

Record-breaking growth at the ICEF Mexico-Colombia Agent Roadshow 2019

The ICEF Mexico-Colombia Agent Roadshow 2019 took place from March 4-8. The event was the largest ICEF roadshow in Mexico and Colombia to date, with 323 participants from 228 organisations attending.

During the roadshow, educators met with Mexican and Colombian student recruitment agents conducting a total of 1 917 in-person business meetings. Rocio Sánchez Chavez of CILC Corporativo, Mexico said, “It is very useful for us to attend ICEF events because every year we find new partners.”

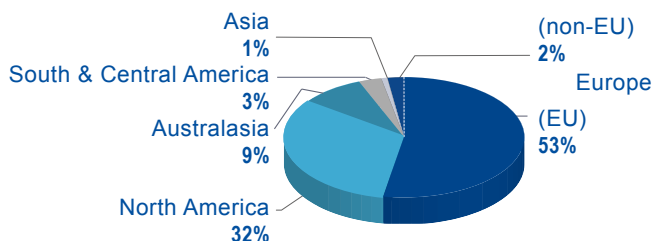
This year 88 educators from 15 countries attended with a particularly strong presence from the United Kingdom, Canada, the USA, Australia, and France. 82% of all educators attended their first ICEF Mexico-Colombia Agent Roadshow. “The quality of agents was really good. As always, the ICEF team was great. Nothing is ever too much trouble for them to take on,” explained Joanne Humphreys of Darrow School, USA.



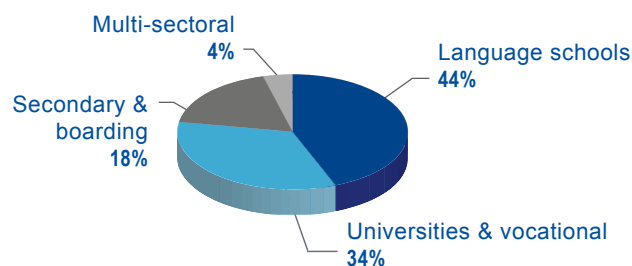
Two participants share a “selfie” in Mexico City

The first part of the roadshow was held at the Hilton Mexico City Reforma Hotel. In Mexico, the event hosted 101 agents from 72 organisations. 17% were first-time participants at an ICEF event.

Educator Demographics



Educator Profile



The second portion of the roadshow was hosted at the Hilton Bogotá Hotel. This year ICEF welcomed 116 agents in Colombia, of which 20% were first-time attendees. Claudia Guevara attended the event on behalf of Austral Migration & Education Consultants in Bogotá, she said, “This is the first time I have attended this event. ICEF is a great organisation in all aspects.”

The roadshow welcomed 10 service providers from six countries at each of the event locations.

In both Mexico City and Bogotá, Marcela Wolff, ICEF Director of Business Development, Latin America, and Ian Cann, ICEF Director, USA, hosted a professional development seminar for local universities new to working with agents. Attendees were also invited to enjoy dinner receptions at both of the events.

The next ICEF Mexico-Colombia Agent Roadshow will be held in March 2020. Please visit <https://www.icef.com/mexcol> for more information.

