

ICEF China

16–18 October, 2023

EVENT REPORT



ICEF China returns as an in-person event as demand soars

Returning as an in-person event for the first time since 2019, ICEF China 2023 arrived in Beijing to connect global educators with pre-screened, high quality agents at the luxurious Kuntai Hotel. With representatives from **27** Chinese provinces, as well as Taiwan, Hong Kong, Singapore, and Mongolia, ICEF China made a triumphant return to the region.

This year, **329** individuals, representing **243** industry organisations from **24** countries, held a total of **2,868** in-person meetings over the course of three days.



The insights I gained from the ICEF China 2023 event were invaluable and instrumental in my decision-making process. I am pleased to report that our institution has since established partnerships with several outstanding colleges and universities, thanks in no small part to the connections I made at the ICEF event.

I highly recommend ICEF to anyone seeking assistance in the field of international education. Their dedication to fostering collaboration, and the wealth of knowledge they provide, make them an indispensable resource for educational institutions and professionals alike.

Kevin Zhang, MCATIN, China

2,868

MEETINGS *between*

329

INDIVIDUALS *representing*

243

ORGANISATIONS *from*

24

COUNTRIES *across*

4

CONTINENTS



Great Delegate Feedback

In the after-event survey for ICEF China 2023, both the organisation of the event, and the support and level of communication provided by the ICEF team, were rated as “good” or “excellent” by **95%** of the respondents.

93% rated the number of new contacts they made as “good” or “excellent”, and gave the same rating for the quality of new contacts.

94% of respondents said that they will attend next year’s event, and we look forward to welcoming them back.



I am an education agent from Mongolia. ICEF is one of my favourite events, which I love to attend. I can extend my programmes and explore great opportunities from education providers from all around the world.

Khulan Tumur-Ochir, Mongolian National Association of Education and Youth Exchange (EdEx), Mongolia



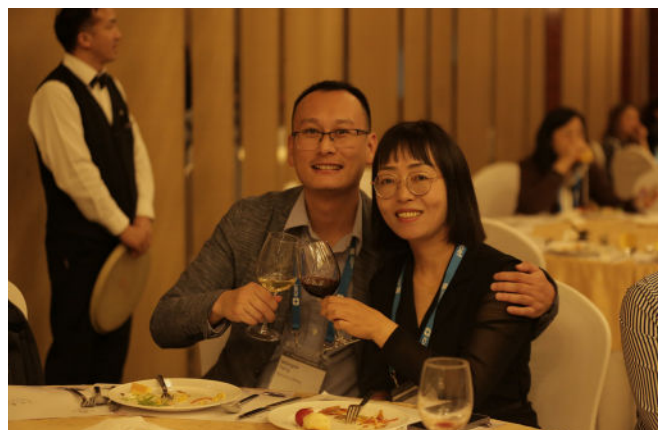
It’s a great event to connect education providers and recruiting agents. It’s also a great opportunity to keep up-to-date with the international market and get inspired.

Venus Shaw, Win International Education & Investment, China



We have been participating in ICEF events for many years – especially our UK team. ICEF is a global event provider, it is very relevant to our business needs. Thank you for your excellent team and the arrangements that were made for the event in Beijing. I enjoyed it very much and met many interesting professionals.

Harry Feng, NCUK, UK



Education Providers

A total of **134** educators representing **91** institutions joined the event in Beijing. They came from **21** countries, with the top **5** being: Canada (**23%**), the US (**22%**), the UK (**14%**), Australia (**12%**), and Spain (**3%**).

For **57%** of educator delegates, this was their first ICEF China event, and **12%** were first-timers at ICEF events.



The ICEF China event was a powerful way to connect with new partners. The staff were friendly, professional, and helpful. The ICEF staff creates a real community atmosphere. Despite being a first-time attendee, I was welcomed into that community.

Troy Krywulak, Robert Land Academy, Canada



Another great ICEF event bringing together excellent quality agents & educators aiming at developing new partnerships.

