



ICEF VIRTUAL ASIA

22nd - 24th June 2021

Event Report

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ICEF Virtual Asia - an exciting new online event designed specifically for international education professionals with a focus on Asia



589

participants



5,945

meetings



50

countries

In 2021, ICEF Virtual Asia marked it's inaugural event, successfully hosting 589 international education professionals over three days.

Participants from 50 countries across four continents conducted 5,945 meetings, showing tremendous appetite and enthusiasm for continued networking across the industry, despite ongoing global travel restrictions.

Bringing together education agencies from over 21 Asian countries, we are proud that this event provided the

region's best networking community **for international education professionals interested in Asian student mobility.**

“ An awesome opportunity to meet old friends, explore new, potential markets and make new pnerships in these difficult times. Thank you, ICEF! ”

by Jayne Jones, Long Bay College, New Zealand

★ Trustpilot

EDUCATION PROVIDERS

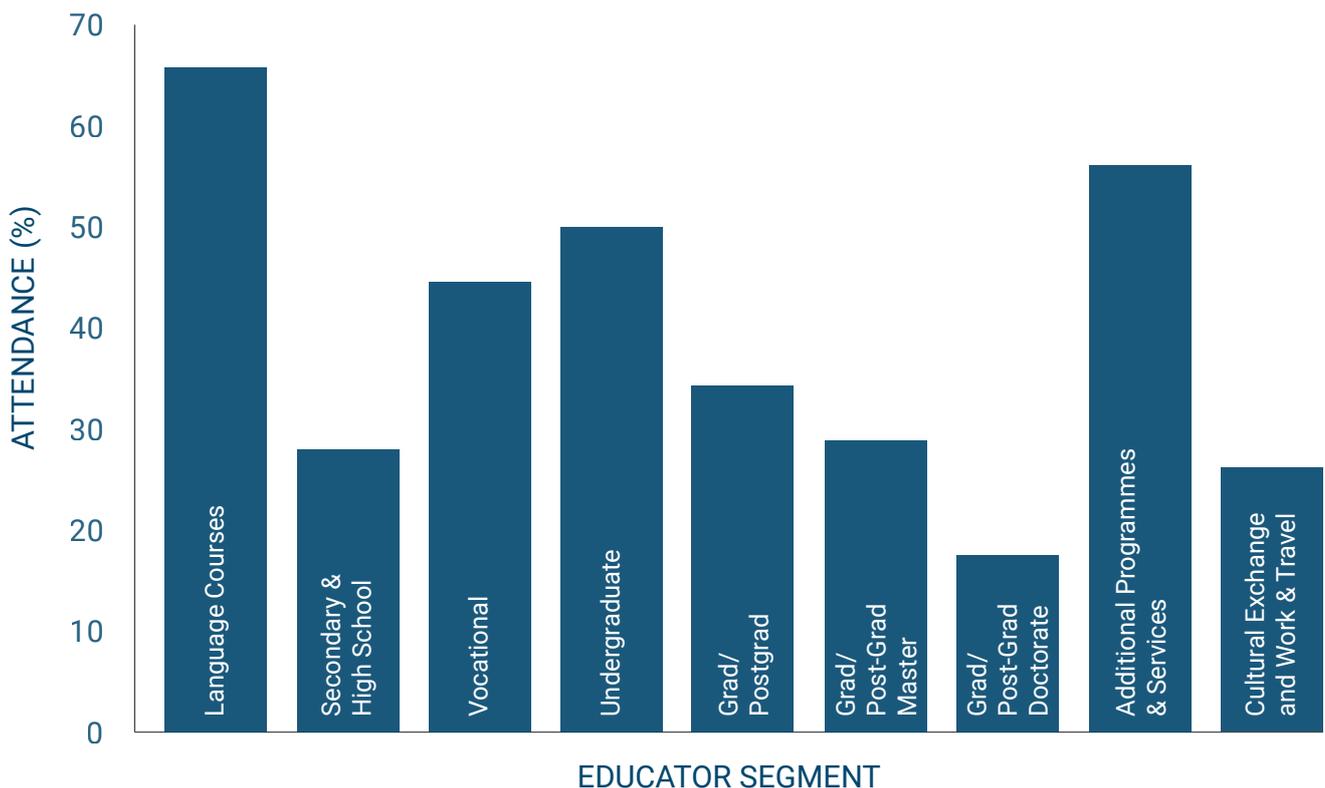
171 representatives from 169 international education institutions in 31 countries joined us online. Of these institutions, 92% were repeat ICEF attendees, demonstrating the value that existing partners continue to find in attending our events.

In common with other ICEF events, ICEF Virtual Asia welcomed a high proportion of senior decision makers, with over 45% in senior management roles. **The top five education provider countries were the USA, Canada, the UK, Australia, and Germany.**



“ ICEF took their years of experience in this business and poured it into an amazing online platform which made it so easy to attend. More importantly, though, was **the quality of the connections** and potential new partners I met over the course of the event. **”**

by Richard Brande, Hillside School, USA



STUDENT RECRUITMENT AGENTS

We welcomed **352 representatives from 320 carefully selected, ICEF-screened agencies in 21 Asian countries.** The top five agent countries were Vietnam, South Korea, Japan, India, and China.

