

# ICEF Virtual Eurasia

March 22–24, 2022

## EVENT REPORT



### ICEF Virtual Eurasia enables networking to continue

ICEF Virtual Eurasia provided an opportunity for focused B2B networking between educators, agents and industry-related service providers, interested in recruiting students from across Eurasia.

This year, the event hosted 219 delegates from 36 countries – demonstrating a strong interest in recruiting regional students for education programmes around the world.

The ability to deliver this event in a virtual format, is a significant step towards opening this difficult-to-reach region up to more education opportunities.

Of those participants who responded to our after event survey – 94.4% rated the organisation of the event as good or excellent. 77.8% came to meet new partners, and 55.6% said they had been successful.



*“Great event, wonderful people, successful interactions. Honestly I wish we had more days to meet with people.”*

Shereeza Mohammed, College of Southern Nevada

**1,721**

**MEETINGS** between

**219**

**INDIVIDUALS** representing

**205**

**ORGANISATIONS** from

**36**

**COUNTRIES** across

**4**

**CONTINENTS**

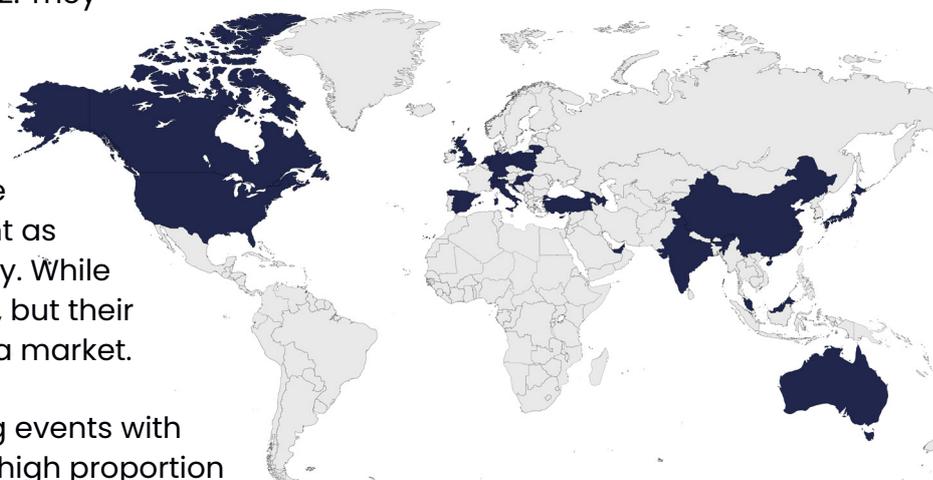
**30** YRS **Icef**  
CONNECT. RECRUIT. GROW.

## Education Providers

68 education institutions sent 70 representatives to join us in 2022. They came from 22 countries across four continents.

For 12% of our educator delegates, this was the first time they had attended an ICEF event as part of their recruitment strategy. While for 55% this was a return to ICEF, but their first time focusing on the Eurasia market.

With a reputation for networking events with a high ROI, there are typically a high proportion of decision-makers among ICEF attendees. At ICEF Virtual Eurasia 54% of educators held senior management roles.



