

# ICEF Africa

12-14 June, 2023

## EVENT REPORT



### International educators network with agents from across the African continent

ICEF Africa returned this year as a hybrid networking event focused on the needs of international education institutions and relevant service providers, all interested in recruiting students from this dynamic and vibrant continent.

**291** participants from **49** countries attended this year's event. For **218** delegates, it was an opportunity to network and catch up with old friends in person at the Westin Cape Town Hotel, while **73** joined online.

Together, over the course of three days, they held a total of **2,463** in-person and virtual meetings.



*A wonderful event in a fantastic location. I have left South Africa very confident that the conversations had will lead to increased brand awareness and I look forward to welcoming students from across the continent to our institution.*

**Shane Healy, Swiss Boarding Schools Disentis and Zurich, Switzerland**

**2,463**

MEETINGS *between*

**291**

INDIVIDUALS *representing*

**248**

ORGANISATIONS *from*

**49**

COUNTRIES *across*

**5**

CONTINENTS



## Great Delegate Feedback

In the post-event survey for ICEF Africa 2023, **98%** of respondents rated the organisation of the event, and the support and level of communication provided by the ICEF team, as good or excellent. This feedback demonstrates our ongoing commitment to excellence, ensuring each ICEF event is the best it can be.

**92%** rated the number of new contacts they made as good or excellent, while **90%** gave the same rating for the quality of the new contacts.

For **40%** of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.



*The beauty of ICEF is talking to the right contacts in one place, with almost no need to move around the venue, which is very convenient.*

**Romeo Mabasa, LanguageCert, Greece**



*Events like this one really broaden business and market knowledge, as well as help startups create a huge, rich network as a basis for growth and quality assurance. ICEF's commitment to quality and excellence is a benchmark for all of us to attain growth and practical experience of the education industry all around the globe.*

**Ackrad Seth Shimwense, MIT Multi-Services Agency, Zambia**



*I had an amazing time at ICEF Africa 2023. I met lots of universities and every meeting was a success. The seminars were also helpful as I got tips on how to improve my marketing in my catchment.*

**Taonga Ngoma, Jasper Consultancy, Zambia**



*Excellent organisation. The ICEF team was very professional and friendly. I highly recommend ICEF to agents and education providers. They are the very best at what they do!*

**Johnson Christopher David, Reachout Global, Mauritius**

## Education Providers

Of the **118** educators at ICEF Africa 2023, **100** travelled to Cape Town to attend in person, while **18** joined online. Together they represented **95** education institutions. For **5%** this was their first ICEF event.

Educators came from **21** countries, with the top 5 being: Canada (**41%**), the US (**15%**), the UK (**13%**), Australia (**4%**), and Germany (**3%**).



*We loved this ICEF event. It was a great gateway for our university to the African markets. We made some really valuable contacts and friends for the coming years. We're looking forward to welcoming the new agents to our Tio family and attending the next event.*

**Femke Van den Berk, Tio University of Applied Sciences, Netherlands**



*The organisation for this event, the staff, the location and the attendees were first class!*

