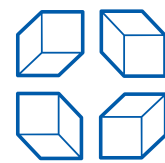


The ICEF Latin America Workshop

The leading event for international student recruitment in Latin America



InterContinental Rio, Rio de Janeiro • September 28 - 30, 2011



ICEF

Connect. Recruit. Grow.

REPORT FROM THE ICEF LATIN AMERICA WORKSHOP SAO PAULO 2010

Satisfaction high as Latin America Workshop grows 11%



Networking at the ICEF Latin America Workshop in Sao Paulo

The number of organisations at the second ICEF Latin America Workshop in São Paulo, Brazil **grew by 11%** in 2010. Held September 29 - October 02, the event welcomed **107 educators** from **87 institutions** around the world and **147 rigorously screened student recruitment agents** from **13 countries** throughout Latin America.

The ICEF Latin America Workshop was once again a huge success with 96% of attendees rating the event as good or excellent, the highest possible categories. Racine Oliveira of AWI International Education Group in New Zealand said *“I am very happy with the quality of the event! This was probably the first workshop in a long relationship with ICEF”*.

In total **2442 pre-scheduled meetings** took place between educators, agents and service providers. Educators were extremely impressed by the calibre of agents at the event. *“The agents were of even better quality than last year! They had more knowledge which meant our meetings were more focused and worthwhile”* said Jonathan Quinn of the Centre of English Studies in Ireland.

Agents enjoyed the opportunity to **meet educators face-to-face**. Smayler Robles from Brazilian agency EDUCNET - Cursos no Exterior commented, *“The workshop was a wonderful place to meet new partners, to see people we haven’t seen in a long time and to finally meet in person those who we have only contacted by email”*.



Maura Leao, president of BELTA and Marcelo Pedrosa of EMBRATUR sign a partnership agreement at the ICEF Latin America Workshop

The first day of the workshop saw a **partnership agreement signed** between the Brazilian Ministry of Tourism (EMBRATUR) and the Brazilian Education and Language Travel Association (BELTA). This agreement acknowledges education travel as an important part of the Brazilian tourism industry, and designates BELTA as a key player in promoting Brazil as a destination. Marcelo Pedrosa, Director of Products and Destinations at EMBRATUR signed the agreement with BELTA president, Maura Leão. BELTA, widely regarded as the authority on outbound student travel, will now adopt a dual focus, also bringing international students to Brazil. Maria Eglantine Gabarra, Executive Director of BELTA said, *“This partnership is very important for BELTA. It recognises our work in promoting Brazil abroad. We are very proud to be a part of this.”*



Participants enjoy dancing at the Evening Reception

Samba dancers, drummers and a capoeira demonstration set the tone for a fantastic evening reception. Participants thoroughly enjoyed the chance to get to know each other in a relaxed setting and experience a taste of Brazilian culture. Whitney Sterling from Berlin Brandenburg International School in Germany said *“The evening reception was excellent! It helped us to solidify our relationships with agents and the drummers and dancers were amazing!”*

The 2011 [ICEF Latin America Workshop](#) will take place in Rio de Janeiro, Brazil from Sept 28 - 30.

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