*"Everything was perfect and well-organised. Well done!"*

Tal Gibbesch, Touro College Berlin, Germany

58 educators from 22 countries

**Top 3 countries represented**

US - 19%, Canada 17%, UK 16%



*"Excellent, as always! Thank you!"*

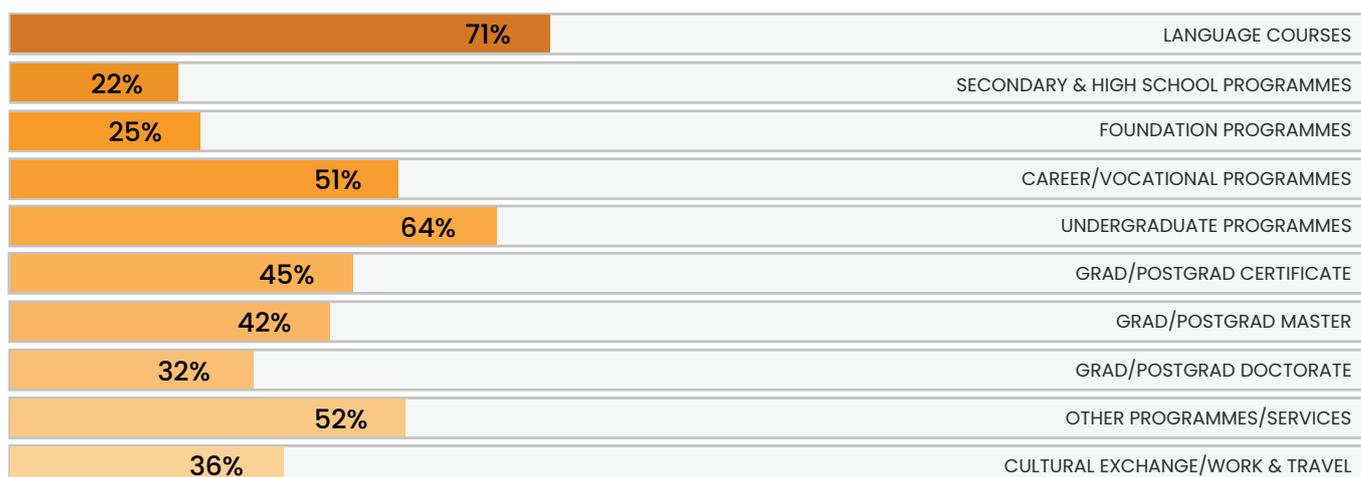
Tetiana Sukhorukova, NATILLUS TURIZM BIL. DAN. SAN. VE TIC. A.S., Turkey



*"Thanks a lot for the best quality!"*

Rasa Braziene, Siauliai State University of Applied Sciences, Lithuania

## EDUCATOR SEGMENT CLASSIFICATION

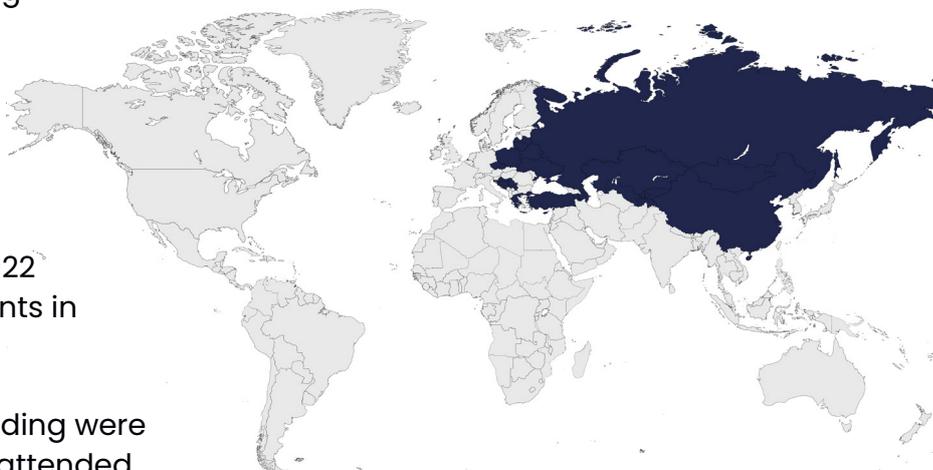


## Student Recruitment Agents

A total of 129 ICEF-screened student recruitment agents, representing 123 agencies attended via our 24hrs virtual platform from 21 countries.

In the midst of dealing with travel restrictions and regional instability, ICEF Virtual Eurasia 2022 was an important event for agents in this region.

13% of the regional agents attending were new to ICEF, whereas 49% have attended previous events, but this was the first time to an Eurasia focused event.



