



ICEF VIRTUAL MENA

9th - 11th Feb 2021

Event Report

★ Trustpilot ★★★★★ • 4.8 / 5 • Excellent • 35 Reviews

ICEF VIRTUAL MENA KEEPS THE MAGIC OF ICEF DUBAI ALIVE, DESPITE PHYSICAL TRAVEL RESTRICTIONS



306
attendees



3,083
meetings



85%
satisfied/
highly satisfied

ICEF Virtual MENA hosted 306 international education professionals with participants drawn from **36 countries across five continents**, demonstrating a continued interest in maintaining and developing connections as educational institutions look to attract students from this important region.

With unprecedented interest in attending, ICEF Virtual MENA brought together motivated **education providers, active student recruitment agents, and selected industry service providers**, all seeking to set solid foundations for the academic year ahead. Building on the success of previous years' ICEF Dubai, this new ICEF

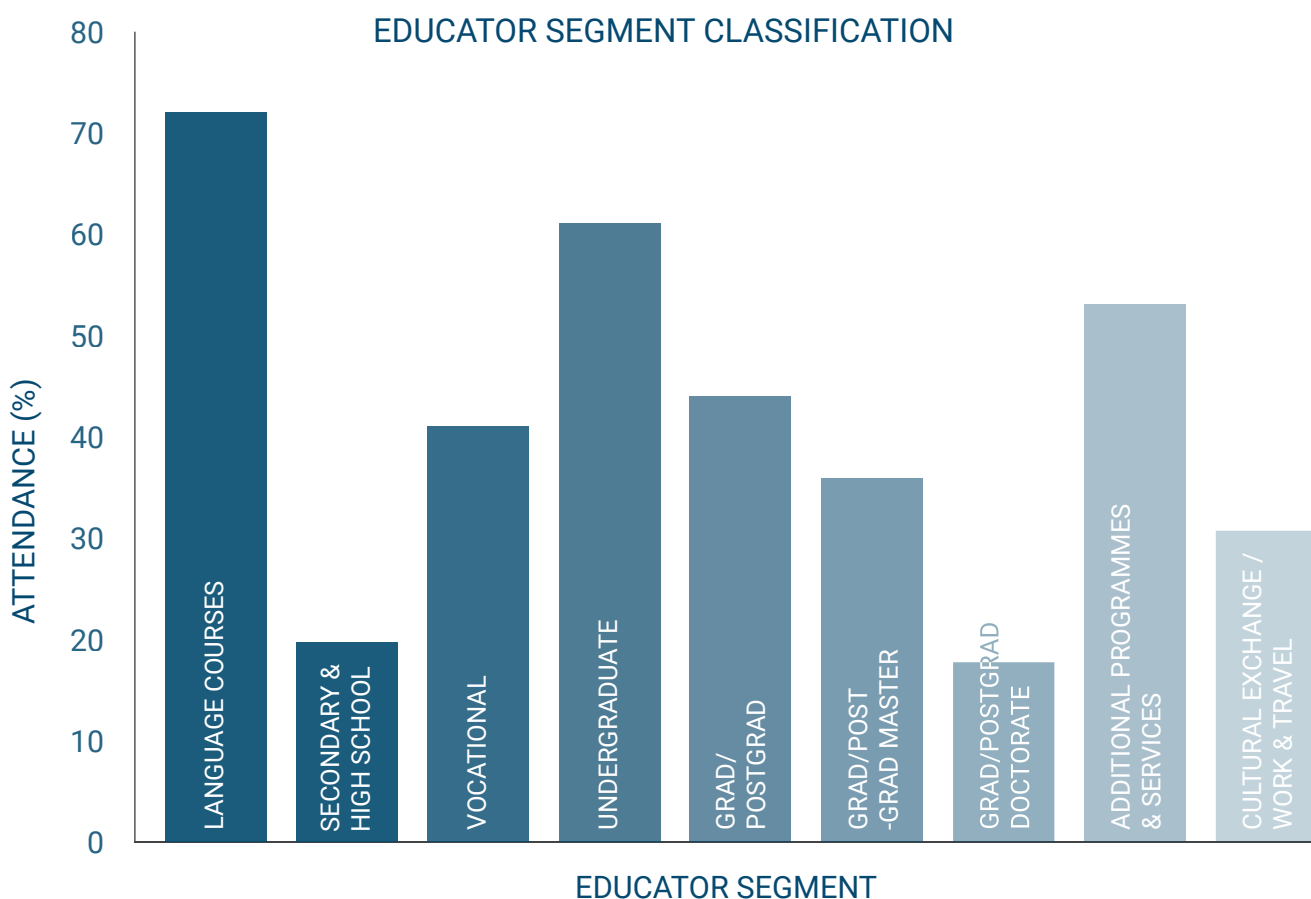
virtual event has enabled education professionals to continue to explore these unique **Middle Eastern and North African** markets in depth and allow educators to really target their recruitment efforts for the upcoming academic year.

