



Event Report

ICEF Eurasia

25 – 27 March, 2024

Welcome to
ICEF Eurasia 2024



Connecting global educators with quality agents from 20+ countries across the region

2,213

meetings

272

individuals

202

organisations

35

countries

ICEF Eurasia connects educators from around the world with agents representing thousands of students from across central Europe, Türkiye, and the Caucasus. This year's successful event saw **272 international education professionals** representing **202 organisations** from **35 countries** attending.

Over the course of this three-day conference **2,313 meetings** were held at the iconic Hilton Istanbul Bosphorus.

Fereshteh Kerdekari (SelaSpace, Türkiye)

During my three days at ICEF Eurasia, I was pleasantly surprised by the number of friends and business partners I connected with. It proved to be more than just a professional networking event; it was an opportunity to cultivate relationships based on credibility and expertise. Thank you for making this event a success!

Lianne Bettiol (Canadore College, Canada)

ICEF events such as ICEF Eurasia provide focused opportunities to meet with agents within the Eurasia market. Great connections were made.



Education Providers

A total of **108 education providers** representing **86 institutions from 20 countries** joined ICEF Eurasia.

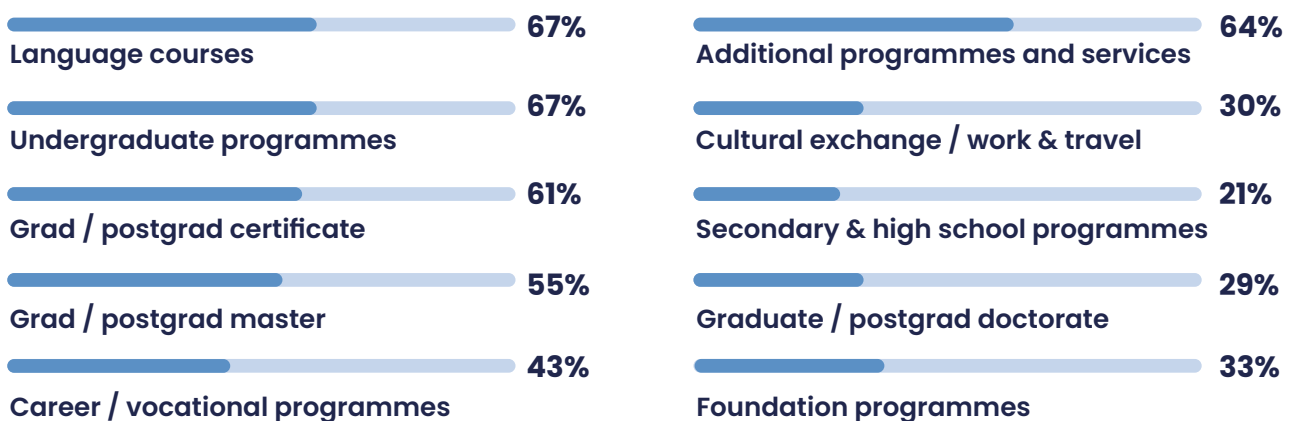
The majority came from Canada (22%), the UK (17%), the US (14%), Germany (10%), and Spain (6%), followed by France, Hungary, Switzerland, Australia, Ireland, UAE, Austria, Belgium, Czech Republic, Georgia, Italy, Malaysia, Malta, South Korea, and Türkiye.

95% of attendees had previously attended an ICEF event, demonstrating the quality and appeal of our events.

Paul Santos (Conestoga College, Canada)

It was a great event to meet dedicated players in the Eurasia region. It was not too crowded, which allowed for clearer interaction during meetings and excellent networking opportunities in the evening. It's wonderful to see other countries gaining more interest in international education opportunities.

Educator segment interest



Student Recruitment Agents

ICEF Eurasia was enthusiastically supported by our community of pre-screened agents – **a total of 133 representatives** from **116 organisations** joined us.

The majority of the agents were from Türkiye (56%), and Azerbaijan (15%), followed by Uzbekistan (9%), Kazakhstan (4%), and the Kyrgyz Republic (4%).

