



# ICEF Southeast Asia

## 4<sup>th</sup> Edition

For international education and service providers, and student recruitment agents from Southeast Asia



## InterContinental Saigon

### June 28 - 30, 2021

Regional Event

Supported by:



**ICEF**  
Connect. Recruit. Grow.



[www.icef.com/sea](http://www.icef.com/sea)



## Why ICEF Southeast Asia?

- Develop your agent network across Southeast Asia in one convenient location
- Access dynamic, fast-growing international student markets
- Three days of business meetings, seminars, and social networking opportunities

## Recruit from fast-growing Southeast Asian markets and build your global network

**ICEF Southeast Asia** takes place in Ho Chi Minh City, Vietnam, and allows international education and service providers to meet **top-quality student recruitment agents** from Vietnam, the Philippines, Thailand, Southern China, Cambodia, Indonesia, Malaysia, and other Southeast Asian countries.

The ASEAN region contains some of the fastest-growing economies in the world. In Vietnam, the middle class is expected to grow from 12 million in 2012 to 33 million by 2020. Large youth populations throughout the region will continue to drive high demand for quality education and training services. Agents attending the event will represent the best and most active agencies from across Southeast Asia, providing an opportunity to establish a robust network in these growing markets.

Agents attending will represent the best and most active agencies from Vietnam and across Southeast Asia, providing an opportunity to establish a robust network in these growing markets. All agents who attend are carefully selected and are required to pass ICEF's **strict screening process**. Agents must provide multiple references from current business partners, as well as proof of ethical business practices and a track record of success in placing students at international education institutions.

Before the event, education and service providers will be able to view agent profiles and schedule up to 36 meetings with those agents best suited to their recruitment needs. In addition to scheduled meetings, participants may also attend **seminars and professional development sessions** covering a wide range of topics such as socio-political developments, visa processing, industry trends, and support for first-time participants.

ICEF Southeast Asia is the **most efficient** way to establish partnerships with quality student recruitment professionals and to develop a successful marketing strategy tailored to this region.

## Why ICEF Events?

- Meet top-quality agents in one place – save time and money
- Benefit from three days of targeted meetings and social events
- Maintain existing relationships and build your agent network
- Gain market intelligence with our seminar programme
- Promote your brand to the international education industry

## Venue

ICEF Southeast Asia takes place at the **InterContinental Saigon** in Ho Chi Minh City, Vietnam.

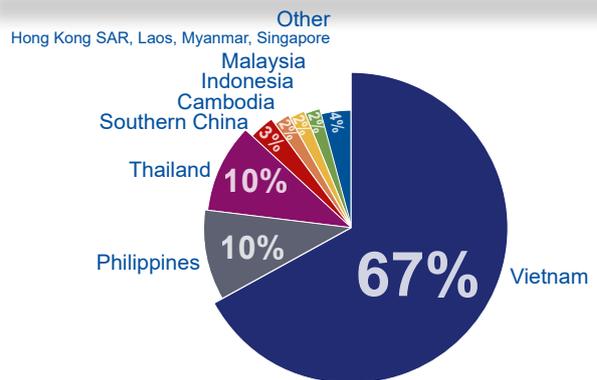
The InterContinental Saigon is one of the best business hotels in Vietnam and has outstanding conference facilities. Located in the heart of Ho Chi Minh City, the hotel is only a short walk away from the city's most famous landmarks like the Notre Dame Cathedral and the Saigon Opera House. The InterContinental Saigon offers world-class amenities, including spacious guest rooms, international and local restaurants, a fitness centre, and exceptional business facilities.

Event participants benefit from preferential room rates.

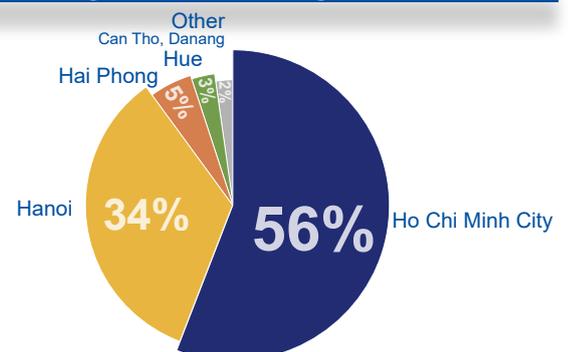
## 2019 Statistics

- **353** participants from **248** organisations in **26** countries
- **122** education providers from **87** schools in **18** countries
- **198** agents from **144** agencies in **11** countries
- **23** service providers from **13** organisations in **6** countries
- **10** guests and speakers from **4** additional institutions
- **2 759** pre-scheduled meetings over **2** days

### Agent student recruitment markets



### Origin of Vietnamese agents





## Event Programme

The event enables participants to hold up to 36 pre-scheduled **one-to-one business meetings** with relevant, quality student recruitment agents, as well as with other education and service providers. These appointments are **25 minutes** in duration and serve the dual objectives of meeting new contacts and maintaining existing relationships. The event programme also includes meals, refreshment breaks, and evening functions, which offer **valuable networking opportunities**.

