of thousands of overseas students.

As our industry undergoes a digital transformation, at recent events we have witnessed both an increase in providers attending, and a more diverse range of services being showcased.

Along with traditional banking, telecommunications, and counselling services, a wide variety of digital tools are now available, including agency and school software, accommodation booking platforms, and online programme management systems.

At ICEF Higher Education 2022, **50% of the service provider delegates were attending a higher education focused event for the first time.** And for 22%, this was their first time at ICEF.

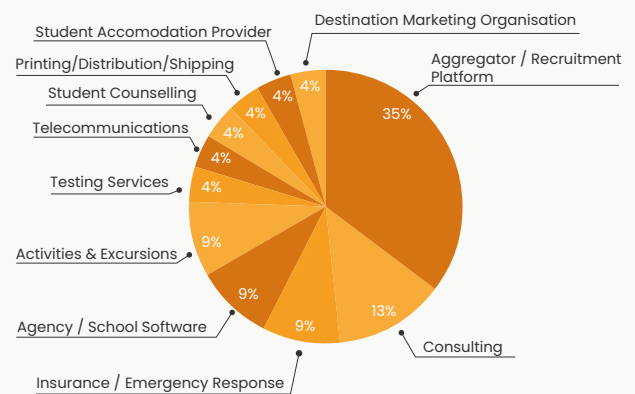
In total, **32 delegates**, from ten countries, representing 22 organisations, and covering 11 sectors providing additional services to institutions, agencies and students, attended. 28 joined the in-person event in Barcelona, and the remaining four participated virtually.

TOP 5 SERVICE PROVIDER COUNTRIES

Australia • UK • Canada • US • India



PRIMARY BUSINESS SECTOR



Two new ICEF events to support the education industry's digital transformation

ICEF Berlin Digital Day

A full day of thought leadership sessions and seminars. Discover the latest trends and industry innovations.

NOV 02, 2022. IN-PERSON

ICEF Student Recruitment for Online Programmes

A new networking event for providers of online education and experienced, pre-screened student recruitment agents.

JAN 25 - 26, 2023. VIRTUAL

Seminars, webinars & informal networking

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

At ICEF Higher Education 2022, we presented a programme of ten seminars and panel discussions, covering a range of topics including: *'Study in Spain - education, our art'*, *'Digital transformation in international student recruitment'*, and *'ICEF Agent Voice - key findings from ICEF's biannual international agent survey'*.

This year we also live streamed a selection of the presentations, free of charge, for professionals not in attendance.

There were also four on-demand webinars and five provider presentations. All of these can be viewed for up to four weeks after the event.

Informal networking at the evening receptions at any ICEF event are an important part of the experience. We have a reputation for, not only introducing valuable business partners, but also connecting people who will become great friends.





"ICEF is the most educational and well organised platform for agents and institutions. In my opinion it is one of the best in the world. Highly recommend."

Wahid Kayani, One Hub Study, Oman



"Another wonderful gathering indeed! It was great meeting all these education providers from all over the world, all of whom I would not have been able to meet otherwise."

Midori Wilson, Kotoba Education Institute, Japan



"I met very good universities and signed agreements, enabling us to open new markets for our students. I had a great and very fruitful event."

Prem Parkash, The Edu Network, Lithuania



"There is no better way to meet the industry!"

ICEF's brand and its events are the trademarks you can trust!"

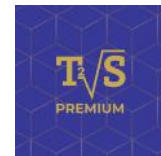
Paulius Jakuitis, Kalba.Lt, Lithuania

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