

Sixth year of growth for the ICEF Mexico-Colombia Agent Roadshow

The ICEF Mexico-Colombia Agent Roadshow 2020 took place from March 9 – 13 and grew for the 6th consecutive year, welcoming 331 participants from 228 organisations and 11 countries.

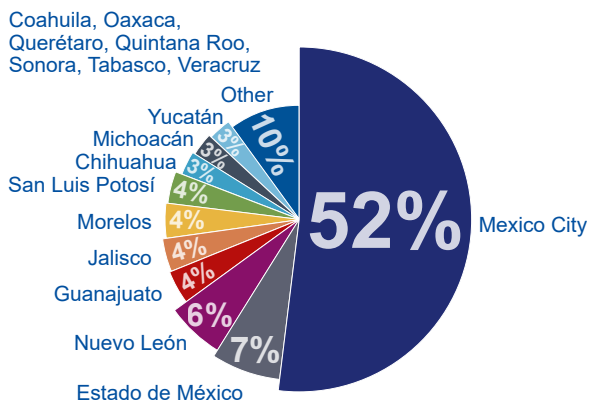
During the roadshow, international education providers met with ICEF-screened student recruitment agents in Mexico City and Bogotá, conducting a total of 1 806 face-to-face meetings with both existing and potential partners.

“I personally see huge value in the ICEF Mexico - Colombia Agent Roadshow as it makes it easier for me to meet and reconnect with agents”, commented Johanna Ziegler of Merrick Preparatory School in Canada.



A business meeting in Mexico City

Origin of Mexican Agents

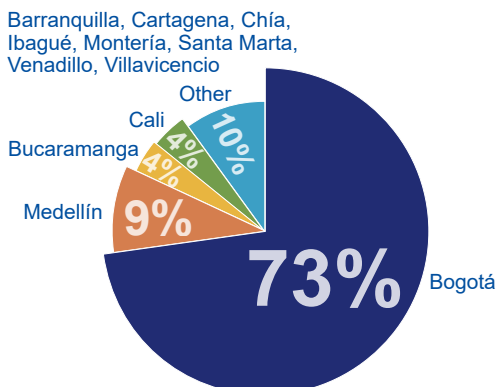


This year, 59 education institutions from 9 countries were in attendance, with 53% joining their first ever ICEF Mexico-Colombia Agent Roadshow.

Jenifer Pence of the Independent School (USA) said: “This was a great first-time experience and I will definitely attend other ICEF events based on this”.

The first leg of the roadshow was held at the Hilton Mexico City Reforma Hotel with the participation of 104 agents representing 70 agencies from 17 Mexican states, 17% of whom were first-timers.

Origin of Colombian Agents



In total, 23% of these Mexican agencies also recruit students from other Central American markets including Panama, Costa Rica, Guatemala and El Salvador, thus providing extensive recruitment outreach to the participating education providers.

Oscar Cabral Aych of Eurolingua Study Mexico said: “It is always a pleasure to attend ICEF events. I get to meet potential partners and learn about new services to offer our clients”.

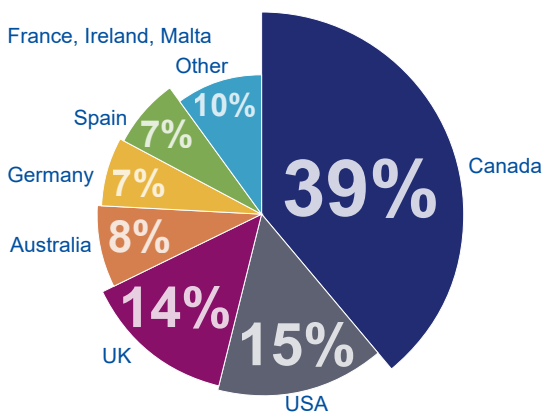


Participants enjoying a meeting in Bogotá

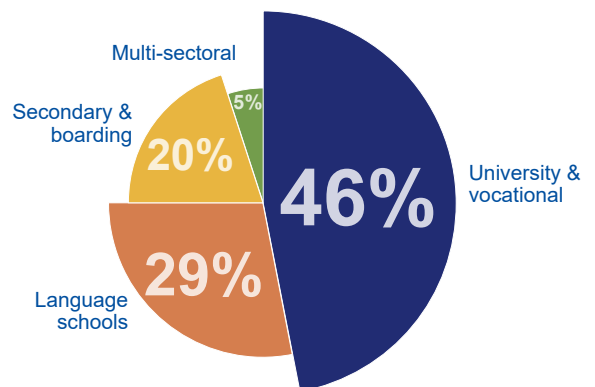
The second part of the roadshow took place at the Hilton Bogotá, receiving 120 agents representing 82 agencies from 11 Colombian provinces, an increase of 30% over the previous year. “I have participated in four ICEF events since 2012. They are really important to me because they give me the opportunity to get new contacts, generate agreements and continue to grow my portfolio”, said Colombian agent Rodrigo Andres Vergel Mogollón of Consultoría e Intercambio SAS.

In addition, almost half of the agencies who joined in Bogotá also represented students in a number of other Latin American markets, so participating education providers gained access to students from other countries such as Chile, Argentina, Ecuador and Peru.

Educator Demographics



Educator Profile





There was impressive service provider growth at the roadshow which welcomed 70% more than in 2019. These organisations represented a variety of education-related products and services and came from six countries across Australasia, Europe and the Americas.



Participants at the dinner reception in Mexico City

In Mexico City, participants joined an introductory seminar on the Mexican market presented by Joshua Tripp from AMTE (Asociación Mexicana de Turismo Educativo) and also attended a dinner reception with traditional Mexican food and entertainment, including a local Mariachi band.

On arrival in Bogotá, participants enjoyed a group dinner at the legendary Club Colombia restaurant before conducting their business meetings the next day. Katie Jabri of Concordia University - St. Paul in the US commented: "I had great meetings with high quality agents. I am looking forward to seeing how these partnerships develop!"

The next ICEF Mexico-Colombia Agent Roadshow will be held on March 1st to 5th, 2021.

Please visit www.icef.com/mexcol for more information.



Meeting hall at the Mexico City Reforma Hotel



A business meeting underway in Bogotá, Colombia