### Monday, June 28, 2021

12.00 - 19.00	Registration of participants
13.00 - 14.00	Networking lunch
<b>14.00 - 15.00</b>	<b>Introductory seminars: "How to maximise your ICEF event experience"</b>
<b>15.00 - 19.00</b>	<b>Seminars</b>
19.00 - 21.00	Welcome reception

### Tuesday, June 29, 2021

08.00	Event hall opens, welcome refreshments
<b>09.00 - 11.00</b>	<b>Business meetings (4 x 25 minutes each)</b>
11.00 - 11.30	Refreshment break
<b>11.30 - 13.00</b>	<b>Business meetings (3 x 25 minutes each)</b>
13.00 - 14.00	Lunch
<b>14.00 - 16.00</b>	<b>Business meetings (4 x 25 minutes each)</b>
16.00 - 16.30	Refreshment break
<b>16.30 - 19.00</b>	<b>Business meetings (5 x 25 minutes each)</b>
19.30 - 22.30	Dinner reception

### Wednesday, June 30, 2021

08.30	Event hall opens, welcome refreshments
<b>09.00 - 11.00</b>	<b>Business meetings (4 x 25 minutes each)</b>
11.00 - 11.30	Refreshment break
<b>11.30 - 13.00</b>	<b>Business meetings (3 x 25 minutes each)</b>
13.00 - 14.00	Lunch
<b>14.00 - 15.30</b>	<b>Business meetings (3 x 25 minutes each)</b>
15.30 - 16.00	Refreshment break
<b>16.00 - 17.00</b>	<b>Business meetings (2 x 25 minutes each)</b>
17.00	Event hall closes

## Participant Feedback

*I enjoy regional ICEF events. The agents are well vetted, and they come with well-researched questions. It shows good preparation. This was my second time attending ICEF Southeast Asia, and I highly recommend it.*

**Julia Salema, Study Insured by Ingle International, Canada**

*ICEF events offer a one-stop meeting place where I can target the markets Raffles University wants to penetrate. The compact programmes are ideal for busy people like me, but still provide ample time to network with high-quality contacts. I thoroughly recommend ICEF events.*

**Greg Pritchard, Raffles University, Malaysia**

*Fantastically well-organised event. A great opportunity to meet high-quality representatives from several countries around the region. I would recommend this event to any university looking to increase their representation within Southeast Asia.*

**Rob Turner, Yamanashi Gakuin University, Japan**

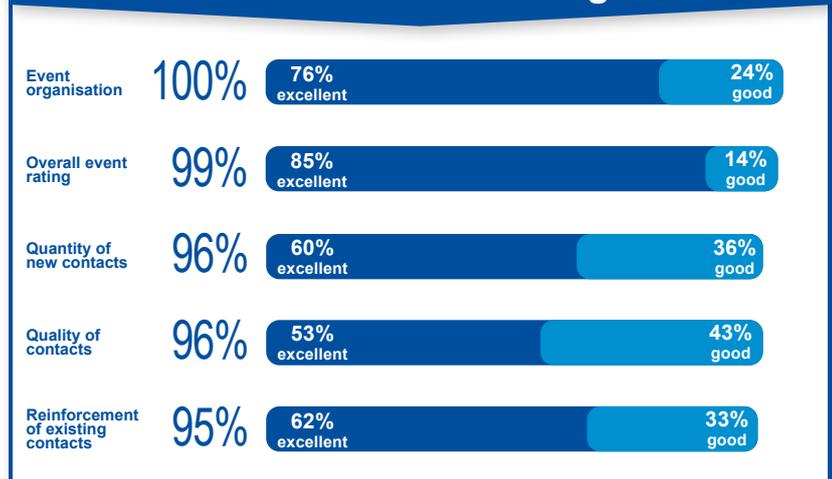
*ICEF Southeast Asia has provided us with opportunities to educate agents on pathways to Australian university programmes via vocational providers, who offer competitive advantages such as lower fees and excellent preparation to enter university. By meeting agents from so many countries I've learnt a great deal about what students and families in Southeast Asia are looking for.*

**Peter McCloud, Ingress Training Academy, Australia**

*It was another wonderful ICEF event. I look forward to growing these new contacts into strong partnerships. The overall quality of meetings was very good.*

**Natalie Brown, Truckee Meadows Community College, USA**

## 2019 Attendee Ratings





## Booking Meetings

The ICEF meeting booking system offers participants direct and total control over the types of partners - by main activity and country of origin - they meet during the event. **Up to 36 meetings** can be scheduled with agents, as well as education and service providers.

1. Prior to the event, details of all invited agents, education providers, and service providers are supplied via the industry leading **Marcom eSchedule PRO online meeting booking system**.
2. During the event, **additional meetings** and schedule adjustments can be made through **Marcom Onsite** or personal contact.

## Participation includes:

### Prior to the event:

1. Comprehensive details of invited agents & education and service providers
2. Access to the eSchedule PRO online meeting scheduling system
3. Preferential hotel rates

### At the event:

4. Access to the Marcom Onsite app for last-minute meeting booking
5. A copy of the Agent Catalogue
6. An entry in - and a copy of - the Education Provider & Service Provider Catalogue
7. Access to seminars
8. Meals, refreshment breaks, and evening functions
9. Opportunity to offer and promote familiarisation (FAM) tours and receptions



Register online: [www.icef.com/sea](http://www.icef.com/sea)

## Advertising & Sponsorship opportunities

### Give your organisation a higher profile during the event!

Email [marketing@icef.com](mailto:marketing@icef.com) for information on advertising and sponsorship opportunities available (e.g. exhibition space, literature display racks, conference bag inserts, and advertisements in event catalogues). Items are limited so early reservations are essential.

Email [seminar@icef.com](mailto:seminar@icef.com) if you wish to be considered as a seminar presenter.

## About ICEF

ICEF connects education providers, education agents, work and travel professionals, and industry service providers with key markets and networks worldwide, supporting the **growth and development of international education and global student mobility**. Through ICEF's various services, education institutions are able to achieve results and efficiencies in growing international student enrolment.

They choose ICEF for its long-standing reputation for quality and commitment to accepting only the **highest calibre of education agents**, as well as its excellent events and marketing resources.

## ICEF event locations



## Contact

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