

ICEF Moscow: Exciting opportunities outshine challenging political environment

For immediate release

01 April 2015

Participants at the ICEF Moscow Workshop were generally very positive about student recruitment in the region despite the challenging political climate. Ronan Carolan of New College Manchester (UK) said: "ICEF Moscow was a really great event with many fantastic agents. Although it is a challenging market at present, it has been a very important event for understanding how best to work with Russian-speaking countries in the coming months".

In 2015, the Moscow Workshop hosted over 500 participants from 30 countries and remains ICEF's largest regional workshop. "This year was one of the best ICEF Moscow Workshops I have been to. Although the market has changed, people are very eager to find new opportunities and so I was very busy. I find there is also a cumulative effect - people I have spoken to at the workshop in the past, saw me again and are now ready to start working with us, while existing clients appreciate us being there to provide support. In fact this year was, opportunity-wise, very exciting" said Lori Lee from insurance provider Guard.me.

In total, 135 educational institutions and 14 exhibitors from 22 countries, and 250 student recruitment agents (191 agencies) from Russia, Eastern Europe, Central Asia and the Caucasus (Ukraine, Kazakhstan, Uzbekistan, Belarus, Armenia, Azerbaijan, and Moldova) gathered in Moscow for three days of targeted business meetings and networking opportunities.

This year we welcomed a number of new agencies to Moscow. In total, 16% of agents were participating in their first ever ICEF event. This ensured that regular participants also had the opportunity to establish new contacts.

Agents were very happy with the range of educators at the event. "I find ICEF Workshops to be very useful and well organised. I really appreciate the good range of educational institutions that join the event, as they help us meet the different needs of our clients" said Yana Kostikova of "Tolmach" agency in Russia.

During the workshop almost 6 000 meetings took place. In addition, a number of seminars were held on the first day of the event, including a panel discussion lead by Samuel Vetrak, CEO of StudentMarketing. This discussion focussed on the current happenings in Russia as they relate to studying abroad. The session featured the most recent country profile, as well as first-hand results of in-depth interviews with a number of Russian education agents.

After the workshop, attendees had the option of joining a city tour. This tour showcased Moscow's impressive architecture and most renowned sites. Participants said their favourite parts were the GUM shopping centre and the visit to Red Square, where the guide gave an interesting account of the buildings and their significance.

Three agents qualified as ICEF Trained Agent Counsellors (ITACs). They were: Ivan Logunov of Logos Study Group (Russia), Anastasia Radko of International European

Agency (Russia), and Aizhan Tolegen of BS Education (Kazakhstan). This brings the total number of ITACs to 777 in 100 countries around the world. For more information on the ITAC certification and a full list of qualified ITACs, including their contact details, please visit www.icef.com/agent-training

The next ICEF event is the Australia New Zealand Agent (ANZA) Workshop. Taking place April 28 - 30 at the SKYCITY Auckland Convention Centre, this event brings together educators, service providers and Work & Travel companies from Australia and New Zealand, and agents focussed on these two countries. More information on this workshop or any other ICEF event can be found at www.icef.com/workshops.

For further information please contact Korinne Algie or Stan Bobrov at communications@icef.com

Moscow 2015 photos



The workshop hall in Moscow

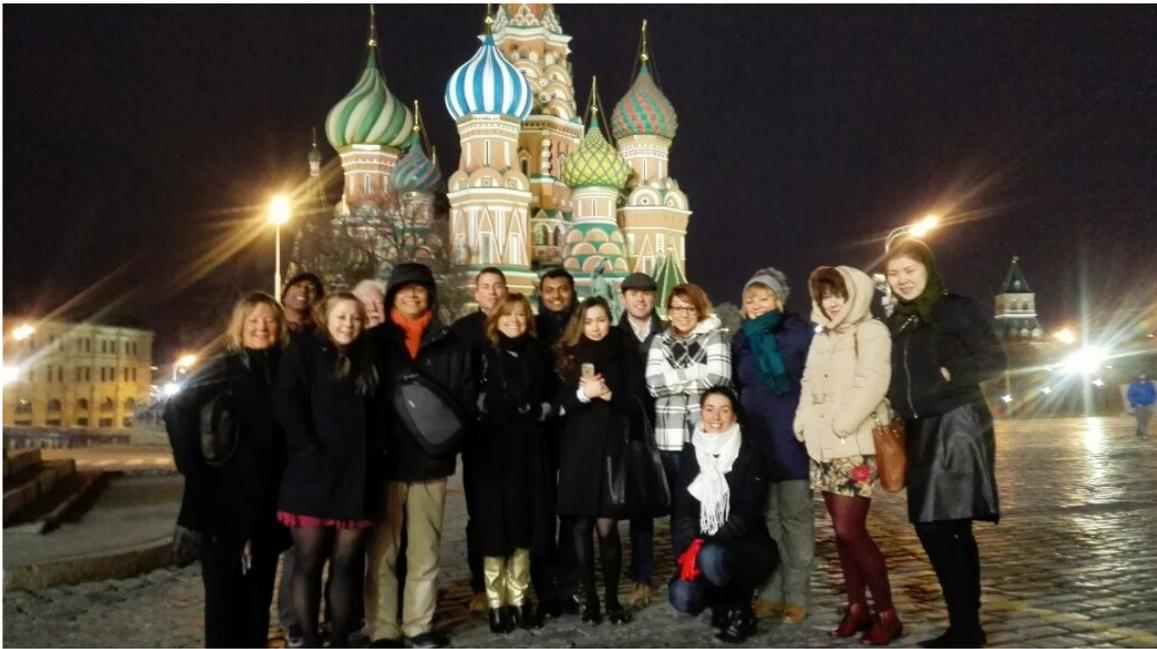
Further pictures appear on the following pages



Educators at ICEF Moscow



Informal networking at ICEF Moscow



Participants on the city tour pose outside St Basil's cathedral

ICEF

www.icef.com

ICEF connects educators, education agents, work and travel professionals, and industry service providers to 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 enrolments. They choose ICEF for its longstanding reputation of quality and commitment to nurturing and accepting only the highest calibre of education agents and to providing excellent events and marketing resources.

ICEF services include:

- **ICEF Workshops:** B2B events in all key markets, connecting international educators, agents, and service providers as well as work and travel professionals.

www.icef.com/workshops

- **ICEF Agent Status:** ICEF Agent Status: Recognising only ICEF-screened and vetted recruitment agencies, providing quality assurance for educators.

www.icef.com/agent-quality/ias

- **ICEF Monitor:** A free, online resource for unbiased industry news, market intelligence, research, trends, and tips for international student recruitment.

www.icefmonitor.com

- **ICEF Agent Training:** Including the ICEF Agent Training Course (IATC), the Canada Course for Education Agents (CCEA) and the China Education Agent Course (CEAC). Practical, professional training courses for agency-based international student recruitment counsellors.

www.icef.com/agent-training

- **The ICEF i-graduate Agent Barometer:** An annual worldwide survey on the opinions of agents about the international education industry.

www.icef.com/icef-barometer

- **The ICEF Education Fund:** Providing donations and support for selected causes, giving young people around the world access to education.

www.icef.com/education-fund

- **ICEF Marketing and Sponsorship:** Guaranteed exposure and branding to key decision makers in international education and language travel markets.

www.icef.com/marketing-sponsorship

- **CourseFinders:** A search engine dedicated to language schools. Enables students to search and compare over 7 500 schools worldwide and read reviews by alumni.

www.coursefinders.com