

ICEF Spanish Education

19-21 April 2022

EVENT REPORT



Spanish education sector gathers in Seville for ICEF inaugural event

ICEF Spanish Education provided a rare opportunity for B2B networking between Spanish education providers and agents from 37 countries who travelled to Seville to meet with them and join fam trips around Andalusia and to Madrid.

With a focus on recruiting students for programmes taught in Spanish, 224 individuals representing 145 industry organisations from 42 countries held a total of 1,612 one-to-one meetings over the course of three days.



"I found the first ICEF Spanish Education in Sevilla very interesting and successful. We had the chance to meet many new agencies from the Middle East and Asia - recruiting mostly longterm students. The numbers of education providers and agencies was balanced, the organisation of the event was like in all other ICEF events - excellent and very professional. We look forward to next year."

Bernhard Roters, CLIC - Centro de Lenguas e Intercambio Cultural, Spain

1,612

MEETINGS between

224

INDIVIDUALS representing

145

ORGANISATIONS from

42

COUNTRIES across

5

CONTINENTS



Positive delegate feedback

We are proud to report that this new event was very well received by all participants:

- A total of 87.5% of attendants came with the primary aim of meeting new partners.
- Of those, 75% said they had already been successful in achieving their goal.
- 93.8% of our survey respondents rated ICEF Spanish Education 2022 as good or excellent.
- 90.6% said they will be returning to ICEF Spanish Education in 2023.



"It was an excellent event and a great opportunity for me to understand Spanish education and Spain. Thank you."

Birochan Shrestha, Aus Studies Consultants Pvt. Ltd., Australia



"I absolutely enjoyed ICEF Spanish Education. For me it was excellent to see all my peers and meet new contacts in Sevilla. The whole event was very well organised by ICEF. I could fully make use of all workshops and meetings that were offered.

My company Spanish Language Connections is exclusively dedicated to education and study in Spain and Latin America, so this event was perfect for me."

Carla Sánchez Kist, Spanish Language Connections, Netherlands



Education Providers

A total of 81 representatives from 56 education institutes attended ICEF Spanish Education. 56% of those attending were senior management, and for 18% - this was their first ICEF event.



"It is a great event. Everything was really well prepared. High Quality!"

Eva L. Roncero, Saint Gabriel School, Spain

EDUCATORS FROM 3 COUNTRIES

SPAIN 96% | COLOMBIA 2% | PANAMA 2%

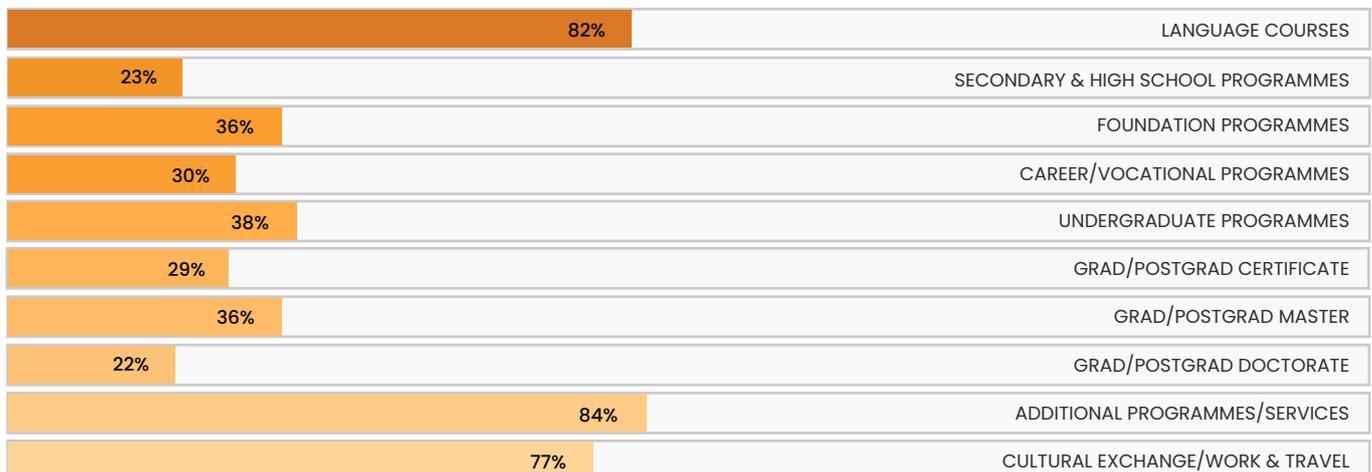


"A great opportunity to connect with people who have the same objectives and are motivated to ensure that the sector continues to adapt and progress. Thank you for this opportunity to promote Higher Education in Spain and for the ICEF team's professionalism. Please count on our participation in future editions of this event."

Sheetal Joshi, Fundacion Universitaria San Pablo CEU, Spain



EDUCATOR SEGMENT ATTENDANCE



Student Recruitment Agents

As an event promising an international selection of agents, ICEF Spanish Education did not disappoint - in total 79 representatives from 66 organisations travelled to Seville from 37 countries.

