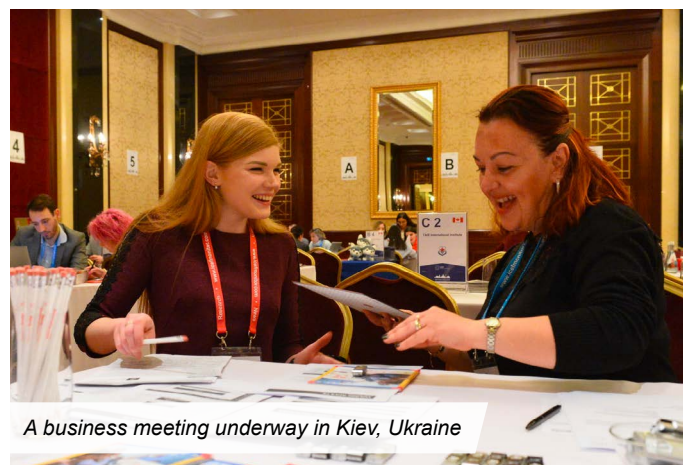


ICEF Ukraine Focus 2019 welcomes global educators for second annual event

The recent ICEF Ukraine Agent Focus provided a unique opportunity for global educators and service providers to form new partnerships with agents in the Ukrainian market. The event was held in Kiev between March 19th and 20th, 2019. Arriving from 11 different countries, 176 attendees from 117 organisations participated in the event.

Inna Moiseyenko, Director of the European School - Kiev, attended ICEF Ukraine and describes her ongoing involvement with ICEF by saying: “I like attending ICEF events. They are always a good opportunity to meet old and new partners. Our joint goal with providers is to give the best possible advice and guidance to our students in an honourable and professional manner. It is so important to meet providers personally!”

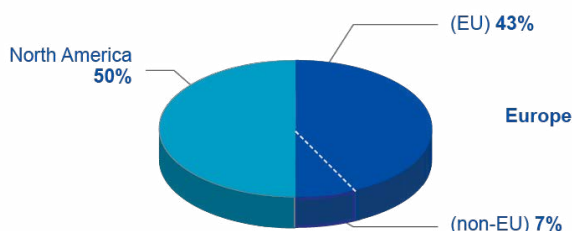


A business meeting underway in Kiev, Ukraine

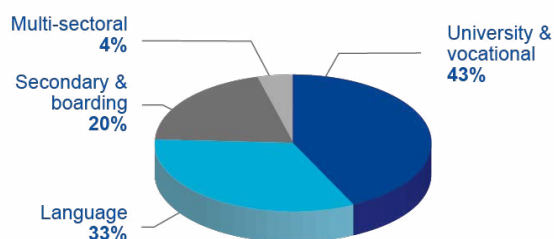
Over the course of the two-days, participants came together to network, learn, and build meaningful connections. 55 educators from 46 institutions engaged in 867 one-to-one business meetings with

91 carefully selected agents. 100% of the agents' present were Ukrainian, and 16% of those were attending the event for their first time. Educators in attendance represented key international markets including Canada (46%), the UK (17%), Malta (9%), Spain (7%), and Cyprus (4%).

Educator Demographics



Educator Profile



Maria McDonnell, Director of the Liverpool School of English, described her experience in Kiev by saying: “The event was excellent and gave us the opportunity to consolidate existing relationships with partners, and to make several excellent contacts with prospective new business partners.”

Participants were invited to join two seminars on March 19th. The first seminar reviewed the Ukrainian study abroad market and best practices for agents and providers, and the second was a panel format seminar discussing recruitment trends from the USA, Canada, and the UK.

The next ICEF Ukraine Focus will be held March 23rd to 24th, 2020. For more information, please visit: www.icef.com/ukraine.



The meeting hall at the InterContinental Kiev Hotel



Guests are entertained with traditional music in Kiev