ICEF Japan-Korea Roadshow sees a huge influx of newcomers

With restrictions and obstacles to travel lifting after the pandemic, ICEF Japan-Korea Roadshow returned this year after a hiatus of three years.

With a focus on recruiting students from Japan and Korea, 257 individuals representing 190 industry organisations from 15 countries held a total of 1,164 in-person meetings at the Keio Plaza Hotel in Tokyo and the Lotte Hotel in Seoul.

In an atmosphere of camaraderie and optimism, delegates relaxed and enjoyed the chance to get back to physical networking at what turned out to be a very productive and successful Roadshow.

The ICEF Japan-Korea Roadshow created an opportunity to connect with local Japanese and Korean agencies of all sizes. It was a great way to learn about the local markets and speak to agents in person. I am very pleased as our schedules were full for both days. :)

Jerabel Warren, Stanley College, Australia
Education Providers

A total of 69 education providers representing 52 institutions from 12 countries, joined the ICEF Japan–Korea Roadshow. The majority came from Canada (25%), the US (25%), the UK (21%), and Australia (5%), followed by Switzerland, Austria, France, Hungary, the Netherlands, Poland, Singapore, and Sweden.

We also welcomed many newcomers, with 71% coming to the ICEF Japan–Korea Roadshow for the first time and 7% were new to ICEF events.

As my first ICEF event, the Japan–Korea Roadshow did not disappoint! The meetings were so helpful and I met many new contacts as well as rekindled relationships with old contacts. Scheduling was easy and I couldn’t imagine trying to be as effective without partnering with ICEF.

Suzanne Feldman, Villanova Preparatory School, USA

I enjoyed meeting new agents and felt it was a very successful event for our university.

Rika Kimura, Thompson Rivers University (TRU), Canada

The event was well organized. My meetings with potential agents were productive.

Guanping Zheng, Middle Tennessee State University, USA

Service Providers

The ICEF Japan–Korea Roadshow welcomed 12 representatives from 8 organisations from Japan, Canada, Australia, Thailand, and the UK. For 50% this was their first time joining us in Japan and Korea, and for 8% this was their first ICEF event.
The first part of the roadshow was held at the Keio Plaza Hotel in Tokyo where 92 Japanese representatives from 68 organisations joined us. The second portion was at the Lotte Hotel in Seoul where we were joined by 79 Korean agents from 62 organisations.

Another interesting statistic from this year’s roadshow was that 23% of Korean agents were first-timers, with the same figure rising to 28% for Japanese agents.

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 the ICEF Japan-Korea Roadshow, the organisation of the event was rated as good or excellent by 93% of respondents, while 97% 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.

78% rated the number of new contacts they made as good or excellent, and 90% gave the same rating for the quality of the new contacts.

For 80% of the attendees, this was their first ICEF event, and we look forward to welcoming them back in the future.

Student Recruitment Agents
Welcome to ICEF Berlin

Thank you to the roadshow sponsor

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[Images of group photos]