All attending agents were pre-screened by ICEF to ensure professional quality, and - as is customary for ICEF events - the majority, 62%, held senior management pos



TOP 5 COUNTRIES

India | Ukraine | Italy | Jordon | Morocco



"This event was very well organised. I reviewed it really well and would like to thank ICEF for the opportunity. I believe that our agency created very interesting new collaborations. We can't wait to start working together. Thank you"

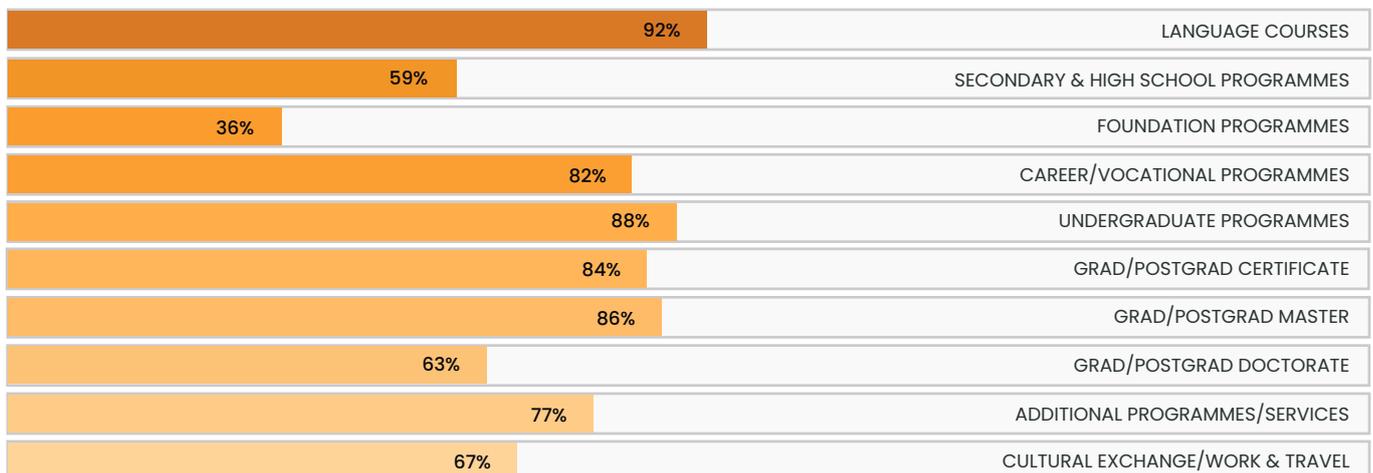
Zuzana Topolska, SISA Formation s.r.o., Slovak Republic



"Excellent experience, thank you so much for providing this opportunity and I would love to attend similar events in the future. Cheers"

Birochan Shrestha, Aus Studies Consultants Pvt. Ltd., Nepal

AGENT SEGMENT INTEREST

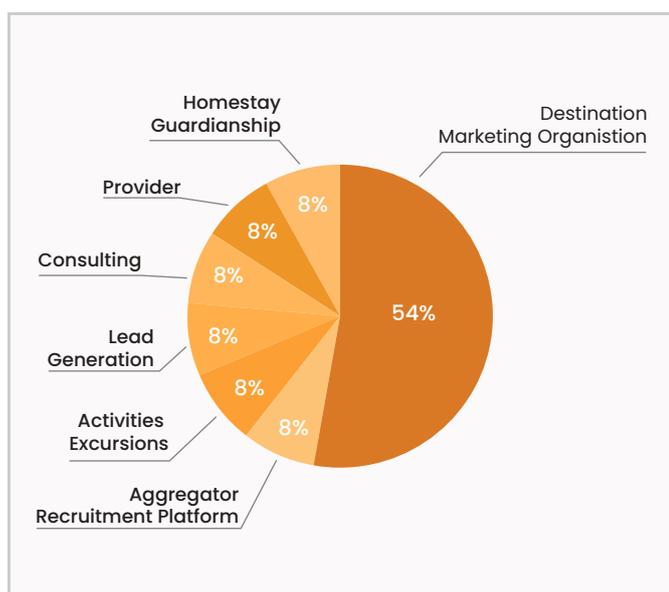


Service Providers

This inaugural event proved particularly interesting to local education industry service providers. 21 representatives joined from 13 organisations, 92% of which were based in Spain, with the other two joining from Canada.

For 63% this was their first time attending an ICEF event.

PRIMARY BUSINESS SECTOR



Seminar Programme

In addition to the one-to-one meetings, ICEF events are also an opportunity to gain a deeper understanding of our industry.

ICEF Spanish Education featured a programme of 11 seminars and panel discussions concerning the development of the Spanish education sector.

Delegates continued to enjoy these presentations on-demand for up to four weeks after the event.



"ICEF gave me a clear idea on my international student strategy and of what is required in the market. ICEF is clearly a mandatory partner for the enrolment of international students. The support of the team is exceptional."

Karine Janson, Universidad Europea de Madrid, Spain



Relax with colleagues,
peers & friends

ICEF isn't just famous for its organisation of great networking conferences, the informal networking at our events is also an important part of our success as a facilitator for the global education industry - at ICEF events you don't just meet valuable business partners, you also make great friends.



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