

# ICEF Latin America

29 September – 01 October, 2022

## EVENT REPORT



### Latin America outbound student market flourishes

In recent years, despite the pandemic, the Latin America outbound student market has flourished. Partly due to proactive strategies implemented by a well organised regional community of student recruitment agents, all levels of overseas education have benefited.

At ICEF Latin America 2022 this growth resulted in an event that was energised and optimistic as delegates representing 346 organisations came together, with 246 taking part in person in São Paulo, and 100 virtually. For 20.4% of delegates, this was their first ICEF event focused on Latin America.

Altogether 478 individuals from 30 countries attended. Together they held a total of 3,297 in-person and virtual meetings over the course of three days.



*"ICEF fairs always guarantee you high quality interactions with agents. They're always well organised, the agents are always professional and it is a great opportunity to increase the number of students. ICEF is our number one recruiting tool."*

**Jane Braglia**, University of North Florida, US

**3,297**

**MEETINGS** between

**478**

**INDIVIDUALS** representing

**346**

**ORGANISATIONS** from

**30**

**COUNTRIES** across

**5**

**CONTINENTS**



## Great Delegate Feedback

ICEF Latin America 2022 was a very well supported and balanced event, which resulted in 100% of survey respondents rating the number of new contacts they made as good or excellent, and of those, 92.7% gave the same high rating to the quality of contacts.

The organisation of the event, and the support and level of communication provided by the ICEF team, were rated as good or excellent by 90.9% and 85% 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 Latin America 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

**90.9%**

Event  
Organisation

**85%**

ICEF Support &  
Communication

**100%**

Number of new  
contacts made

**92.7%**

Quality of new  
contacts made



*"This was our college's first foray into the market and I made a number of connections at ICEF Latin America that I never would have been able to make on my own."*

**Meagan Walker**, Cascadia College, US



*"Very well organised and I got to speak to a number of new contacts. It was also a good opportunity to share best practice with other professionals."*

**Adam Cawkwell**, Rossall School, UK



*"ICEF LATAM despues de la pandemia al poderse desarrollar de manera fisica y virtual. Nos permite volver a conectarnos nuevamente y podernos actualizar en el tema de nuevos contactos e informacion actualizada sobre el reclutamiento de estudiantes internacionales. Gracias a esta oportunidad podemos ofrecer mas y mejores oportunidades a los estudiantes internacionales en Las Americas."*

**Alexander Benavides**, Proyecto 23  
Universidades & Destinos, El Salvador

## Education Providers

Of the **162 educators** at ICEF Latin America 2022, 134 travelled to São Paulo to attend in person, while 28 joined online. Together they represented **122 education institutions**, and for 5% this was their first ICEF event.

35% had attended a previous ICEF event, but this was their first time at an event focused on Latin America.

Educators came from 18 countries, with the top five being: Canada 33%, US 20%, UK 15%, Australia 8% and, Germany 4%.



*"Amazing quality & diversity of Latin American agents & education consultants."*

**Sarah Rimini**, Inspired Europe Holdings Ltd, Italy



## EDUCATORS FROM 18 COUNTRIES

Australia • Canada • Colombia • Germany  
Hungary • Ireland • Italy • Malaysia • Malta  
Mexico • New Zealand • Peru • Poland • Spain  
Switzerland • UAE • UK • US



*"It was our first time at ICEF and it proved to be everything we expected: a great space to meet and select partners to develop the HE market. Karin was really extraordinary as a guide and support for us."*

**Rodolfo Rubio Etcharren**, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Mexico

## EDUCATOR SEGMENT CLASSIFICATION

81%	LANGUAGE COURSES
30%	SECONDARY & HIGH SCHOOL PROGRAMMES
28%	FOUNDATION PROGRAMMES
54%	CAREER/VOCATIONAL PROGRAMMES
47%	UNDERGRADUATE PROGRAMMES
41%	GRAD/POSTGRAD CERTIFICATE
30%	GRAD/POSTGRAD MASTER
16%	GRAD/POSTGRAD DOCTORATE
66%	OTHER PROGRAMMES/SERVICES
36%	CULTURAL EXCHANGE/WORK & TRAVEL



## Student Recruitment Agents

In recent years, student recruitment agents across this region have become very proactive in building relationships with students and their families, and in promoting all levels of international education.

At ICEF Latin America 2022, we welcomed **262 agents**, representing **197 organisations**: 191 joined the in-person gathering in São Paulo, while the remaining 71 used the virtual platform.

10% of those attending had never been to an ICEF event before, and for 11% this was their first time at an event dedicated to recruitment in the region.