**Jeremy House, AMADEUS International School Vienna, Austria**

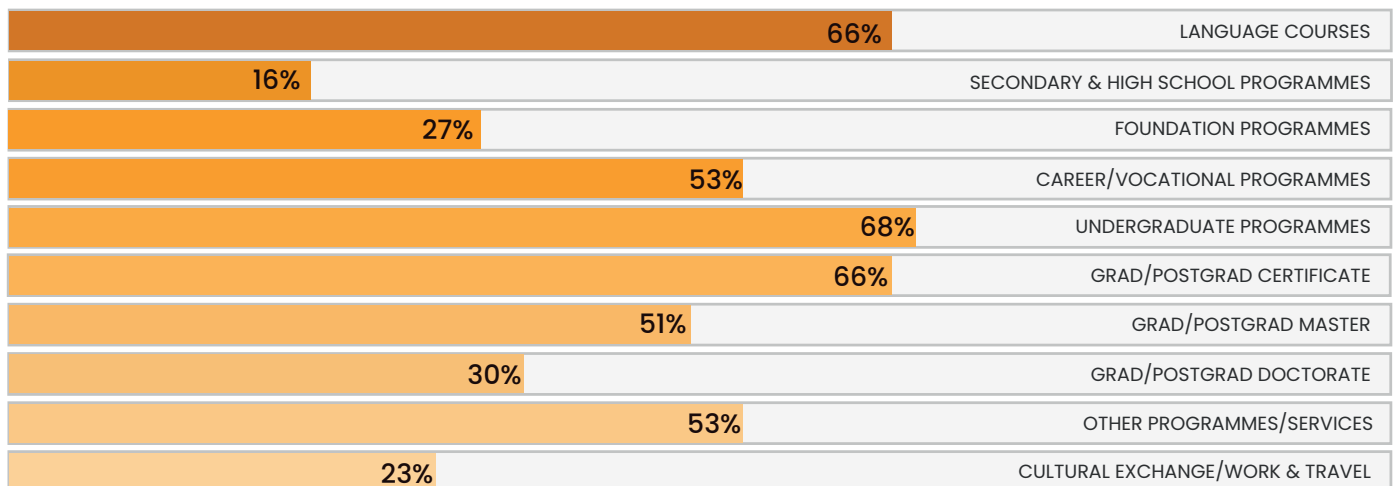


*The event was well organised, and communication was timely and clear. The meeting scheduling platform made arranging the meetings efficient and provided an opportunity to engage with potential partners easily, both face-to-face and online. The seminars were relevant and well presented.*

**Graham Omasire, Inspired Schools Pty Ltd, South Africa**



## EDUCATOR SEGMENT ATTENDANCE



## Student Recruitment Agents

ICEF Africa was enthusiastically supported by our community of pre-screened agents. A total of **145** representatives from **134** organisations joined us. **92** attended the event in person, while **53** chose the virtual format.

Agents represented **28** African countries, with the top 5 being: Nigeria (**41%**), Ghana (**6%**), Kenya (**6%**), Uganda (**6%**), and Côte d'Ivoire (**5%**).

All attending agents were pre-screened by ICEF to ensure professional quality, and – as is customary for ICEF events – the majority, **66%**, held a senior management position.



*This was my first ICEF event. It was very well organised and I got to meet many new partners. Everything, from the venue of the conference to the food and snacks provided, was on point. The accommodation booked for us was also amazing.*

**Angel Kirungi, Student Liaison Group, Uganda**



*The event was awesome. I had the opportunity of signing partnerships with institutions and also grew my brand internationally.*

**Julius Iyere, Ewood Consult, Nigeria**



*This was my first on-site ICEF event and I am fully satisfied. I would highly recommend the event – well organised and the staff was very helpful. I got to meet great universities and broaden the choice of destination for my students. Thanks ICEF.*

**Fideline Paule Tsoponho Koh, P & B Consult, Cameroon**



## AGENT SEGMENT ATTENDANCE

95%	LANGUAGE COURSES
68%	SECONDARY & HIGH SCHOOL PROGRAMMES
34%	FOUNDATION PROGRAMMES
96%	CAREER/VOCATIONAL PROGRAMMES
96%	UNDERGRADUATE PROGRAMMES
96%	GRAD/POSTGRAD CERTIFICATE
96%	GRAD/POSTGRAD MASTER
82%	GRAD/POSTGRAD DOCTORATE
80%	OTHER PROGRAMMES/SERVICES
67%	CULTURAL EXCHANGE/WORK & TRAVEL

## Service Providers

This year at ICEF Africa, we were joined by **28** representatives from **19** organisations, covering 11 sectors, providing additional services to institutions, agencies and students.

Services ranged from student loans, insurance, and counselling to digital tools,

including CRM/digital services, aggregator/recruitment platforms, and accommodation booking. Service providers at this event came from 9 countries: the UK, Canada, India, the US, Germany, Malaysia, the Netherlands, Poland, and Singapore.

## Seminars & informal networking

At ICEF Africa 2023, we were pleased to present a comprehensive programme of 12 on-demand webinars, seminars and panel discussions. Content included a fascinating presentation on how to become a UK-certified agent or counsellor, as well as webinars on English language testing, SEO strategies and the increasing impact of microcredentials. There were also focused market intelligence presentations, which covered a range of topics directly relevant to the continent. These included specific strategies for student recruitment in Sub-Saharan Africa, the importance of embracing diversity and how to improve conversion rates.

**Last but not least**, the evening receptions – an important element of any ICEF event – provided attendees with the opportunity to continue networking in a more relaxed environment. This is where the vital relationships made during the networking sessions evolve into true partnerships, the sumptuous food and engaging entertainment providing a vibrant backdrop, against which personal relationships are formed.



Thank you to the ICEF Africa sponsors

★ Platinum



Silver

