



# ICEF Asia

## 19<sup>th</sup> Edition

Meet quality student recruitment agents from China and other Asian countries



## Grand Millennium Beijing, China

### October 14 - 16, 2020

Regional Event

Supported by:



**ICEF**  
Connect. Recruit. Grow.



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



## ICEF Asia

- The largest, most diverse agent networking event in Asia
- Meet pre-screened, quality agents from across the region
- Build your network and establish new partnerships
- Access market trends and the latest industry news through our seminars

### Develop your network around China and across Asia

The current explosion of Asia's middle class is set to create a new consumer market larger in number and spending power than the rest of the world combined by 2030. China is already the leading supplier of international students, and all Asian countries are presently contributing to an enormous increase in outbound student numbers.

The 19th annual ICEF Asia in Beijing is the largest and most established agent networking event of its kind in the region, offering international education and service providers a time- and cost-effective way to develop and extend their network across these fast growing markets.

ICEF Asia enables participants to meet with top quality ICEF-screened agents from 12 Asian countries, with around 65% coming from China. These Chinese agents are selected from 24 different locations, including the Tier 1 gateway megacities of Beijing, Shanghai, Shenzhen and Guangzhou, as well as from 20 other Tier 2 and Tier 3 provincial capital cities, high growth powerhouses and leading regional economic hubs. Also, 60% of our Beijing agents are in fact the HQs of nationwide companies with branches in other cities all over China.

Established in China since 1999, ICEF has built considerable local expertise and an extensive footprint over the past 20 years, with local ICEF agent managers maintaining regular close contact with over 1250 currently active agents. More than 460 China ICEF Trained Agent Counsellors (CITAC's) are currently based in 41 cities (4 Tier 1 cities, 12 "new first tier" cities, 13 Tier 2 cities and 12 Tier 3 cities).

All agents attending ICEF Asia are carefully selected and are required to pass ICEF's strict screening process. Agents must annually provide multiple references from current international education partners, as well as proof of ethical business practices, and a successful track record of placing students in international institutions.

ICEF's meeting scheduling system allows participants to maximise their time and presence in Beijing. Participants can pre-select agents after reviewing their comprehensive profiles online prior to the event. In addition, participants may also attend a variety of informative seminars, expert panels, and presentations. Each one provides valuable insights into the latest trends and research influencing international education.

ICEF Asia is the ideal place to meet and engage with the best student recruitment agents from all over China and greater Asia, while networking and sharing ideas with peers from around the world.

## Venue

ICEF Asia will be hosted at the Grand Millennium Beijing, located in the heart of the city's business and financial district.

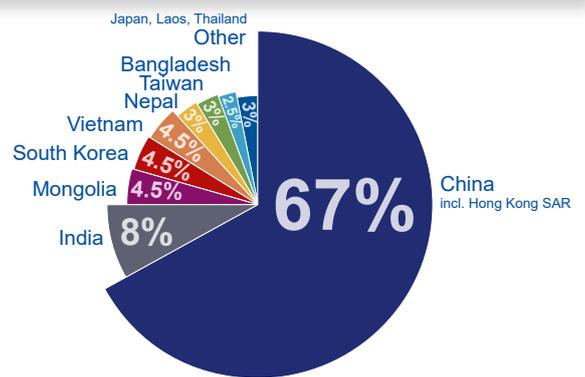
The **Grand Millennium Beijing** is renowned for offering excellent service, the latest in business & conference facilities, outstanding spa & fitness amenities, and numerous international restaurants. The hotel is also only a short distance from tourist attractions such as the Forbidden City and Tiananmen Square.

Preferential rates are available for event participants.

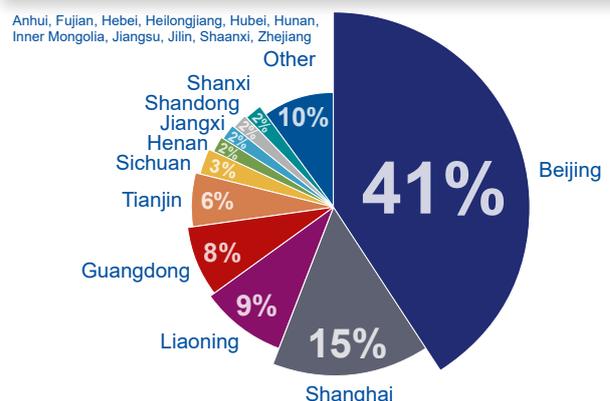
## 2019 Statistics

- 432 participants from 297 organisations in 21 countries
- 170 education providers from 118 institutions in 21 countries
- 215 agents from 157 agencies in 12 countries
- 35 service providers from 18 organisations in 6 countries
- 10 guests and 2 speakers from 4 additional organisations
- 3 837 pre-scheduled meetings over 2 days

### Agent student recruitment markets



### Origin of Chinese agents





## Event Programme

The event enables education providers to hold up to 38 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 **30 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**.

