

# ICEF Latin America

## 14–16 September, 2023

### EVENT REPORT



### Countries across Latin America join top source market lists for leading study destinations

Across Latin America, education agents play a key role in helping students find study opportunities outside their home countries. These regional agents understand the importance of creating and maintaining strong authentic relationships with students and their families, and have nurtured an impressive outbound student market. Their success has been such that several countries, including Brazil, Ecuador, Colombia, Mexico, and Venezuela are now featured on the top source market lists of leading study destinations across North America, Europe, and Australasia.

With a focus on recruiting students from Latin America, **472** individuals representing **321** industry organisations from **25** countries held a total of **4,047** in-person meetings in São Paulo, over the course of three days.



*It was my first ICEF event in person and I could not have asked for a better start in networking with agents from Latin America: interesting contacts, perfect organisation and a lot of fun! It was the best atmosphere to connect with the attendees. Thank you!*

Jairo Monclair, AclIAS e.V., Germany

**4,047**

MEETINGS *between*

**472**

INDIVIDUALS *representing*

**321**

ORGANISATIONS *from*

**25**

COUNTRIES *across*

**5**

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## Great Delegate Feedback

In the after-event survey for ICEF Latin America 2023, the organisation of the event and the support and level of communication provided by the ICEF team were rated as “good” or “excellent” by **98%** and **99%** of attendees respectively. This feedback demonstrates our ongoing commitment to making sure each ICEF event is the best it can be.

**97%** rated the number of new contacts they made as good or excellent, and **98%** gave the same rating for the quality of new contacts.

For **33%** of the attendees, this was their first ICEF event, and we look forward to welcoming them back in the future.



*Attending the events was an invaluable experience for our company. It provided us with a unique opportunity to connect with a diverse range of international education professionals from across the region. The well-organised meetings, insightful seminars, and networking sessions allowed us to establish meaningful partnerships and explore new opportunities.*

**Emily Delos reyes, GTi Travel Group, UK**



*Great organisation and many new partnerships - it couldn't have been more successful!*

**Elaine Mesquita, EZWAY Inglês e Intercâmbio, Brazil**



*The event met my expectations in many ways. The quality and quantity of the education providers and agents participating was excellent. The location and services were impeccable and, this being my first ICEF, I was happy to see how the industry gets along and how it builds friendly relationships. Above all, it was fun!*

**Ana Luiza Marques, British Council, UK**



## Education Providers

A total of **182** educators representing **123** institutions joined the event in São Paulo. They came from **17** countries, with the top **5** being: Canada (**32%**), the US (**19%**), the UK (**17%**), Germany (**7%**), and Australia (**5%**).

For **32%** of educator delegates, this was their first ICEF Latin America event, and **7%** were first-timers at ICEF events.



*Thanks ICEF for providing quality B2B meeting opportunities and the perfect organisation.*

**Taygün Kaplan, ISM International School of Management, Germany**



*Attending ICEF Latin America presents a valuable opportunity to forge new partnerships with like-minded partners. By joining forces and exchanging marketing initiatives and ideas, we can foster synergies and unlock new possibilities. This exciting journey will culminate in the global event in Berlin this November, further amplifying our collective impact in the field of higher education.*

