



Event Report

ICEF Japan-Korea Roadshow

27 - 29 February, 2024



Connecting global educators with agents from two major sending countries

1,365

meetings

298

individuals

198

organisations

19

countries

The ICEF Japan-Korea Roadshow successfully gathered **298 international education professionals** representing **198 organisations** from **19 countries** across 5 continents.

A three-day trip, with a focus on recruiting students from Japan and Korea, the Roadshow saw a total of **1,365 meetings** held at the Keio Plaza Hotel in Tokyo and the Lotte Hotel in Seoul.

With growth in both participant and organisation numbers compared to last year's event, it proved to be a productive and successful Roadshow.

Mark Yoshida (Marquee Agency, Japan)

It was a privilege and a pleasure to participate in the ICEF Japan-Korea Roadshow 2024. Meeting and speaking directly to educators from around the world provided excellent opportunities for networking and discovering great business partners. Remarkable people. Remarkable organisations. Remarkable conference.



Education Providers

A total of **87 education providers** representing **59 institutions from 17 countries**, joined the ICEF Japan-Korea Roadshow.

The majority came from the US (24%), Canada (22%), Australia (10%), the UK (10%), and Germany (7%), followed by Spain, UAE, China, France, Malaysia, Malta, Netherlands, Poland, Saudi Arabia, South Korea, Thailand, and Vietnam.

94% of attendees had previously attended an ICEF event, demonstrating the quality and appeal of our events.

Michael Kehoe (Global English Centre Sdn Bhd, Malaysia)
ICEF events are convenient and efficient as all educators and agents are all in one place together.

Lucie Fuentes (Ecole Vatel Bordeaux, France)
The event had great organisation and set up. We hope it will bring successful business opportunities.

Service Providers

The ICEF Japan-Korea Roadshow welcomed **12 representatives from 6 organisations** from Australia, Japan, Thailand, and the UK.

75% of those attending were in **top management**, reflecting the importance of the event.



Student Recruitment Agents

The first part of the roadshow was held at the Keio Plaza Hotel in Tokyo where **88 Japanese representatives** from **64 organisations** joined us.

The second portion was at the Lotte Hotel in Seoul where we were joined by **96 Korean agents** from **74 organisations**.

At this year's roadshow, 18% of Korean agents were first-timers, with 25% of Japanese agents making their roadshow debut.



Great Delegate Feedback

Over the course of its 30-year history, ICEF has become renowned for the outstanding organisation of its events. We are always working to ensure that delegates are provided with the best environment, facilities, and support in order to facilitate efficient and productive meetings.

In the after-event survey for the ICEF Japan-Korea Roadshow, the organisation of the event was rated as good or excellent by 91% of respondents, as was the support and level of communication provided by the ICEF team. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

83% rated the number of new contacts they made as good or excellent, and 82% gave the same rating for the quality of the new contacts.

For 50% of the attendees, this was their first ICEF event, and we look forward to welcoming them back in the future.

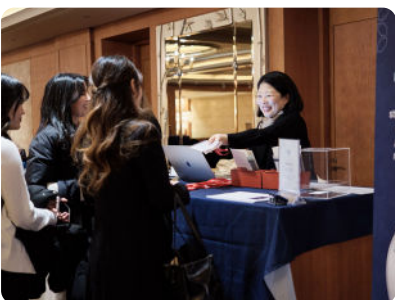
Jungwon Park (OverseasEducational Corp., South Korea)

I found the ICEF Japan-Korea Roadshow to be a great opportunity to meet new schools and learn new information about schools I already know.

Hiroshi Maki (Arc Three International Co., Ltd., Japan)

The event was really organised as usual. It was a good opportunity to catch up with not only our partners but also other agents.

Photo Gallery



Secure your place at the ICEF Japan-Korea Roadshow 2025.
For more information visit: icef.com/events.