ICEF Mexico–Colombia Roadshow
Feb 27 – Mar 03, 2023

EVENT REPORT

ICEF Mexico–Colombia Roadshow reaches record high with an increase of 18% in 2023

With restrictions and obstacles to travel lifting after the pandemic, ICEF Mexico–Colombia Roadshow returned this year with record high participant numbers.

With a focus on recruiting students from Mexico and Colombia, 391 individuals representing 263 industry organisations from 12 countries held a total of 2,190 in-person meetings at the Hilton Mexico City Reforma and the Grand Hyatt Bogotá.

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.

It was great to make new connections and to reconnect with old acquaintances. This is an awesome way of doing business and to make our brand grow, not only by meeting with different institutions and gaining new partners, but also by talking to peers and fellow agent. Thank you ICEF.

International Master Plan, Mexico
Education Providers

A total of 114 education providers representing 75 institutions from 10 countries, joined the ICEF Mexico-Colombia Roadshow. The majority came from Canada (40%), the UK (23%), the US (9%), and Australia (8%), followed by Spain, Germany, Ireland, Italy, Malta, and UAE.

We also welcomed many newcomers, with 60% coming to the ICEF Mexico-Colombia Roadshow for the first time and 5% were new to ICEF events.

Service Providers

The ICEF Mexico-Colombia Roadshow welcomed 25 representatives from 12 organisations from Canada, Australia, Mexico, the UK, Colombia, and Germany. For 42% this was their first time joining us in Mexico and Colombia, and for 12% this was their first ICEF event.

**It was a great event! Even though I started doing my meetings late and the institutions were fully booked I joined some industry friends and I was really busy in great meetings!**

Miguel Ángel López, STEP – Study, Travel, Exchange & Progress, Ecuador

**Fantastic event with a great variety of different institutes and universities.**

Bo Jörgen Sjöberg, Instituto Nordico, Colombia

**Este ha sido el mejor ICEF en México al que he asistido, obtuve contactos de programas y servicios muy interesantes. Muchas felicidades por la excelente organización nos vemos el próximo años.**

Isabel von Barthalis, BlueBee International Education, Mexico

**As my first in-person ICEF event, the Mexico-Colombia Roadshow exceeded all my expectations.**

Audrey Noguera, Evergreen College, Canada
Student Recruitment Agents

The first part of the roadshow was held at the Hilton Mexico City Reforma where 105 Mexican representatives from 77 organisations joined us. The second portion was at the Grand Hyatt Bogotá where we were joined by 143 Colombian agents from 98 organisations.

Another interesting statistic from this year’s roadshow was that 24% of the Colombian agents were first-timers, with the same figure rising to 25% for Mexican 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 Mexico-Colombia Roadshow, the organisation of the event was rated as good or excellent by 100% of respondents, while 96% 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.

93% rated the number of new contacts they made as good or excellent, and 96% gave the same rating for the quality of the new contacts.

For 65% of the attendees, this was their first ICEF event, and we look forward to welcoming them back in the future.

As my first ICEF Event, it was great! I was amazed of the number of schools and the excellent organization. Thank you for the invitation.

Ana María Castro Avilés, AC Global Education, Mexico

It was our first ICEF Event. Our main objective was to find out and get to know other superior education destinations different than the US and it exceeded our expectations. Thanks ICEF, Sponsors and Partners, we will be attending ICEF events in the near future!

Jorge Lievano, ISC Group Worldwide S.A.S, Colombia
Welcome to ICEF Berlin

Thank you to the roadshow sponsor

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