*"I registered for ICEF Eurasia 2022, having in-mind my first face-to-face event since March 2020.*

*Then COVID broke my dream to meet with partners and friends - to have live chats and to share the great emotions live.*

*And on the 24th February Russia invasion of Ukraine broke my heart and heavily damaged my agency business.*

*ICEF Virtual Eurasia provided the perfect support to my intent to shape the agency's future business, and was a huge push to stay positive."*

**Pavel Joukovski, Delius-Terra ALC, Belarus**

**129 agents from 21 countries**

**Top 3 countries represented**

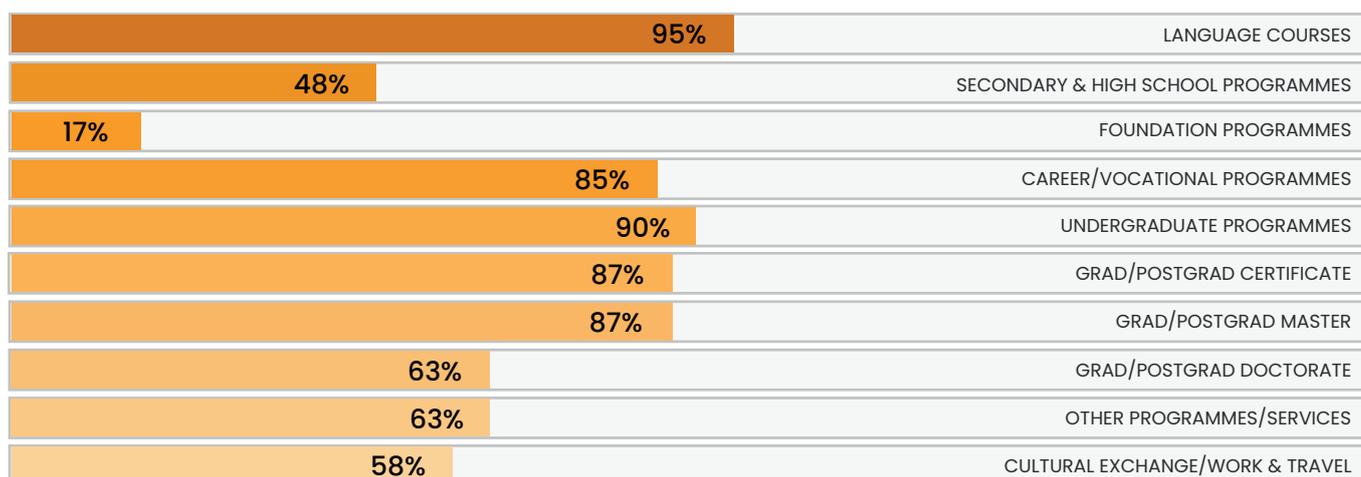
Kazakhstan 19%, Turkey 19%  
Uzbekistan 15%



*"I would like to thank the staff of ICEF for organising the event. I met universities and service providers at ICEF Virtual Eurasia. It gives our company a chance to expand its market and gives our potential students more choice."*

**Miryusif Cavadzade, EDDE Global, Azerbaijan**

### AGENT SEGMENT INTEREST



## Service Providers

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We were also joined this year by representatives from seven organisations providing relevant products and services to the sector.

All had attended ICEF before, but this was the first time for any of them to join an ICEF event focused on the Eurasia region.

These delegates came from the UK, US, and Kazakhstan.



*I don't like zooms and webinars, but I really enjoyed this event. The organisation was nice. I found really nice partners.*

*Thank you so much. Hope to see you in person soon!*

**Aigerim Sagadieva, Education Guide, Kazakhstan**



*"Excellent organisation, as always!"*

**Irene Stavrou, Brive, Greece**



*"I want to thank the ICEF team for the great help arranging this event. The system is very simple, easy and fun to run. I'm looking forward to more events in the future.*

*Great team, great effort!"*

**Olim Makhkamov, MBO Professional, Tajikistan**



*"It was very well organised"*

**Batuhan Capit, DESPA, Turkey**