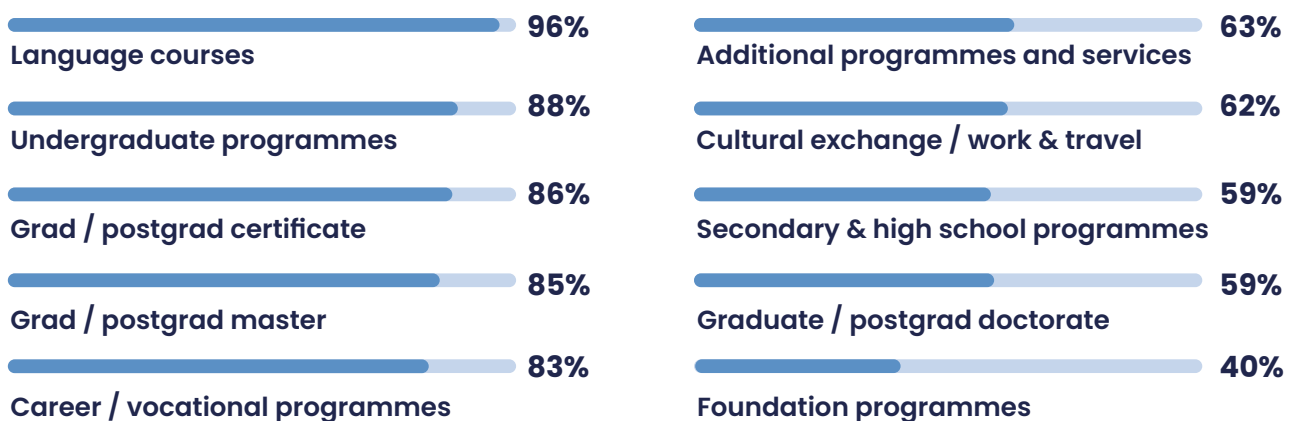
For 9% of the agents, ICEF Eurasia was their first ICEF event.



Aylin Cinkayalar (EDEX Study Abroad, Türkiye)

I had a fantastic experience attending ICEF Eurasia 2024. The networking opportunities were tailored to my interests and needs, allowing me to connect with like-minded professionals. I especially appreciated the sessions dedicated to innovative technologies and teaching methodologies, which gave me fresh ideas to implement in my work. Overall, the event fostered a collaborative and engaging environment, and I look forward to attending again in the future.

Agent segment interest



Service Providers

ICEF Eurasia welcomed **14 individuals** representing **7 organisations** from the UK, Germany, India, Turkey, and UAE.

86% of those attending were in **top management**, reflecting the importance of the event.



Pooja Kashyap (Uninist, United Kingdom)

ICEF helps us grow our business in terms of networking, creating brand visibility, and reputation on a global level. Additionally, access to insights through the seminars, covering current trends and regulatory changes, etc., helps us to make informed decisions. Obviously, I think the most important thing for us is getting more diverse students into our student pool.

Sawinder Singh (Victoria Educational Services, Cyprus)

ICEF Eurasia was an excellent opportunity to explore new markets and build up new partnerships.

Great Delegate Feedback

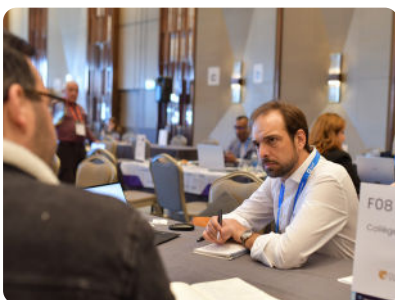
Over the course of its 30-year history, ICEF has become renowned for the outstanding organisation of its events. We are always working to ensure that delegates are provided with the best environment, facilities, and support in order to facilitate efficient and productive meetings.

In the after-event survey for ICEF Eurasia, the organisation of the event was rated as good or excellent by 100% 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.

94% rated the number of new contacts they made as good or excellent, and 98% gave the same rating for the quality of the new contacts.

For 15% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

Photo Gallery



Secure your place at the ICEF Eurasia 2025.
For more information visit: icef.com/eurasia.