



ICEF Africa

3rd Edition

Meet quality student recruitment agents from all around Africa



Westin Cape Town
June 14 - 16, 2021

Regional Event

Supported by:



ICEF

Connect. Recruit. Grow.



www.icef.com/africa



Why ICEF Africa?

- Access pre-screened, quality agents from across Africa
- Largest African agent networking event of its kind

Develop your agent network at Africa's premier recruitment event

With fast growing economies and a rapidly increasing middle class, Africa is a major area of growth for outbound students seeking education abroad.

ICEF Africa 2021 is the premier agent networking and student recruitment event in Africa, connecting international education and service providers with pre-screened quality **agents from all over Africa**.

The 241 participants at ICEF Africa 2019 took part in over 2000 one-to-one business meetings in two days. Over 50% of the education providers came from major destination markets such as Canada, the US and the UK. Education providers from Germany, France, Spain, India, Russia, South Africa, South Korea, and the UAE were also represented.

ICEF Africa 2019 hosted agents from 13 African countries with the strongest participation from Nigeria, South Africa, Cameroon, Ghana, Kenya, and Uganda.

All agents attending ICEF Africa are rigorously vetted to ensure the **highest quality** and a most productive event experience.

In addition to meeting with agents during the event, participants benefit from a seminar programme and numerous informal **networking opportunities**, including welcome and dinner receptions.

ICEF Africa is the **most productive** way to foster relationships with current partners and build new contacts in Africa's fast-emerging markets.

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 Africa takes place at the **Westin Cape Town** in South Africa. Centrally located close to the Victoria & Alfred Waterfront and adjacent to the award-winning Cape Town International Convention Centre, it is the perfect venue for ICEF's African event.

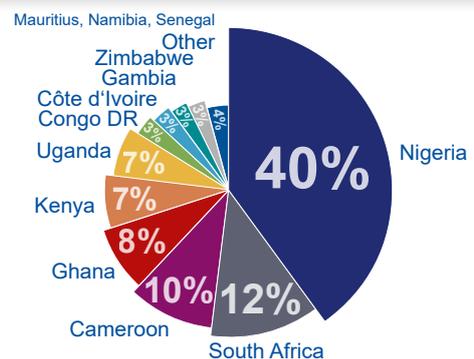
The Westin's unique glass facade offers guests a breathtaking view over the city and the ocean, as well as the iconic Lion's Head and Table Mountain. The hotel features a modern spa, indoor and outdoor swimming pools, various restaurants and bars with local and international cuisine, and **state-of-the-art business facilities** to accommodate all conference needs.

Event participants benefit from preferential room rates.

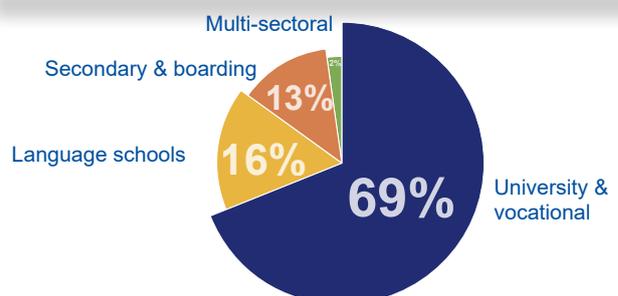
2019 Statistics

- **241** participants from **181** organisations in **43** countries
- **94** education providers from **77** schools in **21** countries
- **124** agents from **95** agencies in **29** countries
- **12** service providers from **7** organisations in **4** countries
- **11** guests and speakers from **2** additional institutions
- **2 002** pre-scheduled meetings over **2** days

African Agent student recruitment markets



Education provider profile





Event Programme

The event enables participants to hold up to 34 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 14, 2021

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

Tuesday, June 15, 2021

| | |
|----------------------|---|
| 08.00 | Event hall opens, welcome refreshments |
| 09.00 - 11.00 | Business meetings (4 x 25 minutes) |
| 11.00 - 11.30 | Refreshment break |
| 11.30 - 13.00 | Business meetings (3 x 25 minutes) |
| 13.00 - 14.00 | Lunch |
| 14.00 - 16.00 | Business meetings (4 x 25 minutes) |
| 16.00 - 16.30 | Refreshment break |
| 16.30 - 18.00 | Business meetings (3 x 25 minutes) |
| 20.00 - 23.00 | Dinner reception |

Wednesday, June 16, 2021

| | |
|----------------------|---|
| 08.00 | Event hall opens, welcome refreshments |
| 09.00 - 11.00 | Business meetings (4 x 25 minutes) |
| 11.00 - 11.30 | Refreshment break |
| 11.30 - 13.00 | Business meetings (3 x 25 minutes) |
| 13.00 - 14.00 | Lunch |
| 14.00 - 15.30 | Business meetings (3 x 25 minutes) |
| 15.30 - 16.00 | Refreshment break |
| 16.00 - 17.00 | Business meetings (2 x 25 minutes) |
| 17.00 | Event hall closes |

Participant Feedback

This was the best ICEF event I've ever attended! I got some great new leads. Enough time was allotted to reinforce existing relationships and create new ones. The venue was superb as well.

Kathleen Dupuis, Conseil des écoles publiques de l'Est de l'Ontario, Canada

The event was very valuable for us this year. The quality of agents was great. Everything went seamlessly. I enjoyed all my meetings with both educational providers and agents.

Penny Buthelezi, Education Ireland / Enterprise Ireland, South Africa

It was my first ICEF and I have met my goals for this event. The location was good, and the scheduled meetings were easy to follow. The hospitality was awesome! The ICEF staff have been very helpful.

Song Hoffman, University of Delaware, USA

It was a good event. Great venue, helpful staff, and good agents.

Niel Pama, David Game College Group, UK

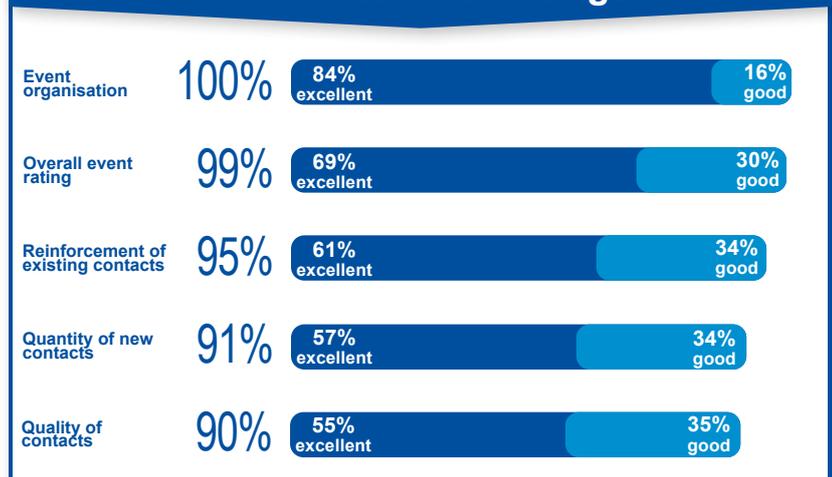
ICEF is consistently allowing education providers and agents to meet in a professional environment that maximises business opportunities. In Africa, ICEF has created a great forum in which ideas, opportunities and knowledge are exchanged.

Aldo Mendizabal, Durham College, Canada

ICEF Africa was a good opportunity to meet agents from countries where we had no representatives yet.

Mark Silverstein, Collège et Lycée St-Charles, Switzerland

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/africa

Advertising & Sponsorship opportunities

Give your organisation a higher profile during the event!

Email 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 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



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