### Wednesday, October 14, 2020

13.00 - 19.00	Registration of participants
<b>14.00 - 14.45</b>	<b>Introductory seminars: "How to maximise your ICEF event experience"</b>
<b>14.45 - 17.00</b>	<b>Seminars</b>
17.00 - 17.30	Refreshment break
<b>17.30 - 19.00</b>	<b>Seminars</b>
19.00 - 21.00	Welcome reception

### Thursday, October 15, 2020

08.00	Event hall opens, welcome refreshments
<b>09.00 - 11.00</b>	<b>Business meetings (4 x 30 minutes each)</b>
11.00 - 11.30	Refreshment break
<b>11.30 - 13.00</b>	<b>Business meetings (3 x 30 minutes each)</b>
13.00 - 14.00	Lunch
<b>14.00 - 16.00</b>	<b>Business meetings (4 x 30 minutes each)</b>
16.00 - 16.30	Refreshment break
<b>16.30 - 19.00</b>	<b>Business meetings (5 x 30 minutes each)</b>
20.00 - 23.00	Dinner reception

### Friday, October 16, 2020

08.00	Event hall opens, welcome refreshments
<b>09.00 - 11.00</b>	<b>Business meetings (4 x 30 minutes each)</b>
11.00 - 11.30	Refreshment break
<b>11.30 - 13.00</b>	<b>Business meetings (3 x 30 minutes each)</b>
13.00 - 14.00	Lunch
<b>14.00 - 16.00</b>	<b>Business meetings (4 x 30 minutes each)</b>
16.00 - 16.30	Refreshment break
<b>16.30 - 18.00</b>	<b>Business meetings (3 x 30 minutes each)</b>
18.00	Event hall closes

## Participant Feedback

*As always, ICEF Asia was a wonderful experience. My meetings have been extremely valuable and we always benefit from ICEF events.*

**William Barber, International Association of Language Centres, UK**

*ICEF Asia is a very useful event if you want to extend your agent numbers and explore new agencies to work with. There are some good opportunities to dig deeper. This event is worthy of the investment in terms of funds and time.*

**Chris Fei, Otago Polytechnic, New Zealand**

*I enjoyed the seminars and found each one that I attended was full of good information that I can use to make strategic decisions for student recruitment!*

**Gwendolyne Guzman Rose, University of California - San Diego, USA**

*The quality of the agents keeps getting better and better each year. ICEF was very efficient and helpful.*

**Cherry Silcock-Stone, Concorde International, UK**

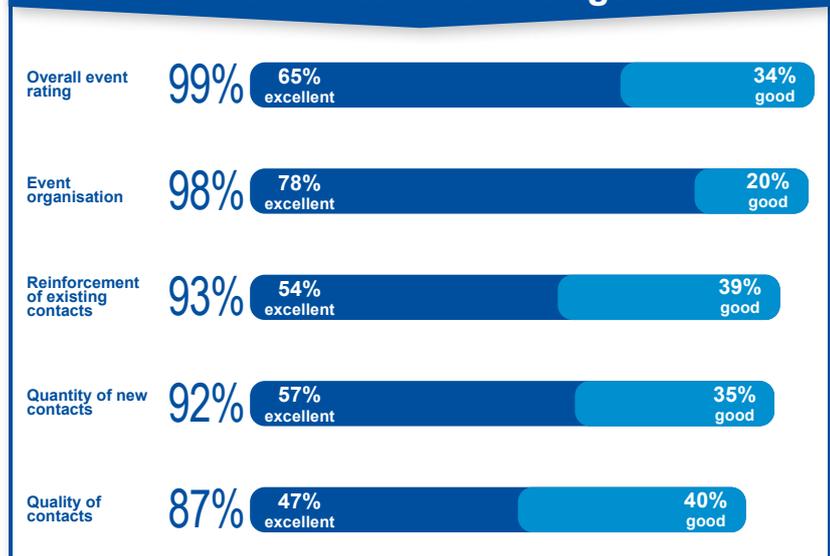
*ICEF's communication, both prior to the event and in-person, were professional and personal. The event was well organised.*

**Jay Lin, Beijing Huijia Private School, China**

*This event was fantastic. Our sponsorship was great and we have met strong agents.*

**Umang Gandecha, Londonist DMC, UK**

## 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 38 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 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. A copy of the Agent Catalogue
5. An entry in - and a copy of - the Education Provider & Service Provider Catalogue
6. Access to seminars
7. Meals, refreshment breaks, and evening functions
8. Opportunity to offer and promote familiarisation (FAM) tours and receptions



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

## 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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