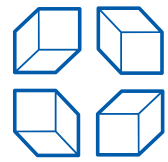


The ICEF Asia Workshop

The leading event for international student recruitment in China and other Asian countries



Grand Millennium Beijing • October 10 - 12, 2012



ICEF

Connect. Recruit. Grow.

REPORT FROM THE ICEF ASIA WORKSHOP BEIJING 2011



One of a number of seminars at the ICEF Asia Workshop

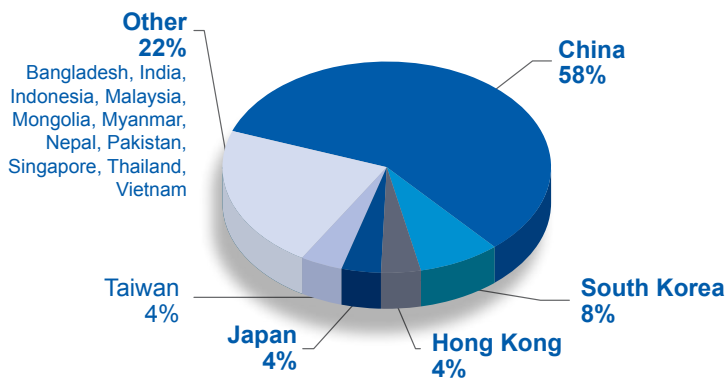
The ICEF Asia Workshop reaches 400 participants!

The ICEF Asia Workshop, ICEF's only pan-Asian event, reached **400 participants** this year, **growing by 7% over 2010**.

In total, **120 education institutions** and **12 exhibitors from 20 countries** and **140 agencies from across Asia** conducted **3406 pre-scheduled meetings** during the workshop's two and a half days. *"Thank you ICEF! I only JUST have a voice after so many meetings!"*, said Katie Latimer of UK school Bell International.

Held in Beijing (Oct 12 - 14), **participants were once again satisfied** with the event, **99% rating it as good or excellent**. *"Being in one place, the workshop saves us time and money and with ICEF doing all the work to find good agents, it makes the event a great opportunity for any school"*, said Jeanette Taylor from the Trade and Occupational College of Australia.

ICEF Asia Workshop 2011 - Agent Demographics:



Agents found the range of institutions represented at the workshop very good and appreciated the **opportunity to learn about the different courses and programmes offered**. Yoshikazu Ueoku from Global Study agency in Japan said, *“This was a great opportunity for me to get industry information and meet with new schools”*. Su Myat Min of Transinex in Malaysia also commented that, *“Events like this help us to understand more about the universities and schools, which makes it easier for us to promote them to our clients”*.

In addition to formal business meetings, there were a **number of social occasions at the event**. At the dinner reception participants enjoyed a variety of traditional entertainment and activities, including artists, an acrobat and a dancer. After the workshop, many participants joined the ICEF team for a tour of the Great Wall and the Ming Tombs, taking in two of China’s must-see attractions.

The 2012 [ICEF Asia Workshop](#) will take place, once again at the Grand Millennium Beijing from October 10 - 12.

For more information on ICEF events go to www.icef.com or contact Korinne Algje or Sara Azad at communications@icef.com



An educator - agent meeting at the ICEF Asia Workshop



Participants enjoyed a variety of traditional entertainment