



## Increased educator attendance at ICEF Moscow 2019 confirms rapid growth in market

Interest in the Russian, Eastern European, and Central Asian markets has continued to climb in the last few years. The recent ICEF Moscow event provided a unique opportunity for global educators and service providers to form new partnerships with agents in these markets to support the growing demand.

ICEF Moscow 2019, held between March 23rd and 25th, welcomed 362 participants from 32 countries, of which 7% were first-time attendees to an ICEF event.

Educator attendance grew by 18% at this year's event with 124 educators from 92 organisations. First-time attendees accounted for 27% of the educator's present. There was a particularly strong presence of educators from markets including the UK (22%), Canada (15%), Ireland (9%), Malta (7%), and Spain (7%).

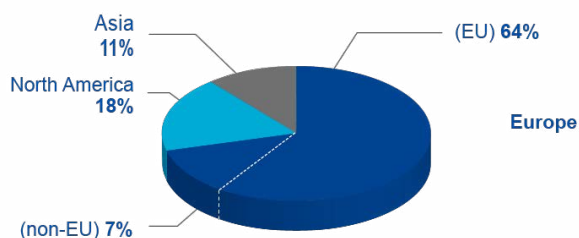


A business meeting underway at ICEF Moscow

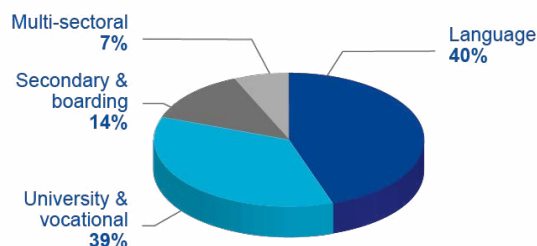
Speaking about his experience, Chris Jones, Headmaster of the Copthorne Preparatory School in the UK said: "This was my first time attending an ICEF event. The organisation of the event was very impressive. We attended 40 meetings over two days in Moscow, which will create new business opportunities for our school."

Over the course of the two-days, participants came together to network, learn, and build meaningful connections. The event facilitated 3 520 pre-scheduled meetings. Russia accounted for 83% of the 199 agents present at ICEF Moscow. Grigory Ugarov, General Director, Open World Education Group, said: "Thank you for organising such a quality and professional event! I was able to form many new relationships with several good schools and universities."

### Educator Demographics



### Educator Profile



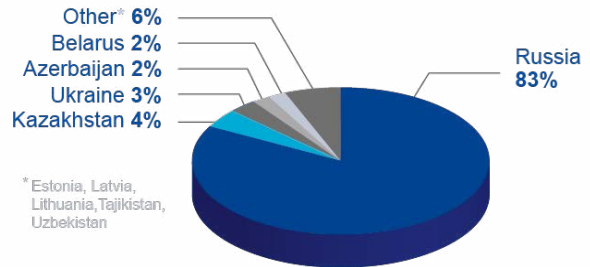


ICEF Moscow facilitated a half-day seminar programme. One highlight of the programme was welcoming representatives from some of Russia's most respected institutions, M. V. Lomonosov Moscow State University, Moscow State Institute of International Relations (MGIMO), and Plekhanov Russian University of Economics. The representatives hosted a seminar reviewing solutions for developing international activity for universities. The discussion guided participants through the various tools universities should use to recruit international students successfully, and the significance of involving study abroad agents in that process.

Additionally, the Association of Russian Education Advisors in Moscow (AREA), hosted a meeting during ICEF Moscow discussing the future development of the Russian student market and how agents may support that.

The next ICEF Moscow will be held March 27th to 29th, 2020. For more information, please visit: [www.icef.com/moscow](http://www.icef.com/moscow).

### Agent Demographics



The meeting hall at the Ritz-Carlton Hotel



Guests are entertained with traditional music in Moscow