Sarah Rimini, Inspired Europe Holdings, UK

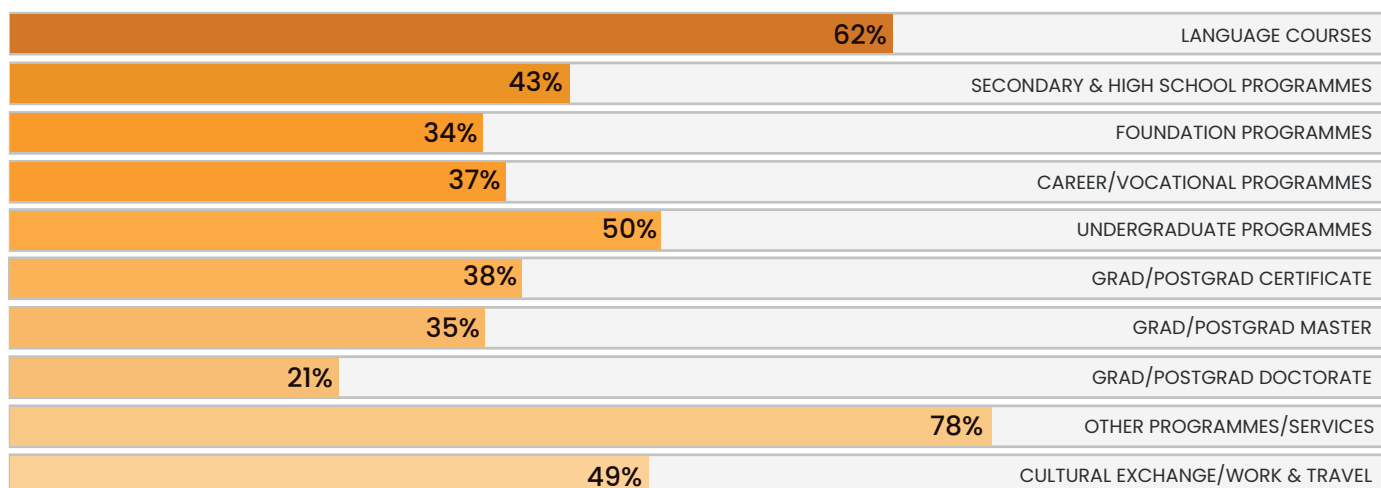


It was great to be back in such a key market as China. Many new and good quality contacts were present, and agents seem to be more active and committed than ever. It's amazing to see this after 3 years of uncertainty.

Giuliana Bonvini, UCD English Language Academy, Ireland



EDUCATOR SEGMENT ATTENDANCE



Student Recruitment Agents

In total, **160** pre-screened agents attended, representing **133** organisations. They joined us from **5** countries: China (**88%**), Mongolia (**5%**), Taiwan (**4%**), Hong Kong SAR (**2%**), and Singapore (**1%**).

The quality of ICEF events is repeatedly demonstrated by the proportion of senior management in attendance, and this was the case for the majority of agency delegates, with **56%** at senior management level or above.



It was a great experience for me to meet with new people and build great partnerships. It was my first ICEF and I will definitely attend more ICEF events in the future.

Siilegmaa Batzaya, Shinezuunii guur Ilc, Mongolia



This event was very valuable. The organisers were caring and efficient, and provided us with great opportunities to establish cooperation and deepen understanding with partners around the world. Thank you!

Liya Yao, Yangzhou Oxbridge Edu, China



AGENT SEGMENT ATTENDANCE

93%	LANGUAGE COURSES
74%	SECONDARY & HIGH SCHOOL PROGRAMMES
31%	FOUNDATION PROGRAMMES
74%	CAREER/VOCATIONAL PROGRAMMES
77%	UNDERGRADUATE PROGRAMMES
72%	GRAD/POSTGRAD CERTIFICATE
76%	GRAD/POSTGRAD MASTER
55%	GRAD/POSTGRAD DOCTORATE
71%	OTHER PROGRAMMES/SERVICES
68%	CULTURAL EXCHANGE/WORK & TRAVEL

Service Providers

35 representatives from 19 organisations providing services to institutions and students attended ICEF China 2023. They came from 7 countries: the US, Australia, the UK, Canada, China, Malaysia, and Sweden.

For 68%, this was their first time joining us at ICEF China. We look forward to welcoming them to future events.



Seminars & informal networking

ICEF events are renowned, not just for their networking opportunities, but also for their inspiring programme of seminars, providing valuable market intelligence for the sector. Led by industry experts, these sessions provide a range of insights, supporting the development of long-term recruitment strategies.

ICEF China 2023 featured a full programme of 14 seminars and panel discussions. These insightful sessions covered a range of topics important to the industry such as: The study abroad market in China 2023; Exploring effective strategies for student recruitment from China; Leveraging China's social media platforms for international education marketing; and Public vs Private: where do Chinese students choose to study and why?

Last but not least... The evening receptions at any ICEF event are an important part of the experience, as well as the perfect opportunity for participants to grow their professional network in a more relaxed setting. This year, we were delighted to host a special evening reception, sponsored by [CMB Regional Centers](#). It proved to be a fabulous finale to a busy and productive ICEF China 2023.



It's always nice to participate at ICEF events to meet potential clients for our company.

Alvaro Wu, YUGO Australia



Thank you to the ICEF China sponsors

★ Platinum Sponsor ★



duolingo
english test

For more information on our upcoming events and how to become a sponsor, please visit [icef.com/events](https://www.icef.com/events).