



## ICEF Higher Education 2018 in Geneva highlights the growing influence of new study destinations

ICEF Higher Education 2018 was held in Geneva, Switzerland, between September 8 and 10. This event is designed to connect professionals from higher education institutions around the world with carefully-screened, high-quality student recruitment agents and industry service providers. This year, 241 participants from 65 countries across five continents attended the event.

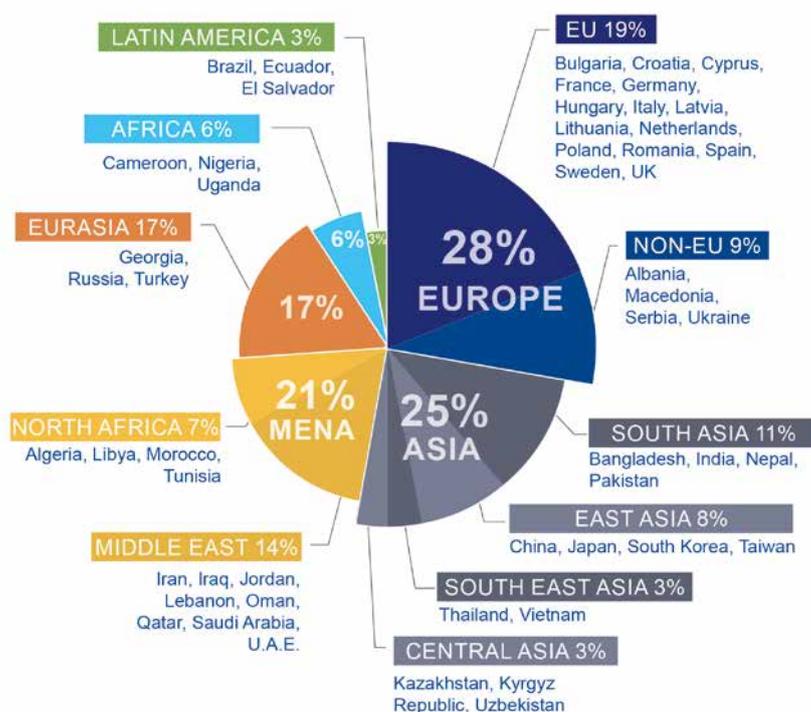
The growing influence of emerging destinations was a distinguishing factor of the 2018 event in Geneva. ICEF Higher Education received educators from 22 destination countries including Georgia, Vietnam, Poland, and Slovenia in addition to the more “traditional” destinations in international recruitment such as Canada, the USA, the UK, Germany, and Ireland.

Commenting on her experience, Carla Casas Palagos, International Relations & Study Abroad Coordinator at the ELISAVA Barcelona School of Design (Spain), said: “This event has been a very successful experience for me. I had the opportunity to meet with agencies focused on higher education, which is exactly what I want. As always, ICEF’s organisation has been impeccable.”

Dr. Mauro Cannone, Global Engagement Director at the Ca’Foscari University of Venice, added: “This event was absolutely great: it was very professional, and we met well-selected agents with hands-on experience in their markets. We highly recommend ICEF Higher Education.”

Peter Birdsall, Chair of the Executive Board at the Wittenborg University of Applied Sciences (Netherlands), said: “ICEF Higher Education was very successful this year and I expect around 50 to 60 new students in the next 18 months to come out of the new partnerships we have made.”

### Agent Student Recruitment Markets





In addition to scheduling up to 26 one-to-one meetings with prospective business partners, participants also benefitted from further networking opportunities during a welcome reception, dinner, lunches, and an informative seminar programme. This year's seminar programme included sessions on the Indian, Dutch, Nigerian, and Canadian education markets, as well as sessions on how to manage a student recruitment agency and planning student recruitment using data analytics.

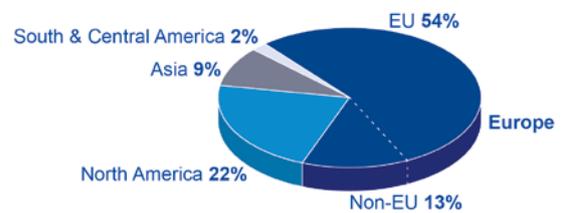
On the agency side, student recruitment agents attending this year's event came from a total of 55 different countries spread across five continents, with the top five markets being India, Russia, Turkey, Ukraine, and Morocco. Olga Gagarina, Director at the CanPASS Group (Canada), said: "This was a very useful experience for us. The knowledge exchange was fascinating, and we had direct access to active industry players. Throughout the event, the ICEF team was most helpful."

The next ICEF Higher Education will take place between 20th and 22nd September 2019 in Helsinki, Finland. For more information please visit: [www.icef.com/he](http://www.icef.com/he).

## Top 10 Agent Countries

Top 10 agent countries	Agencies
1 Turkey	8
2 Russia	8
3 India	8
4 Ukraine	6
5 Morocco	4
6 Saudi Arabia	4
7 Nigeria	4
8 Iran	3
9 China	3
10 United Arab Emirates	3

## Educator Demographics



A business meeting underway in Geneva, Switzerland



A reception at ICEF Higher Education in Geneva



The meeting hall at ICEF Higher Education



An agent and an educator shake hands at the event