# The ICEF Beijing Workshop

For international educators and student recruitment agents in China and other Asian countries

Grand Millennium Beijing • October 14 - 16, 2015

## Seminar programme • October 14, 2015

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<th>Time</th>
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<tr>
<td>14:00</td>
<td>How to Maximise your ICEF Workshop Experience - for Agents</td>
<td>How to Maximise your ICEF Workshop Experience - for Providers</td>
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<td>–</td>
<td><strong>Albert An</strong>, Director China Office, ICEF, China</td>
<td><strong>Nick Stevenson</strong>, Business Development Manager - EMEA, ICEF, Germany</td>
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<tr>
<td>14:45</td>
<td><strong>Audience</strong>: Agents</td>
<td><strong>Audience</strong>: Educators &amp; Service Providers</td>
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<td>14:45</td>
<td>Role of the China Overseas Study Association (COSA)</td>
<td>ICEF Agent Training and the ICEF Agency Recognition Programme (IAS)</td>
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<td>–</td>
<td><strong>Xuewen E</strong>, Vice Chairman &amp; Secretary General, China Overseas Study Association - CEAIE, China</td>
<td><strong>Nabil Najd</strong>, Manager MENA Region &amp; <strong>Albert An</strong>, Director China Office, ICEF, Germany</td>
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<tr>
<td>15:30</td>
<td>Canadian Public Schools – Excellence &amp; Opportunity in Education</td>
<td>U.S. Government Initiatives to Promote U.S. Education in China</td>
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<td>–</td>
<td><strong>Bonnie McKie</strong>, Executive Director, Canadian Association of Public Schools - International, Canada</td>
<td><strong>Michael Middleton</strong>, Commercial Service Officer &amp; <strong>Veronica Liang</strong>, Commercial Specialist, U.S. Consulate Guangzhou, China</td>
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<tr>
<td>16:15</td>
<td>The Canada Course for Education Agents (CCEA)</td>
<td>Building Institutional Partnerships in China</td>
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<td>–</td>
<td><strong>Caroline Levesque</strong>, Business Development Manager, ICEF, Canada</td>
<td><strong>Cecilia Fan</strong>, Publisher, China Higher Ed, China</td>
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<td>17:00</td>
<td><strong>Audience</strong>: Agents</td>
<td><strong>Audience</strong>: Educators &amp; Service Providers</td>
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<td>Coffee Break</td>
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<tr>
<td>17:30</td>
<td>Official Data Release from the China Consumer Association and Q&amp;A with BOSSA on Chinese Student Recruitment</td>
<td>Studying in the UK</td>
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<td>–</td>
<td><strong>Shuai Yang</strong>, Senior Director, Chief Consultant, Beijing Overseas Study Service Association (BOSSA), China Overseas Study Service Alliance (COSSA), China</td>
<td><strong>Liu Xiaoxiao</strong>, Education Services Manager, British Council, China</td>
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<tr>
<td>18:15</td>
<td>The i-graduate ICEF Agent Barometer 2014: Asian Market Findings</td>
<td>Study in Germany - Your Way into German Universities</td>
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<td>–</td>
<td><strong>Rod Hearps</strong>, Vice President, ICEF, Asia Pacific</td>
<td><strong>Annette Friedl</strong>, Owner and Director, ISL Sprachschule / ISL Language School, Germany</td>
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<td>18:15</td>
<td><strong>Audience</strong>: All</td>
<td><strong>Audience</strong>: Agents</td>
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How to Maximise your ICEF Workshop Experience - for Agents

Albert An

Room: Fortune 2
Audience: Agents

►Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ICEF Beijing Workshop in particular. The session will cover the following topics:

• Preparation prior to the workshop
• Workshop parameters and how to maximise your time during the event
• Post-workshop follow-up
• How to maximise your working relationship with educators

►Speaker

Albert An
Director China,
ICEF,
China

Albert An started the ICEF China office in 1999 and has since been closely working with various education factors in the Greater China region. He worked as the China Representative of the British Tourist Authority before joining ICEF.

Being part of the operation team of every ICEF Workshop in China, Albert An has helped many education agents and providers find their ideal business partners.