## AGENTS FROM 16 COUNTRIES

Argentina • Bolivia • Brazil • Canada • Chile  
Colombia • Ecuador • El Salvador • Guatemala  
Martinique • Mexico • Panama • Paraguay  
Peru • Uruguay • Venezuela



*"The perfect and most useful event for new agencies. Debuting at ICEF was an experience we will never forget."*

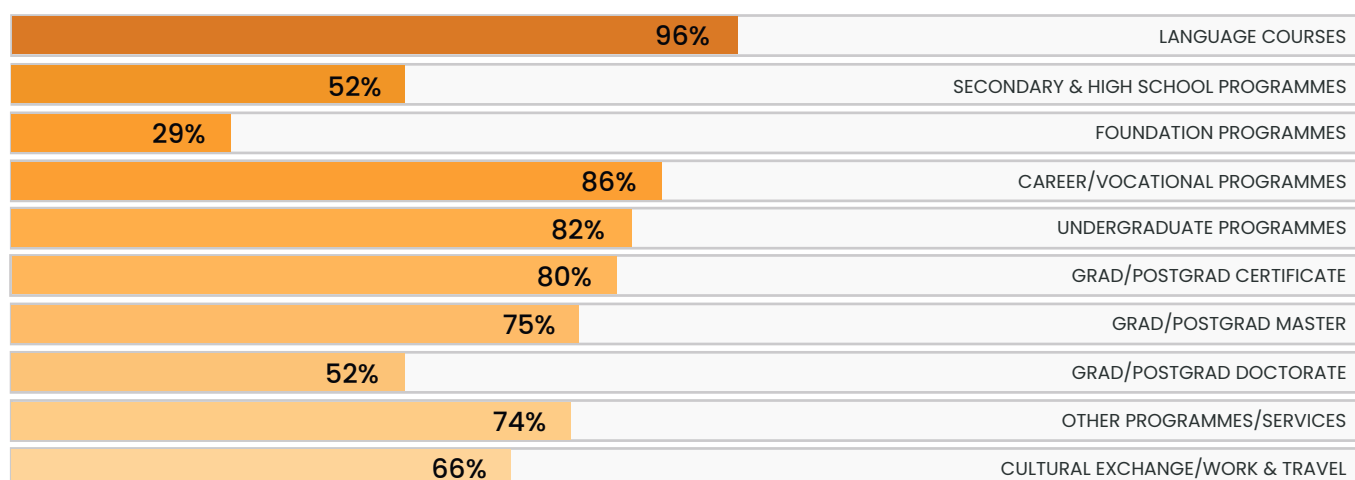
**Victor Maquieira**, B.Co Educação Internacional, Brazil



*"ICEF Latin America 2022 was a great opportunity to develop new markets and meet new educational institutions for our clients. All the institutions were high quality. We are very satisfied and will definitely attend again."*

**Melissa Harrison** - Agencia Vista, El Salvador

## 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.

At ICEF Latin America 2022, **33 representatives** from **22 organisations** providing services to institutions and students attended. All delegates had attended an ICEF event before, but for 36% this was the first time attending this regionally focused event.

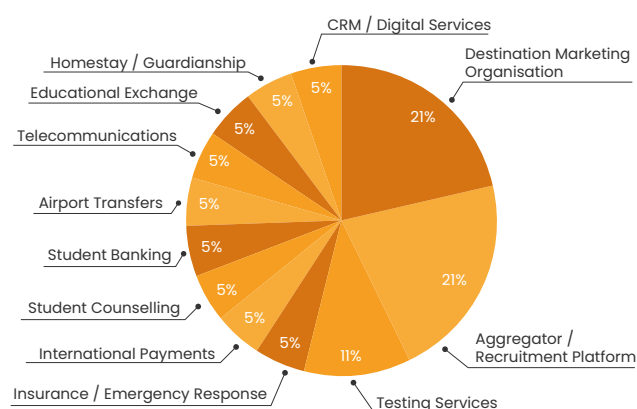


## SERVICE PROVIDERS FROM 7 COUNTRIES

Australia • Brazil • Canada • Germany  
New Zealand • UK • US



## PRIMARY BUSINESS SECTOR



## Join us for ICEF Latin America 2023

As the outbound student market continues to grow, ICEF Latin America 2023 provides a unique opportunity to connect with colleagues and friends from across the region focused on international student recruitment.

**14-16 September 2023 • Grand Hyatt São Paulo • Hybrid**

For more information or to register, contact your ICEF account manager.



## 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 Latin America 2022, we presented a full programme of 19 seminars, presentations and on-demand webinars, covering a range of topics including: *'Back in business - a panel discussion with agents from Argentina, Brazil, Colombia and Bolivia'*, *'The recovery of the Brazilian international education market after*

*the pandemic'*, and *'Connecting with the U.S. diplomatic mission in Brazil to expand your network'*.

On-demand webinars 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.





*"During ICEF LATAM 2022 I made great contacts and had very productive meetings. Everything was very well organised and I intend to keep participating in future events."*

**Emilia Miguel**, Aurora Intercambio e Conhecimento Ltda, Brazil



*"It is always a great experience to be a part of this event and get to know so many special people who do their best in their profession. I'm so proud of our industry and what a great group of good partners we have!"*

**Barbara Martinez**, Dês Vu Intercâmbios e Turismo, Brazil



*"It always impresses me how well the ICEF team truly knows and understands the international education situations and challenges. There were plenty of interesting companies involved, giving a great insight into what's going on into the education industry."*

*Thank you all and see you next time!"*

**Fabricio Vargas**, Mundo Intercâmbio, Brazil



*"We appreciate the support provided by the ICEF team in making ICEF Latin America 2022 highly successful"*

**Javier Torres**, University of the Fraser Valley (UFV), Canada

## EVENT SPONSORS

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## Upcoming ICEF Events

For information visit [icef.com/upcoming-events](https://icef.com/upcoming-events)

