

Growth at ICEF Asia underlines vital importance of the region

Robust growth in representatives from the educator, agent, and service provider segments attending ICEF Asia 2018 has underlined how important this region is to the global education industry. Participants rose by 13% to 446, and one-to-one meetings between those attending went up by 19% to reach 3 899.

The number of educators taking part increased by 11% to 161 in total, with 119 organisations participating from 23 countries across four continents. Of the educators present, 11% were attending their first ICEF event in Beijing. Major destination markets such as the US, the UK, Canada, Australia, and Switzerland accounted for more than 70% of all educators, with other significant markets such as Brunei Darussalam, China, France, Germany, and Ireland also strongly represented. Sheryl Hallam, International Business Development Manager at Strategix International College (Australia), said: "ICEF Asia was a wonderful opportunity for us to meet with top-class agents. The scheduling process was very easy and my schedule filled up quickly."

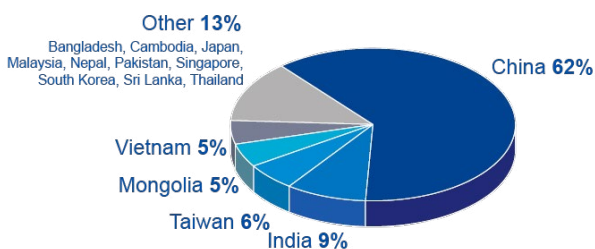


Traditional Chinese musicians during the welcome reception

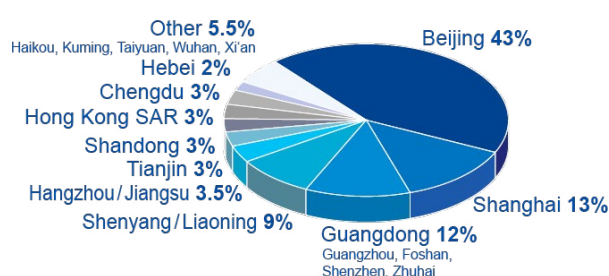
Justin Irwin, Recruitment Officer for Asia at Fulford Preparatory College (Canada), confirmed: "Thanks to ICEF, I have expanded my network significantly. The detailed information during the seminars was extremely helpful as I am new to this geographic region."

In addition to the event programme, a professional development seminar was held for Chinese institutions looking to attract international students to China. As a globally-recognised top five destination for international students, China is looking to continue its growth as a top receiving nation. Representatives from 20 Chinese institutions, all interested in increasing their sophistication in international student recruitment, attended the seminar. This seminar covered current global trends in student mobility, the role of education agents in recruitment, and case studies from institutions which are successfully branding themselves internationally.

Agent Student Recruitment Markets



Origin of Chinese Agents



The number of agents at ICEF Asia grew to 203 representatives from 149 organisations, with 62% of these agents coming from China. India, Mongolia, Taiwan, and Vietnam were also strongly represented markets, with a further 26% of the agents coming from these countries. A large proportion (29%) of agents were coming to their first ICEF event, while 17% were attending ICEF Asia for the first time. Quoc Viet Vu, Director at VIETEDU International Ltd (Vietnam), said: "This event was a great opportunity for agents from all over the world to find new, high-quality educator partners and well-known schools to collaborate with. I hope to take part in many more events like this in the future."

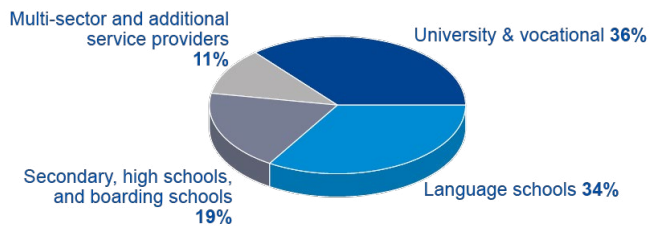
Xioameng Lu, Outreach Specialist in the Department of International Affairs at Beijing Prepare Education & Consulting Company (China), confirmed: "ICEF Asia was well-organised and well-prepared. This event helps us as agents to make connections with universities and colleges around the world. I am looking forward to taking part in many similar events."

ICEF Asia 2018 was also distinguished by a sharp rise in the number of service providers taking part, with 53% more international service providers getting involved. Service providers included international associations, market researchers, and insurance and accommodation providers.

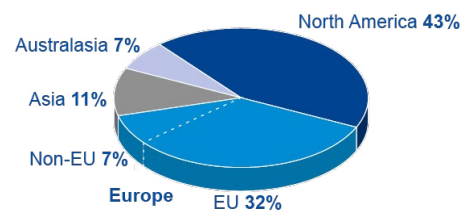
Outside the formal programme of up to 38 one-to-one business meetings and the seminar programme, participants benefitted from informal networking opportunities over lunches, coffee breaks, a welcome reception, and an evening dinner on the second day.

ICEF Asia 2019 will take place in Beijing between October 16 and 18, 2019. For more information, please go to: www.icef.com/asia.

Educator Profile



Educator Demographics



The event hall at ICEF Asia 2018



Participants during a business meeting