

ICEF Dubai sees significant growth with record participant numbers

ICEF Dubai, held between February 11 to 13, had a record-breaking year in attendance numbers, hosting 459 participants from 54 countries around the world. With Saudi Arabia, Nigeria, UAE, India, and Pakistan making up the top five agent countries, ICEF Dubai proved itself once again as the ideal event for education networking in the region.

Over the course of the three-day event, participants came together to network, learn, and build meaningful connections. 177 educators from 124 institutions engaged in 4 075 one-to-one business meetings with 230 carefully selected agents from 34 countries.

Zahid Arshad, Business Development Executive, M.K.H Consultancy Services, UAE said, “All the pre-arrangements done by ICEF were excellent. It’s very easy to schedule the onsite meetings. I look forward to attending upcoming ICEF events in other regions as well. I like the ICEF platform best when compared to other events I have attended.”

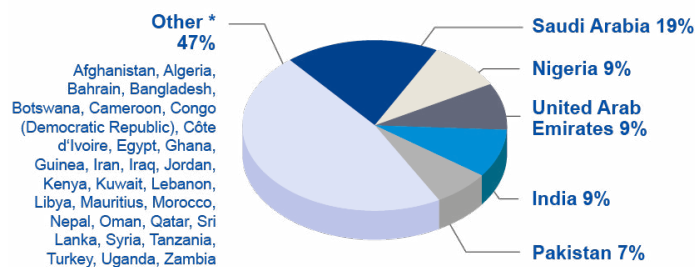


The meeting hall at ICEF Dubai

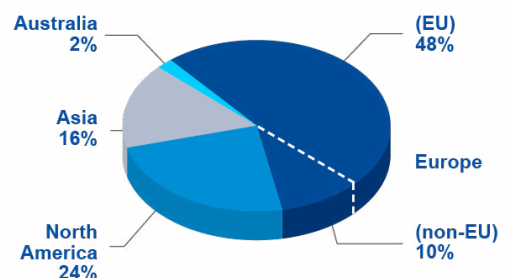
Year after year, ICEF Dubai continues to attract new industry professionals, with 23% of attendees being first-timers to an ICEF event. Return participants experienced an enriched event with the opportunity to expand their agent networks to all of the first-time attendees. Leanne Linacre, Director of Sales, Marketing and Business Development, at LILA* Liverpool described the event by saying, “This event is my favourite one. It is always really productive. I get to build on existing relationships while forming new ones.”

In addition to overall attendee growth, the number of service providers who attended ICEF Dubai grew by 33% to 24 representatives from eight countries.

Agent Demographics



Educator Demographics

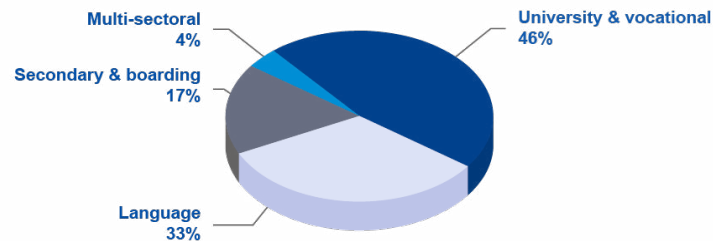


This year, the seminar programme offered 12 sessions, expert panels, and industry presentations delivered by 13 speakers. The Head of External Affairs from The Oval Office for Studies and Research Lebanon, lead a comprehensive discussion about student recruitment trends in Jordan, Egypt, and Iraq. Other seminars included market snapshots of Saudi Arabia, India, the UAE, and Bahrain. Additional seminar sessions covered topics including how to overcome recruitment challenges, studying in the United States, and marketing strategies for education agencies.

Participants were welcomed to ICEF Dubai with a reception, where they connected socially and began establishing new relationships and nurturing existing ones. The event held a second social gathering where attendees enjoyed dinner and traditional sword dancers and drummers.

The next ICEF Dubai will be held from February 10 to 12, 2020. For more information, please visit: <http://icef.com/dubai>.

Educator Institutions



Participants socialising during the welcome reception



A business meeting in progress at ICEF Dubai