



# ICEF Dubai

16<sup>th</sup> Edition

For international education and service providers wishing to meet quality student recruitment agents from the Middle East, Africa, South Asia, and Turkey



## Jumeirah Emirates Towers February 8 - 10, 2021

Regional Event

Supported by:



**ICEF**  
Connect. Recruit. Grow.



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



## ICEF Dubai

- Participate in the largest agent networking event of its kind in the region
- Meet pre-screened, quality agents from the Middle East, Africa, South Asia, and Turkey
- Appoint new representatives and develop existing relationships

### Quality agents equal quality recruitment

ICEF Dubai is the region's leading student recruitment networking event. For more than 15 years it has provided education and service providers **unparalleled access** to high-quality, pre-screened agents from the Middle East, Africa, South Asia, and Turkey.

In 2020 the event hosted 479 participants, making it the largest ICEF Dubai to date. Of the participants, 243 agents came from 35 countries across the region including **high-potential markets** Saudi Arabia, UAE, Egypt, Nigeria, Kenya, and Ghana.

Before the event, all participants receive detailed information about potential business partners, giving them time to analyse which would best match their recruitment goals, and book meetings accordingly. Event attendees are also able to pre-schedule meetings with industry service providers who come from a range of related industries and offer relevant products and services.

The key to the success of ICEF Dubai is our **strict agent selection** process. This includes the checking of references from partner institutions to demonstrate a proven record of **ethical and professional** business practices. This combined, with a number of other selection criteria, ensures that you meet with only the best and most active agents.

In addition to pre-scheduled one-to-one meetings, you will also have the opportunity to attend regionally-focussed market intelligence seminars and participate in networking receptions.

If you are looking to expand your global network, build upon existing relationships, and develop your student recruitment strategy in this region, ICEF Dubai is the best and most efficient way to do it.

## The ICEF Advantage

- Meet quality agents in one place – save time and money
- Benefit from three days of targeted meetings and social events
- Maintain existing relationships and develop new agent networks
- Learn about key trends and market intelligence from industry experts
- Promote your brand to the international education industry

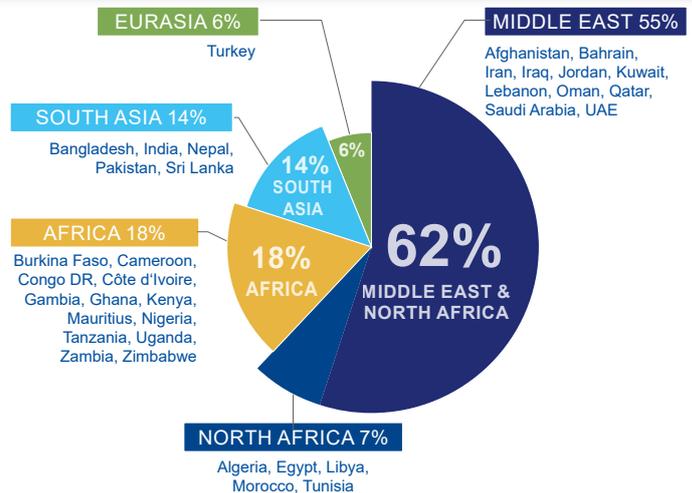
## Venue

ICEF Dubai is held at the **Jumeirah Emirates Towers** in Dubai's commercial district. The hotel offers state-of-the-art business and event facilities, as well as landscaped gardens, a swimming pool, sun deck, and spa. With 15 restaurants and bars - including one with spectacular views over Dubai - the Jumeirah Emirates Towers is an exceptional venue. Event participants enjoy preferential rates but can also choose from a selection of other hotels nearby.

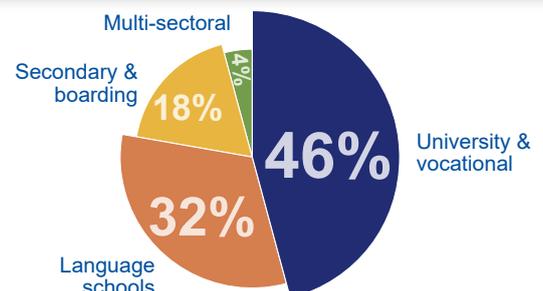
## 2020 Statistics

- 479 participants from 344 organisations in 55 countries
- 194 education providers from 136 schools in 25 countries
- 243 agents from 188 agencies in 35 countries
- 17 service providers from 12 organisations in 7 countries
- 25 guests and speakers from 8 additional institutions
- 4278 pre-scheduled business meetings over 2 days

