

# MEDIA RELEASE



## ICEF Dubai: Record participant numbers drives successful event

### For Immediate Release

11 February 2015

The ICEF Dubai Workshop grew substantially this year, hosting 431 participants (+23%) from 48 countries around the world. Impressive growth was seen in all key participant groups: service providers 45%, educators 30% and agents 14%.

During the event, 201 educators from 140 institutions engaged in over 4 200 targeted meetings with 191 carefully vetted agents from Turkey and 28 other countries in the Middle East, South Asia and Africa. With Saudi Arabia, UAE, India, Nigeria and Pakistan making up the top five agent countries, ICEF Dubai proved itself once again as the ideal platform for education networking in the region.

Return participants also had plenty of opportunity to expand their agent networks. In total 26% of all agents were new to ICEF Dubai. David Arrowsmith of Inlingua Cheltenham (UK) said “I have attended ICEF Dubai five times in the past, and this year was one of the most productive events we have ever been to. The quality of the agents selected was good and I am usually able to convert more agents into partners through this event than any other.”

Agent, Mohamed Salama Ibrahim from GCUE in Kuwait stated “This was my first time at an ICEF Event. I found ICEF Dubai to be a great opportunity to meet educators from different countries and to get all the information I need for my students”.

During the workshop, Abdul Sattar of Study Overseas Network (Pakistan), qualified as ICEF Trained Agent Counsellor (ITAC). Increasingly recognised as one of the industry's most important qualifications, there are now 754 qualified agents in 97 countries. Abdul's full contact details and those of all ITACs can be found at: [www.icef.com/itacs](http://www.icef.com/itacs)

This year, the seminar programme covered a wide range of interesting topics including a presentation on Study in Canada by the Canadian Consulate and a number of market focussed seminars such as Nigeria and Saudi Arabia (sender countries) and Malaysia and Germany (destinations). These seminars gave participants the opportunity to learn more about the region, understand current trends and explore new destinations.

In 2016, the ICEF Dubai Workshop will be held from February 01 – 03 at the Jumeirah Emirates Towers Hotel. More information on this event can be found at: [www.icef.com/dubai](http://www.icef.com/dubai)

For any questions or further information contact Korinne Algie or Stan Bobrov at [communications@icef.com](mailto:communications@icef.com)

## The ICEF Dubai Workshop 2015 - Photos



Keeping business friendly at ICEF Dubai



ICEF's Nabil Najd (centre) with new ITAC's Abdul Sattar (left) and Haider Ali (right) who qualified a few days before the Dubai Workshop.



Educators with agents from Saudi Arabia

## ICEF

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