Despite the challenges currently facing the international education sector, and the difficulties inherent in travelling during a period of global restrictions, our event **attendees overwhelmingly found ICEF Virtual MENA to be a valuable experience**, with over 86% considering the quantity and quality of new contacts to be good or excellent.

EDUCATION PROVIDERS

2021 saw **87 representatives from as many education institutions join us online**. With educators representing **20 countries from all over the world**, ICEF Virtual MENA showed the strong interest of global educators in attracting students from this region. Of these institutions, 46% were first-timers to an ICEF event focusing on this part of the world, demonstrating both the value that existing partners find in attending our events, and indicating the appetite amongst new institutions to take advantage of ICEF's peerless networking conferences in the region.

In common with other ICEF gatherings, ICEF Virtual MENA welcomed a high proportion of senior decision makers, with 50% in senior management roles. This is testament to the high intent manifested by our educational institutions to finding new student recruitment agent partners across the Middle East and North Africa at this difficult time. **The top 5 countries were: Canada, the USA, the UK, Germany and the UAE**. This year, we were delighted to welcome a broad range of educational institutions, with **strong representation from universities and vocational training institutes in particular**.



“Great Event! The event was **well organized, and the platform was easy to use**, and much improved. This was the best ICEF event yet. **The virtual event also made it easier to meet with agents that may not have been able to attend an in-person event.**”

by Laura Hosford-Yunker, Elgin Community College, USA



SERVICE PROVIDERS

This event saw 9 representatives from 9 providers of services to the international education industry join us online. These organisations represented **5 countries across 4 continents and 44% were first-timers to an ICEF MENA event.**