Albert An loves to work in the education field and is a strong believer that education is the key to a better world.
How to Maximise your ICEF Workshop Experience - for Providers

Nick Stevenson

Room: Fortune 5
Audience: Educators & Service Providers

► Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ICEF Beijing Workshop in particular. The session will cover the following topics:

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• Workshop parameters and how to maximise your time during the event
• Post-workshop follow-up
• How to maximise your working relationship with agents

► Speaker

Nick Stevenson

Business Development Manager,
ICEF,
Germany

Nick has been at ICEF since July 2014, responsible for business development within the UK & Ireland, helping educators and service providers develop relationships with agencies overseas. He has been working within the international education sector since 2008.

He studied Spanish & Management at the University of Leeds, spending the third year of the programme at the Universidad Complutense de Madrid.

After graduation, his first position was at Study Travel Magazine, later moving onto Inline Marketing, a supplier of marketing support services to international educators.
Role of the China Overseas Study Association (COSA)

Xuewen E

Room: Fortune 2
Audience: All

► Session description

This session will provide you with information about COSA and its roles in self-regulation of the study abroad industry in China, as well as the type of services COSA intends to provide to member agencies and clients both at home and abroad.

► Speaker

Xuewen E

Vice Chairman & Secretary General,
China Overseas Study Association - CEAIE,
China

Mr. E Xuewen went to study Arabic language and literature at Kuwait University in 1977. He graduated from the University of Western Ontario in 1985 with a M. Ed. in Educational Administration. Mr. E worked for the Department of International Cooperation of the Chinese Ministry of Education for more than 20 years. He was responsible for supervising and managing Chinese government scholarship programs for international students studying in China, and implementing collaborative education projects in China funded by UN organizations. He also served at the British Council Office in Beijing as a special project officer and later at the Chinese Consulate General in Los Angeles, USA as the Education Counselor.

He left the Ministry of Education in 2003 and worked as the principal of a private international school and later in 2005 as the vice principal of a local foreign language school in Beijing. In 2007, he worked for the Higher Education Press of the Chinese Ministry of Education and was responsible for training and examination projects.

He joined Beijing Overseas-Study Service Association in August 2011 as the Vice President and is now working for the Committee on Self-funded Study Abroad Service of the China Education Association for International Exchange (CEAIE) as the Vice Chairman and Executive Secretary-General to oversee the daily operation of the organization.
ICEF Agent Training and the ICEF Agency Recognition Programme (IAS)

Nabil Najd & Albert An

Room: Fortune 5
Audience: All

► Session description

This session will provide you with an introduction to ICEF’s agent training courses as well as its agency recognition programme:

- The ICEF Agent Training Course (IATC) is a practical, professional training course developed by ICEF for education agency-based student counsellors. The course is available online and free of charge to agency student counsellors in a self-paced modular format.
- The Canada Course for Education Agents (CCEA) was created by the Department of Foreign Affairs, Trade and Development Canada (DFATD) in cooperation with ICEF and the Canadian Consortium for International Education (CCIE). The course supports professional development for agents specialising in Canada.
- The USA Agent Training Course (USATC) is designed for international education agents working with American schools, universities, and colleges to recruit international students, and is aimed at increasing agents’ knowledge and standards of practice in their work with both institutions and students.
- The China Education Agent Course (CEAC) is a practical, professional online training course in Chinese offered by ICEF in partnership with BOSSA. The CEAC was designed to support excellence and professional standards in international education for Chinese agency based study abroad advisers and student counsellors.
- The ICEF Agent Status (IAS) is recognised as an indicator of agent quality, showing that an agent has been successfully vetted for, and participated in, ICEF Workshops. The IAS is renewed through ongoing quality assurance screening and reference checks.

Educators and service providers are welcome to join the session.

► Speakers

Nabil Najd
Manager MENA Region,
ICEF,
Germany

Nabil joined ICEF in 2011 as an Agent Relations and Business Development Manager for the Middle Eastern and North African markets and since 2014 as Manager MENA Region, ICEF Lebanon. Nabil has developed a wide range of contacts within the industry and contributed towards broadening ICEF’s access to the region by focusing on introducing quality agents to our workshops around the world. In addition, Nabil is responsible for assisting and advising educational institutions new to working with education agents and/or new to ICEF Workshops and helping clients to select the most appropriate ICEF services to increase their international student enrollments.

