

FOR IMMEDIATE RELEASE

## ICEF welcomes industry professionals to four events around the world



*An agent and educator meet at ICEF Berlin 2019*

**Bonn, Germany, November 26, 2019** – ICEF has welcomed 4 006 global industry professionals to four events, in four different countries, over the last two months. This wave of events follows ICEF’s most successful year of growth and development.

The most recent event and the largest in ICEF's line up was hosted in Berlin from November 3 to 5. With over 30 000 one-to-one business meetings and 2 833 attendees, ICEF Berlin continues to be the largest event of its kind.

Juliet Cassells, Director, South England Exchange, UK, said: “32 appointments over two days and 90% were relevant. A couple of booking enquiries already came in before the event, many valuable discussions took place during the conference, and the first definite bookings were made within days of it ending. It doesn't get any better than that, so I couldn't be happier.”

ICEF Berlin 2019 underwent a variety of positive changes including becoming more environmentally friendly, with the use of recyclable glass water bottles instead of plastic, a considerable reduction of printed materials such as catalogues, as well as the distribution of re-usable eco-friendly conference bags. ICEF will continue to introduce environmentally friendly initiatives at future events.

82 speakers including representatives from 16 industry associations across Europe, Australia, North and South America, delivered a total of 57 seminars, expert panels, and industry presentations. Seminars included a wide range of topics such as a panel discussion about BREXIT implications on the language sector and the unveiling of the annual ICEF i-graduate Agent Barometer results.

“ICEF Berlin is a great opportunity to meet reliable partners and learn about industry trends by exchanging thoughts and experiences with other professionals. The insights I gained were very applicable for my professional growth. This event helped me to improve my service,” explained Zhanna Luhachova, Director of StudySo, Ukraine.

Just two weeks prior to Berlin, ICEF Asia was held in Beijing between October 16 and 18 with strong year-over-year growth in attendance again in 2019. With 432 participants in attendance, the number of educators increased by 6% to 170 in total, with participants from 21 countries across four continents. The number of agents at ICEF Asia grew to 215 representatives from 157 organisations. Agents attended from 24 cities around China, and almost 60% came from cities other than Beijing.

ICEF Latin America 2019, held between September 30 and October 2 in Rio de Janeiro, Brazil, recorded overall participant growth of 7% to 413 attendees. The number of one-to-one meetings grew by 13% to reach almost 4 000. These outstanding results support recent reports of a rapid increase in student mobility in Latin America, particularly in Brazil. There was a 20.5% increase in Brazilian outbound students in 2018, with a record 365 000 students studying abroad during the year.<sup>1</sup>

ICEF Higher Education (HE) 2019, hosted in Helsinki, Finland, between September 20 and 22, reached record attendance numbers with 328 participants from 240 organisations – with educator attendance increasing by an impressive 52% over the previous year’s event. The HE event is designed to connect professionals from higher education institutions around the world with carefully screened, high-quality student recruitment agents and industry service providers.

For more information please visit <https://www.icef.com/news> for the individual reports on each event.

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<sup>1</sup> <https://monitor.icef.com/2019/04/brazils-outbound-numbers-surged-in-2018/>



*A business meeting in progress at ICEF Asia 2019*



*The event hall at ICEF Latin America 2019*



*A meeting with a view of Helsinki from the event venue at ICEF Higher Education 2019*

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**About ICEF**

ICEF is the world leader in international education networking events. ICEF supports the development of international education and global student mobility through facilitating meaningful connections, providing professional development and support to institutions, education agents and service providers. ICEF Monitor is a business development and market intelligence resource delivering news, research and commentary for international student recruitment. For more information, please visit [www.icef.com](http://www.icef.com).