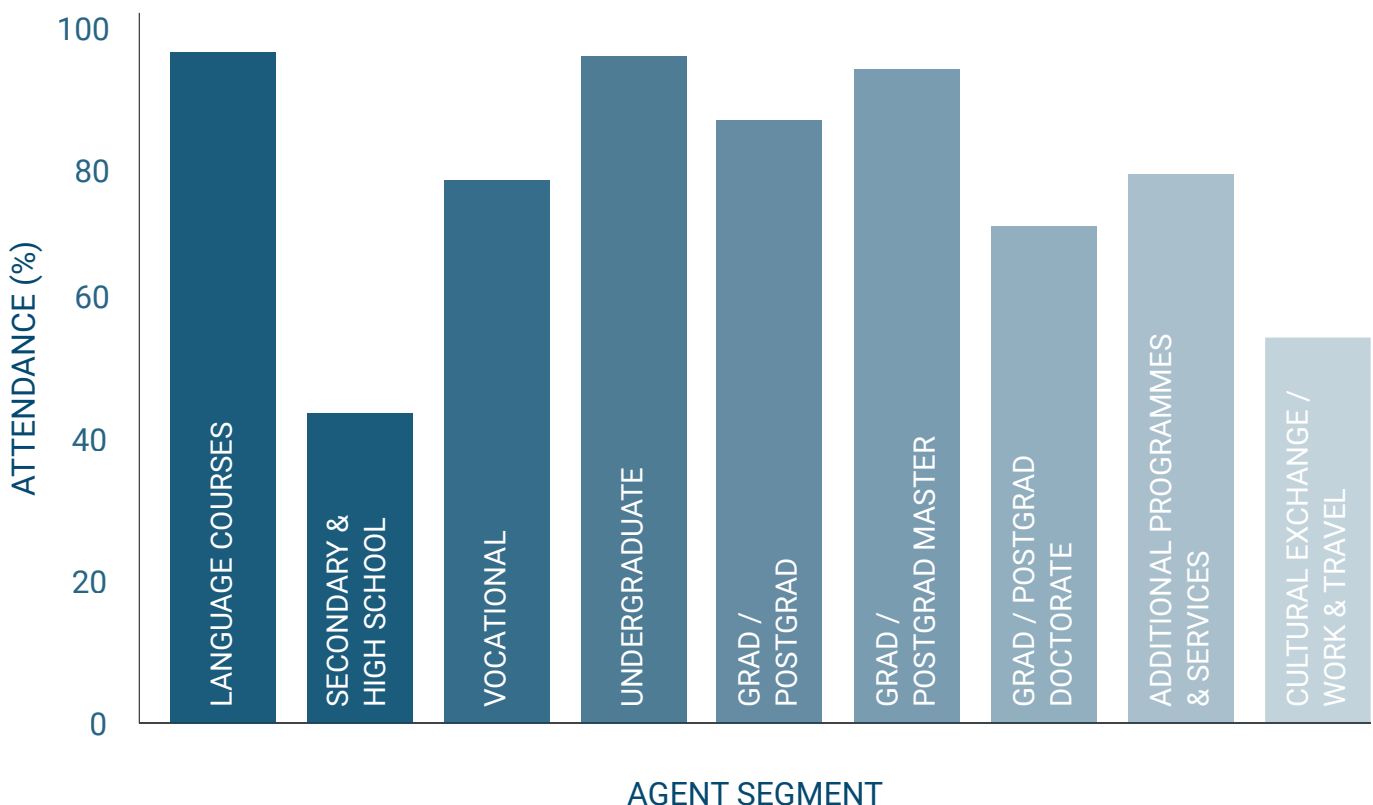
The top 5 service provider countries were: the UK, Canada, the USA, Australia, and Saudi Arabia. This strong attendance again shows the interest of service providers to actively engage with leading professionals from across the international education community.

STUDENT RECRUITMENT AGENTS

We also welcomed **203 representatives from 176 carefully selected, ICEF-screened agencies in 18 countries** to ICEF Virtual MENA, indicating a strong interest by agents from across this world area to develop and maintain contacts with their international education partners at this time.

The top agent countries represented at ICEF Virtual MENA were: Saudi Arabia, the UAE, Iran, Egypt and Jordan. In addition, agents from Algeria, Bahrain, Iraq, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Qatar, Sudan, Syria and Tunisia attended ICEF Virtual MENA, giving this event unparalleled depth of reach throughout the region.

AGENT SEGMENT ATTENDANCE



SEMINAR PROGRAMME

Alongside our core meeting schedule, ICEF Virtual MENA delivered a **targeted seminar programme designed specifically** for education professionals looking to facilitate international student mobility across the Middle East and North Africa. These sessions included **advice** from around the international education industry to the Covid-19 pandemic in our renowned ICEF Agent Voice series. In addition to this **strategic overview, market updates** from Saudi Arabia, Egypt, Iran, Jordan and the UAE were provided, together with advice on how to recruit students from North Africa. As testament

to the quality and insightfulness of the topics covered, **94% of delegates who attended a webinar were either happy, or very happy**, with their experience.

Alongside strong, high quality, and diverse attendance, as well as outstanding delegate feedback, the success of ICEF Virtual MENA's seminar programme, meeting schedule, and overall virtual environment firmly established this event as **a must-attend** in the calendar of any leading international education professional with an interest in recruiting students from this dynamic region.

“ It was a **remarkable experience** to take part at the ICEF Virtual MENA event. It all went very well with **excellent organisation**. Thank you the ICEF team! ”

by Ali Amel, Global Training Associates, Iran

★ Trustpilot ★★★★★

To find the perfect events for you, and to book your place, please visit:

icef.com/upcoming-events