“ This was my first online ICEF event and I was really confused about how it was going to work out. But when I got started I found it amazing. I felt no difference from face-to-face to online. **It was just superb, handy and convenient.** I definitely would love to participate in the future online workshops, too. ”

by Farhan Ali Syed, Celtic Consultants, Pakistan
 ★Trustpilot ★★★★★

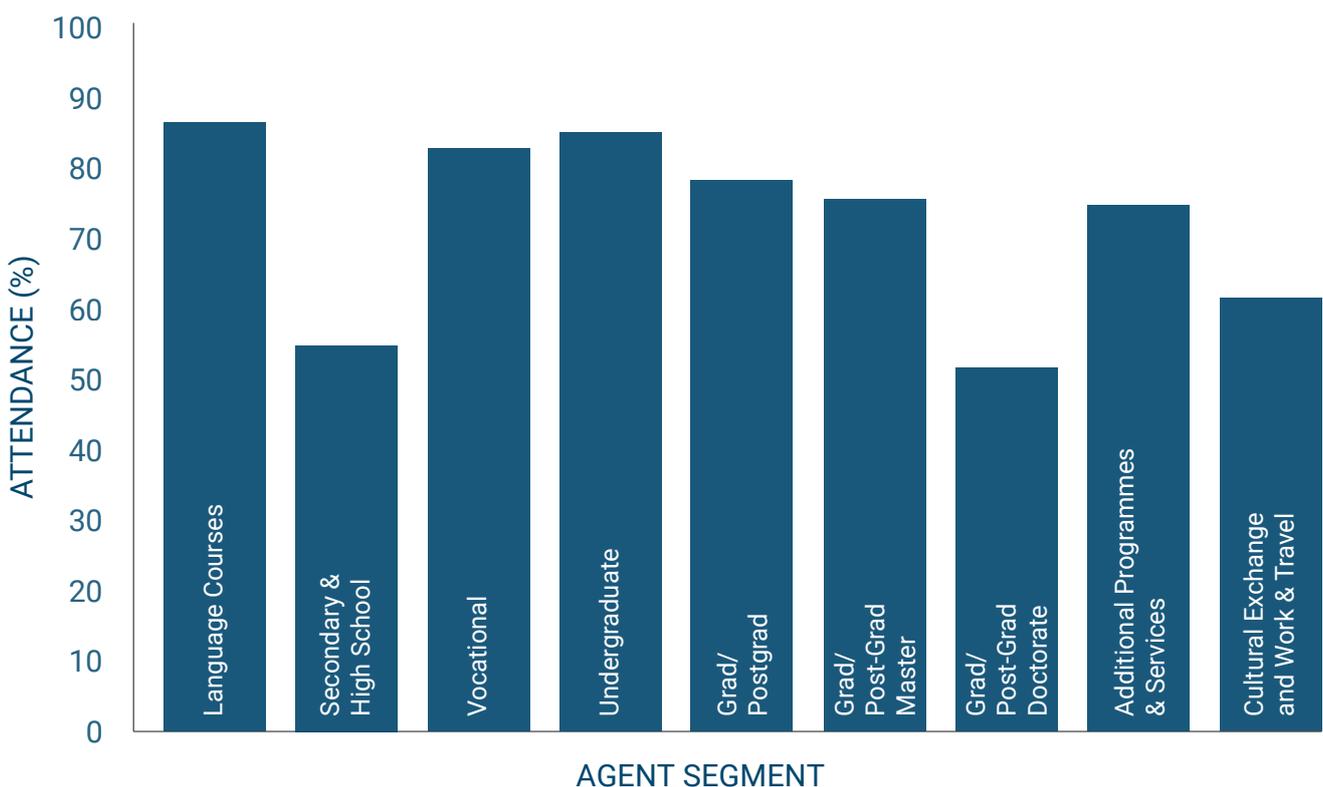
“ It was an **amazing experience** to attend the virtual event. In these pandemic times it gave us **wonderful opportunities** to connect with many universities and service providers in a very safe way. **I am so happy and looking forward to attending more such events by ICEF.** ”

by Diksha Pal, Renaissance Global, India
 ★Trustpilot ★★★★★



“ It was very useful and informative. We were able to affiliate with a few schools in Canada and the USA and online student platforms. Thanks for the opportunity given and we look forward to our next participation. ”

by Ashok Kallam, Indo Global Studies LLC, USA
 ★Trustpilot ★★★★★



SERVICE PROVIDERS

36 representatives from 31 providers of services to the international education industry also took part in the event. These organisations were from **nine countries across five continents** (Africa, Asia, Australasia, Europe, North America) and

17% were new to ICEF. This attendance **shows strong service provider demand** to actively engage with leading influencers and multipliers from across the international education community.

“ *This is my first time attending an online event of ICEF and as a Service Provider. The experience was great, lots of meetings, easy-to-use reliable meeting system. I look forward to the next events.* ”

by Jimmy Battaglia, Panda Portal, Canada



SEMINAR PROGRAMME

In addition to our core meeting schedule, ICEF Virtual Asia delivered a targeted seminar programme with relevant topics around Asian student mobility.

These sessions included the **ICEF Agent Voice series**, highlighting a survey of agent opinions in Asia during the Covid-19 pandemic. Among the most popular sessions were also **Recruiting from Vietnam** and **Japan market focus**.

Alongside **strong, high quality, and diverse attendance, as well as outstanding delegate feedback**, the success of ICEF Virtual Asia'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 Asia.

EVENT SPONSORS



For more information, please visit:
icef.com/upcoming-events