

Participants from 43 countries show a deep commitment to international education at ICEF Africa 2019

The second ICEF Africa event was held in Cape Town, South Africa, between May 15 and 17, 2019. This event attracted 241 participants from 43 countries, with participants engaging in more than 2 000 one-to-one business meetings over two days.

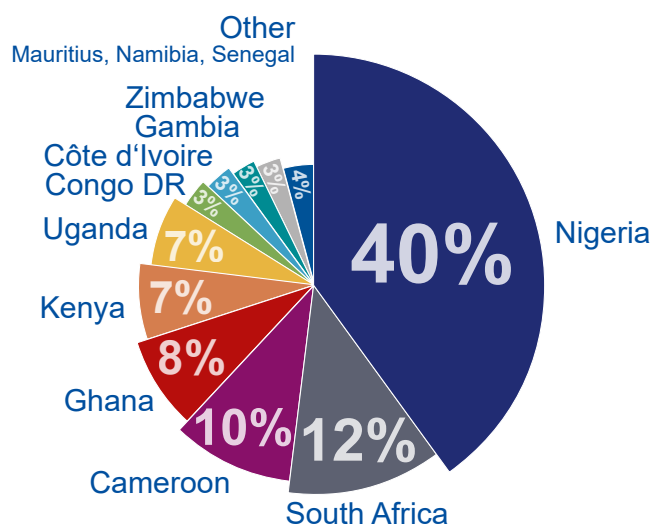
ICEF Africa 2019 emphasised the breadth and depth of interest in international education across the African continent, with 94 educators from 77 institutions in attendance. More than half of the educators at ICEF Africa came from major destination markets such as Canada, the US and the UK, with representation from other countries such as Germany, France, Spain, India, Russia, South Africa, South Korea and the UAE.

Over 50% of the international educators were taking part in their first ICEF event in Africa – a fact that demonstrates widespread global interest in this continent with its rapidly increasing middle class and a number of fast growing economies.

Commenting on the success of ICEF Africa, Kathleen Dupuis, Conseil des écoles publiques de l'Est de l'Ontario, Canada, said: "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."

Agents from a number of African countries came to the Cape Town event, highlighting African's desire for high-quality international education. African markets represented included

Agent Student Recruitment Markets



Participants at ICEF Africa



Nigeria, South Africa, Cameroon, Ghana, the Democratic Republic of Congo, Cote d'Ivoire, Gambia, Kenya, Mauritius, Namibia, Senegal, Uganda, and Zimbabwe. Nigeria sent more agents to ICEF Africa 2019 than any other country, followed by South Africa, Cameroon, Ghana and Kenya.

Dandy Mundine, from FEMAF in the Democratic Republic of Congo, said: "This kind of event is one I would never miss. It really helps to build strong relationships between educators and agencies which will lead to great strides for education throughout the world."

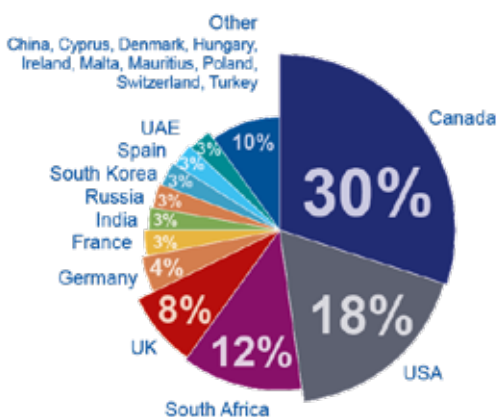


A business meeting under way at ICEF Africa

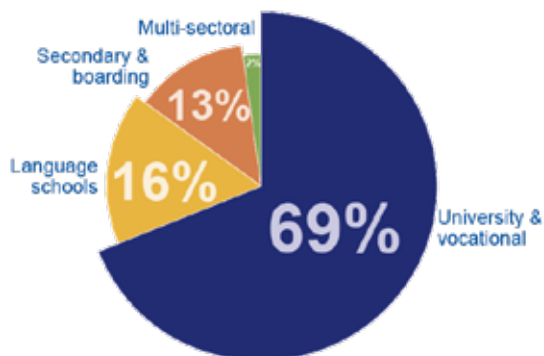
The event in Cape Town also featured a dinner reception with dishes from different cultures and countries across the African continent, as well as entertainment showcasing traditional Zulu dancing and African face painting. Summing up the event from the perspective of a service provider, Penny Buthelezi from Education Ireland said: "I believe ICEF Africa was very valuable this year. The quality of agents was great. Everything went seamlessly, and I enjoyed all my meetings with the education providers."

The next ICEF Africa will take place from May 20-22, 2020 in Cape Town. For more information, please go to: www.icef.com/africa.

Educator Demographics



Educator Profile



The meeting hall at the Westin Cape Town



Traditional African dancers and singers at the evening reception