### Agent student recruitment markets



### Education provider profile





## Event Programme

ICEF Dubai enables participants to hold up to 36 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, February 8, 2021

13.00 - 19.00	ICEF hospitality desk open
14.00 - 15.00	<b>Introductory seminar: "How to maximise your ICEF event experience"</b>
15.00 - 19.00	<b>Seminars</b>
19.00 - 21.00	Welcome reception

### Tuesday, February 9, 2021

08.00	Meeting hall opens, light breakfast
09.00 - 11.00	<b>Business meetings (4 x 25 minutes)</b>
11.00 - 11.30	Refreshment break
11.30 - 13.00	<b>Business meetings (3 x 25 minutes)</b>
13.00 - 14.00	Lunch
14.00 - 16.00	<b>Business meetings (4 x 25 minutes)</b>
16.00 - 16.30	Refreshment break
16.30 - 19.00	<b>Business meetings (5 x 25 minutes)</b>
19.30 - 23.00	Dinner reception

### Wednesday, February 10, 2021

08.00	Meeting hall opens, light breakfast
09.00 - 11.00	<b>Business meetings (4 x 25 minutes)</b>
11.00 - 11.30	Refreshment break
11.30 - 13.00	<b>Business meetings (3 x 25 minutes)</b>
13.00 - 14.00	Lunch
14.00 - 15.30	<b>Business meetings (3 x 25 minutes)</b>
15.30 - 16.00	Refreshment break
16.00 - 17.00	<b>Business meetings (2 x 25 minutes)</b>
17.00	Meeting hall closes

## Participant Feedback

*It was my first ICEF event and it won't be the last! The event was a great opportunity to meet people with goals similar to my own.*

**Emilio Zamora Vivó, Mas Camarena International School, Spain**

*This was our first ICEF event and we were really impressed with its quality. The efficiencies of the organisation were great. We will certainly be attending other ICEF events in line with our strategic objects.*

**Alun Rees, Cardiff and Vale College Group (CAVC), United Kingdom**

*Exemplary event organisation with networking opportunities around every corner!*

**Sophio Gujabidze, Ivane Javakhishvili Tbilisi State University, International School of Economics – ISET, Georgia**

*The quality of agents, the level of interest in Canada and in high school programmes exceeded my expectations. I can't speak highly enough of the event! In fact, I received six specific leads for members during my trip over the last 2 days – the most of any ICEF Event I can recall.*

**Bonnie McKie, CAPS-I, Canada**

*I have attended this event many times. In my opinion, it is one of ICEF's best! It gives me the chance to get new business and consolidate existing contacts.*

**David Arrowsmith, inlingua Cheltenham, United Kingdom**

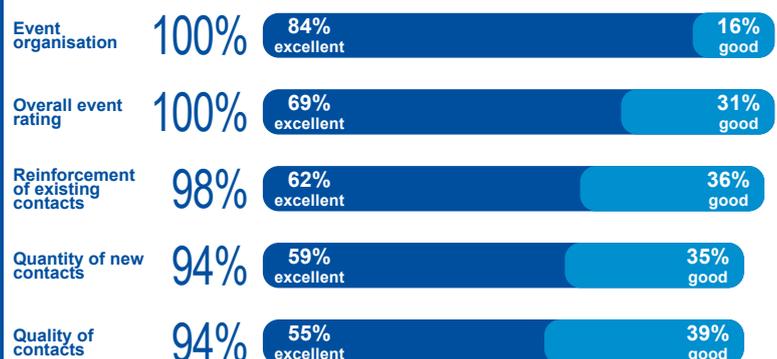
*The event offered even more in the way of resources than I anticipated. There was a great mix of MENA region agents.*

**Breska Ulhaq, Mohawk College, Canada**

*Being a first-time participant, it was a fabulous experience getting to know recruiters from many of our Tier 1 countries. The event was very well organised.*

**Ritesh Rajendran, Middle East College, Oman**

## 2020 Attendee Ratings





## Booking Meetings

The ICEF meeting 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 and education and service providers
2. Access to the eSchedule PRO online meeting booking 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 & 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/dubai](http://www.icef.com/dubai)

## 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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