

# ICEF Berlin

5–7 November, 2023

## EVENT REPORT



### Thousands of friends and colleagues gather for ICEF's flagship event

Our flagship event, ICEF Berlin returned for its twenty-eighth edition, and it remains one of the international education sector's largest and most popular B2B networking conferences. Gathering thousands of educators, pre-screened or accredited international student recruitment agents, and relevant service providers, it offers unparalleled opportunities for international student recruitment professionals to connect, share information, and develop their recruitment strategy.

This year, **2,688** individuals, representing **1,648** industry organisations from **110** countries, held a total of **25,394** meetings over the course of three days at the award-winning InterContinental Hotel in Berlin.



*ICEF Berlin 2023 proved to be a phenomenal event, offering a superb networking experience with providers and agents. The seamless organisation, from registration to the final day, greatly enhanced the overall experience.*

Ismail Mohammed, GLS Global Services, Switzerland

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MEETINGS *between*

**2,688**

INDIVIDUALS *representing*

**1,648**

ORGANISATIONS *from*

**110**

COUNTRIES *across*

**6**

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## Great Delegate Feedback

In the post-event survey for ICEF Berlin 2023, the organisation of the event, as well as the support and level of communication provided by the ICEF team, were rated as “good” or “excellent” by **97%** and **96%** of respondents respectively.

**88%** rated the number of new contacts they made as “good” or “excellent”, and **82%** gave the same rating for the quality of new contacts.

**96%** of the respondents said that they will attend ICEF Berlin again next year and we look forward to welcoming them back.



*I am a first-time ICEF event attendee, and I discovered the massive popularity of ICEF in Europe. My further research uncovered the exclusivity of it, but nothing quite prepared me for what I experienced during the event. It was impeccably organised, substantive, and had rich content for growth; but, most importantly, the best platform for any educator, service provider, or agent. I am looking forward to substantive and productive partnerships going forward.*

**Christabel Christine Mwanza, Mimshach Education Centre, Zambia**



*As an education provider, ICEF events (and more specifically ICEF Berlin), allow us to meet worldwide agents in a professional, but also friendly environment. The place to be to have new contacts, but also to strengthen ties.*

**Christian Barjonet, Geneva Business School, Switzerland**



*It is truly the flagship event of the year for international education.*

**James Mann, Student Management Group - SMG, USA**



## Education Providers

A total of **1,103** educators representing **626** institutions joined the event in Berlin. They came from **40** countries, with the top **5** being: the UK (**28%**), Canada (**14%**), the US (**11%**), Germany (**7%**), and Spain (**6%**).

For **12%** of educator delegates, this was their first ICEF Berlin event, and **10%** were first-timers at ICEF events.



*ICEF Berlin continues to be a focal point on the annual calendar for the education industry. The discussion and focus on important trends such as digitalisation has been a welcome addition. The gathering of education professionals to learn from one another and share information ultimately leads to an enhanced global education sector.*

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



*As always, ICEF knocked it out of the park with another fantastic conference in Berlin! It's impossible to describe how valuable it is to be together with so many friends, colleagues, and partners from around the world, all under one roof. Thank you ICEF team, and see you in Miami!*

**Mackenzie Zak, Higher Education Marketing (HEM), Canada**

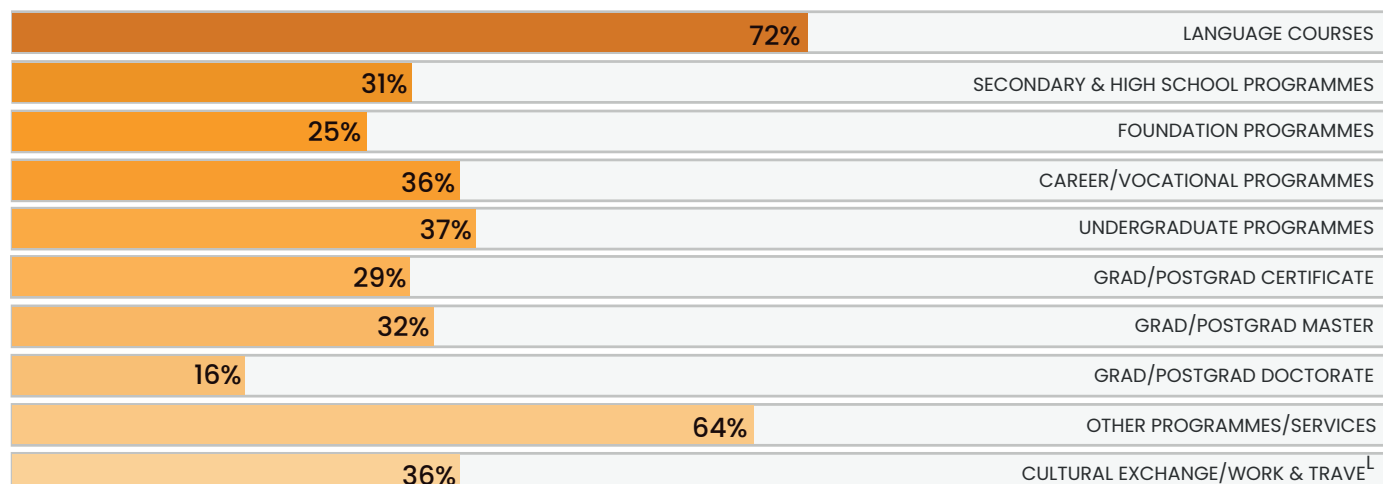


*It is my annual pleasure to visit the ICEF Berlin event to meet partners whom we already know, and to find those who will bring new potential. As the saying goes, it is just the beginning of a beautiful friendship!*