Nabil graduated with a Master’s degree in Automation Technology from the Technical University Berlin, Germany in 2010. He speaks English and German as well as his native Arabic.

Albert An
Director China,
ICEF,
China

Albert An started the ICEF China office in 1999 and has since been closely working with various education factors in the Greater China region. He worked as the China Representative of the British Tourist Authority before joining ICEF. Being part of the operation team of every ICEF Workshop in China, Albert An has helped many education agents and providers find their ideal business partners.
Canadian public schools are the destination of choice for over 40,000 international students each year. This presentation will use research and student testimonials to help agents better understand why a Canadian high school experience is so highly sought after and recognized around the globe. Agents will also learn about the many specialized educational programs offered in Canadian high schools and resources available to assist in identifying a program best-suited to a student’s goals and interests.

The Canadian Association of Public Schools - International is a non-profit association of 120 public school districts offering English/French programs from elementary through to high school graduation.

Bonnie has provided leadership for the Canadian Association of Public Schools – International (CAPS-I) as the Executive Director since the non-profit association was incorporated in 2008. Born and raised in Vancouver, Bonnie has a degree in Business Administration from Simon Fraser University. From 2001 to 2007, she developed and managed the International Student Program for Surrey, the largest public school district in British Columbia. Bonnie also served on the Executive Committee of IPSEA (International Public School Education Association of BC) as Vice-President prior to relocating to Calgary, Alberta in 2007. She is married with two teenage children.
Session description

The U.S. Commercial Service of the U.S. Department of Commerce is THE federal export market research, planning, and promotion agency of the U.S. Government. The U.S. Commercial Service in China offers valuable assistance to American businesses exporting goods and services to China. Commercial Specialists are our U.S. representatives and education advocates in different locations.

We will discuss the current US education system, recruitment issues important to schools, and student enrollment opportunities in our respective markets. Furthermore, we will discuss who we are and how we can help U.S. schools to find additional partners, recruit from new locations and/or increase the number of students in China.

Speakers

Michael Middleton
Commercial Service Officer,
US Consulate Guangzhou,
China

Michael Middleton entered the US Foreign Service in May 2013, and was sworn in as a Vice Consul and Commercial Officer of US Foreign & Commercial Service. His first posting is with the US Consulate General – Guangzhou in south China where he helps American companies identify export opportunities for goods and services and provides advocacy. Mr. Middleton's entrance into the US Foreign Service was preceded by a career in high tech and telecommunications in US and Asia. He has worked in China, Japan and Singapore as well as Silicon Valley in San Francisco, Seattle, the high tech area of Northern Virginia and in Washington, DC. He has US federal government, Fortune 50, mid-size and start-up management experience. Mr. Middleton received his MBA from George Washington University in Washington, DC, with focus in International Business Management.

Veronica Liang
Commercial Specialist,
US Consulate Guangzhou,
China

Veronica Liang entered the Foreign Commercial Service, US Consulate General Guangzhou since Sep 2012 as a Commercial Specialist. Veronica Liang assists Chinese and American companies to find partners, and promotes U.S. exports in China. Particularly, Ms. Liang is promoting the US Education in South China. Prior to joining the Commercial Service, Veronica served as a consultant at The Nielsen Company in Guangzhou China for two years. During that period, Veronica was working diligently with top 500 multinational companies and famous local companies in the FMCG field by maintaining a cooperative relationship and more importantly providing market observation, data analysis, marketing and sales strategies on a regular basis. Veronica accepts higher education studying in Australia for five years and holds a bachelor degree of International Business from the RMIT University and a master degree from Monash University, where she is specialized in Marketing.
The Canada Course for Education Agents (CCEA)

Caroline Levesque

Room: Fortune 2

Audience: Agents

Session description

Learn about updates to the Canada Course for Education Agents, an online course designed for education agents advising families about study opportunities in Canada.

The Canada Course, produced by Foreign Affairs, Trade and Development Canada in cooperation with ICEF and the Canadian Consortium for International Education (CCIE), provides high quality, current, and comprehensive information about Canada as a study destination. It enables agents to study via self-paced modules on topics such as the overall study environment in Canada; the different regions of Canada; Canadian education options and levels of study, including language study and the differences and synergies between colleges and universities; the type of credentials that can be achieved; resources for students wanting to know about visas and immigration rules in Canada; as well as how to prepare students coming to Canada.

Participants will be able to take the Canada Course Examination upon completing the course and receive a designation as a Canada Course Graduate (CCG) upon successful completion of the exam.

Speaker

Caroline Levesque

Business Development Manager,

ICEF,

Canada

Caroline brings with her 8 years of experience in communication, marketing and student recruitment. Since she joined ICEF in 2011, she has been working with public and private high schools, colleges, universities and language schools in Eastern Canada, helping them increase their international student enrolments through agents. In her role, she is also developing new relationships with service providers and working closely with Canadian associations active in international education. Previously, she worked in marketing and student recruitment at the Institut français – University of Regina.

Caroline speaks French, English and Spanish and holds a Bachelor’s degree from the Université de Montréal and a Master’s in Human Resource Management from the University of Regina.
Building Institutional Partnerships in China

Cecilia Fan
Room: Fortune 5
Audience: Educators & Service Providers

► Session description

Partnership building with Chinese institutions can be challenging. Now more than ever, the Chinese government is tightening regulations around the approval and ongoing compliance for Sino-Foreign Cooperative Programs and Institutions. While there is no single recipe for a perfect partnership, some building principles are particularly applicable when partnering with Chinese tertiary institutions.

This presentation will provide an overview of current trends in joint programs and will outline ways to conduct market research and due diligence of potential and current Chinese partners. It will also explore tools such as a sample checklist, a 360 degree evaluation process for running joint programs and tips on gathering feedback from students, alumni, partners, corporate and the media.

► Speaker

Cecilia Fan
Publisher,
China Higher Ed,
China

Cecilia Fan has over 20 years experience in business consulting, having worked for China’s first foreign-owned consulting firm (USA) and later for several Australian government departments in China.

Cecilia is a founder of China Higher Ed, a research, analysis and advisory firm with a strong track record of building overseas higher education institutions’ presence in China, currently reaching 3,000+ universities. Cecilia has worked on a number of projects with foreign universities in the US and Australia, including the University of Queensland, Macquarie University, UNSW and DeVry in an advisory role. Cecilia is currently commuting between Australia and China and is a regular speaker for international conferences.
Official Data Release from the China Consumer Association and Q&A with BOSSA on Chinese Student Recruitment

Shuai Yang

Room: Fortune 2
Audience: Educators & Service Providers

Session description

Essential student market survey data, previously unreleased by the China Consumer Association, followed by a Q&A open forum session with BOSSA.

Exclusive Data

The results of a near 22,000 participant, government-backed survey will be released for the first time to a foreign audience at this seminar. Commissioned by Beijing governmental authorities, this study reveals the latest in demographical insights and a few psychographic studies of Chinese consumers with intentions of studying abroad.

Q & A

In an open style forum, The Beijing Overseas Study Service Association (BOSSA) Senior Director, Shuai Yang, will offer his native expertise on China's education market. Institutional partnerships, agency relations and related topics to Chinese student recruitment are encouraged to be voiced by attendees.

Shuai Yang has worked at the Chinese Ministry or Education, UNESCO, and former president and founder of Beijing's first Sino-foreign joint college, which graduated 1,400 executives with MBAs and sent 3,000 Chinese students abroad throughout his tenure. He'll be representing BOSSA, China’s largest government-supported industry association of study abroad agencies with over 100 members.

Speaker

Shuai Yang
Senior Director, Chief Consultant,
Beijing Overseas Study Service Association (BOSSA),
China Overseas Study Service Alliance (COSSA),
China

Mr. Shuai Yang has over 30 years experience in China's education field and industry. He is a Chinese national who has worked for the Ministry of Education, UNESCO, a Canadian education investment firm, and served as president of the first Sino-foreign joint college in Beijing.

Now he is the Senior Director of China's largest study abroad agency associations, China Overseas Study Service Alliance (COSSA) and Beijing Overseas Study Service Association (BOSSA).