**Olga Marnica, EKA University of Applied Sciences, Latvia**



## EDUCATOR SEGMENT ATTENDANCE





## Student Recruitment Agents

Confirming its position as the global agent networking event of the year, ICEF Berlin 2023 welcomed **1,083** agents from **861** organisations. They joined us from **105** countries, with the top 5 being: Spain (**8%**), India (**8%**), Türkiye (**7%**), Italy (**7%**), and Germany (**4%**).

In total, **456** agents (**53%**) held top management positions. For **10%**, this was their first ICEF event and, for **13%**, their first time at the flagship event in Berlin.



*This was my second time and, once again, the event went above and beyond my expectations. A big congratulations to the ICEF team for pulling off yet another superb, smooth, and successful show – hats off! We have managed to secure quality partnerships, had great networking, and we saw the all-round landscape of the education world. Thanks ICEF.*

**Imran Yousaf, Tajdīd Education Consultants, Kuwait**



*ICEF Berlin is the place to be in the international education industry. Whether to find new providers or strengthen your current relationships, it is the best event of the industry.*

**William R. Herrera Garza, Estudiantes Embajadores, Mexico**



*I really enjoyed ICEF Berlin. The team did a wonderful job, and the logistics were just amazing. Everything was very well thought out. And, of course, the meetings, the seminars, and the other attendees were very inspiring.*

**Julia Proksch, Stepin, Germany**



## AGENT SEGMENT ATTENDANCE

92%	LANGUAGE COURSES
59%	SECONDARY & HIGH SCHOOL PROGRAMMES
31%	FOUNDATION PROGRAMMES
77%	CAREER/VOCATIONAL PROGRAMMES
79%	UNDERGRADUATE PROGRAMMES
74%	GRAD/POSTGRAD CERTIFICATE
75%	GRAD/POSTGRAD MASTER
64%	GRAD/POSTGRAD DOCTORATE
86%	OTHER PROGRAMMES/SERVICES
61%	CULTURAL EXCHANGE/WORK & TRAVEL

## Service Providers

At ICEF Berlin 2023, **314** service providers from **122** organisations attended, an increase of **21%** over last year. They came from **20** countries: the UK, Canada, the US, Australia, Germany, China, France, India, Ireland, Italy, Malta, Netherlands, New Zealand, Poland, Saudi Arabia, South Africa, Spain, Sweden, Türkiye, and UAE.

Together they represented **25** service sectors including accommodation providers,

telecommunications and student counselling, and a wide selection of digital tools and services, including recruitment and accommodation platforms, CRM systems, and school/agency software.

For **8%** this was their first time attending an ICEF event, and for **19%**, this was the first time at ICEF Berlin.

## Seminars & informal networking

ICEF Berlin 2023 saw 78 guest speakers and panellists contributing to a comprehensive programme of seminars and panel discussions, covering a range of critical topics including sustainability, the rise of AI, and the importance of multiculturalism.

ICEF Berlin 2023 was also notable for the launch of two key publications – The 2023 ICEF Agent Voice Report, and ICEF Insights.

Agent Voice is ICEF's industry-leading survey of agents. Unparalleled in its reach, scope, and depth, the 2023 survey collated the responses of over 650 agents from 92 countries in Q3 of 2023, to highlight some of the biggest opportunities, challenges, and changes in the industry. You can download a copy of the report [here](#).

ICEF Insights is our annual publication, with the latest issue providing clear, unbiased reporting on the key technologies and digital platforms streamlining international student recruitment. It features analysis, investigations and commentaries from experts and sector leaders, making it an essential tool in planning strategy to sustainably boost and diversify enrolment. With physical distribution of over 7,000 copies going directly to senior-level education professionals, and digital distribution to 60,000 + industry contacts, it is essential reading and can be downloaded [here](#).



And finally... ICEF events are well known for their evening entertainment, and ICEF Berlin is no exception. With both the welcome reception and the dinner providing additional opportunities to network and cement partnerships made throughout the day, these are crucial elements of the ICEF experience. This year, the first day boasted a sumptuous welcome reception, sponsored by [Coquitlam School District](#), with a range of delicious food available from the buffet and opportunities to meet colleagues in the beautifully decorated pavilion. On the second day, [MLA Move Language Ahead](#) sponsored the dinner and entertainment, with delegates taking to the dancefloor to live renditions of dance classics. It provided the event with a perfect and memorable conclusion.

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