He currently advises both Chinese agencies and international educators by assisting local agencies with their service programs and regularly consults international schools, professionals, and organizations seeking better understanding or positioning in China's education market.
Studying in the UK

Liu Xiaoxiao
Room: Fortune 5
Audience: Agents

▸ Session description

The UK is the home of the English language and each year, over 600,000 students learn English in the UK. This session will give education agents vital information about studying English in the UK.

We will explore the options available to students and discuss the benefits of studying at a British Council accredited centre. We will also inform agents about the services available to them to help them work with UK English language centres. This includes our agent training programme which aims to provide support to continually develop the quality and effectiveness of agents representing UK education.

▸ Speaker

Liu Xiaoxiao
Education Services Manager,
British Council,
China

Xiaoxiao Liu first started her career in 2008 as an overseas student programme officer at Peking University. In 2011 Xiaoxiao went to Seoul, South Korea to work as a socio-cultural affairs officer for the Trilateral Cooperation Secretariat, an international organisation established by the three governments of China, Japan and South Korea, before joining the British Council China and taking up her post as Education Services Manager in April 2015.

At the British Council China Xiaoxiao Liu is currently responsible for providing strategic consultancy research and partnering brokering services exclusively to the UK education institutions, in order to help UK education providers to improve their knowledge of market trends and identify genuine partnership opportunities in the increasingly sophisticated education markets of China.

Xiaoxiao Liu was born in Hubei and grew up in Hainan, graduated with a Bachelor and Master of Law both from the School of International Studies at Peking University and received her MPhil of Political Thoughts and Intellectual History from Cambridge University in 2008.
The i-graduate ICEF Agent Barometer 2014 : Asian Market Finding

Rod Hearps
Room: Fortune 2
Audience: All

►Session description

The i-graduate ICEF Agent Barometer is an annual survey of over 1,000 ICEF-screened agents from over 100 countries. This seminar will present the results from the 2014 Barometer, with a focus on results reported by agents recruiting within Asia. This includes a year-on-year comparison of the attractiveness of international study destinations per education sector, as perceived by Asian based agents recruiting for a wide range of international study programs.

Rod will also share:

- Where Asian based agents plan to send students in 2015
- What agents' concerns are for the year ahead
- What agents see as the most effective marketing strategies for educators
- What institutions need to provide in terms of support for their agents

The survey findings reported will help educators to build their reputation and relationships with agents, and assist in developing strategies to market themselves and their destinations more effectively to Asian based student recruitment agencies.

►Speaker

Rod Hearps
Vice President,
ICEF,
Asia Pacific

For the past 25 years Rod has sought to innovate and create better ways of doing business, for international students, educators and agents. In the 90’s Rod owned and managed a student recruitment agency, then served as Principal and Marketing Manager of an Australian ESL College. He has since been involved in the ownership, management and marketing of numerous international education companies, including Hyperstudy.com, EdMedia and ICEF GmbH.

Rod currently manages the Asia Pacific region for ICEF, helping clients achieve real results in their marketing and international student recruitment initiatives. ICEF’s services include: ICEF Workshops (educator – agent networking events), ICEF Monitor - industry news and insight, Agent training courses, Agent quality screening, ICEF Education Fund, and CourseFinders.com.
Study in Germany - Your Way into German Universities

Annette Friedl
Room: Fortune 5
Audience: Agents

► Session description

Studying at English-speaking destinations has always been popular but numbers have reached their peak and students are looking for new destinations.

Germany has turned out to be a very attractive alternative: excellent universities with high quality standards, worldwide recognised degrees and tuition-free education are some of the reasons why Germany is becoming so popular.

Pathway programmes (language course plus university) offer new alternatives to access German universities. We will explain the necessary steps, the documentation you need and take a look at prerequisites. There will also be room for individual questions.

► Speaker

Annette Friedl
Owner and Director,
ISL Sprachschule / ISL Language School,
Germany

Annette Friedl co-runs 3 schools in Germany and is focussed on customer contact in Asia and the Middle East. She has been working independently for over 7 years in advising and helping international students who wish to study in Germany.

She has close contacts with many German Universities and the German Foreign Offices in many Mid-East/Asian countries. She deals with several hundred applications from potential students per year and has seen a large increase of interest in Germany in the last few years.

She holds a teaching and business degree from universities in Germany and Ireland.