**Sébastien Troyon, Geneva Business School, Switzerland**

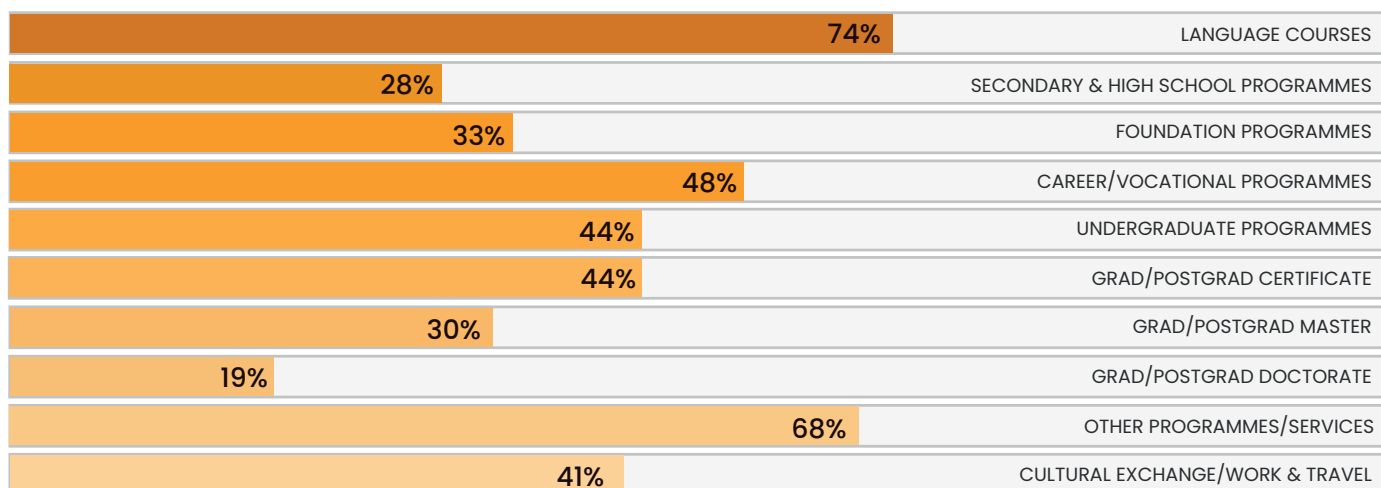


*As this was my first time attending an ICEF event, I was very impressed with the event as a whole. It was fantastic to make new connections and new friends. Prior to travelling, I was a bit daunted by the language barrier. However, this wasn't an issue.*

**Nicki Saunders-Loder, Motueka High School, New Zealand**



## EDUCATOR SEGMENT ATTENDANCE



## Student Recruitment Agents

In total, **238** pre-screened agents attended, representing **174** organisations. They joined us from **10** countries: Brazil, Colombia, Chile, Peru, Argentina, Bolivia, Ecuador, Mexico, Uruguay, and Venezuela.

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 **53%** at senior management level or above.



*I am an enthusiastic fan of ICEF events, due to the great added value they bring to our work. These events have been quite important to my career as an international education agent, as they promote the opportunity of exchanging experience and knowledge.*

**Clarice Santos Piroli, Language Office, Brazil**



*Another impeccable event. Participating in ICEF is always enriching. We have the opportunity to experience face-to-face exchanges with a number of institutions, and have access to the most up-to-date information about opportunities abroad.*

**Roberta Pimentel, Connecting Cultures, Brazil**

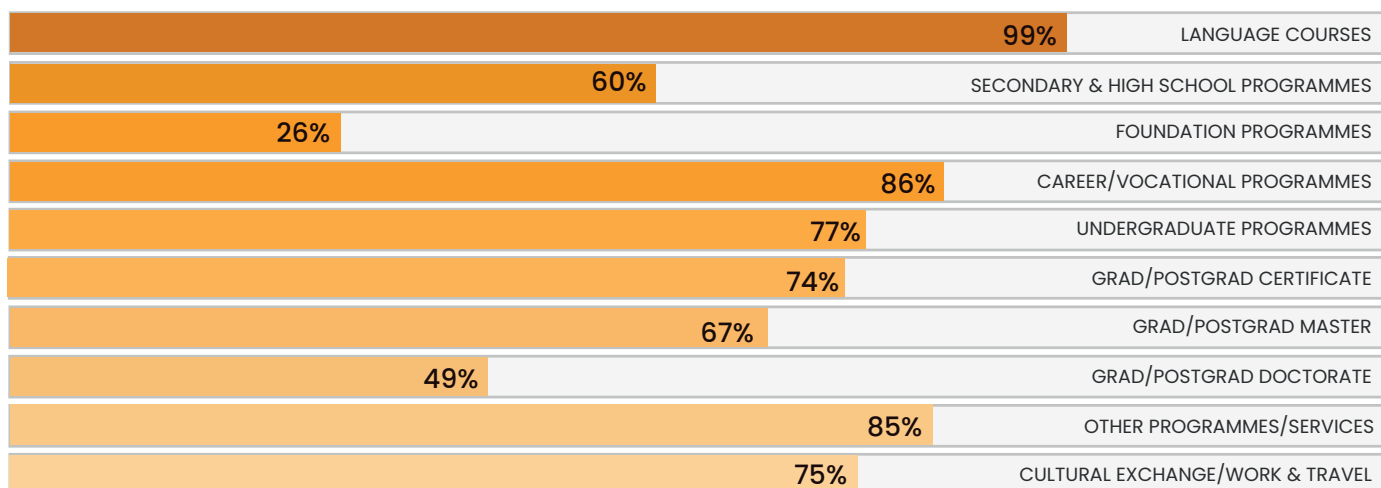


*ICEF Latin America exceeded my expectations and we are now on the road to potentially sign new agreements with several higher educational institutions around the globe. As a bonus, the name of my agency was included among the top ones in the region!*

**Pedro Alex Verde Ramo, AVR Academic Services, Bolivia**



## AGENT SEGMENT ATTENDANCE



## Service Providers

**35** representatives from **21** organisations providing services to institutions and students attended ICEF Latin America 2023. They came from **7** countries: Canada (**32%**), Brazil (**24%**), the UK (**19%**), Australia (**10%**), New Zealand (**5%**), Spain (**5%**), and USA (**5%**).

For **19%**, this was their first time joining us at ICEF Latin America, and **9%** were first-timers at ICEF events overall. We look forward to their return 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.

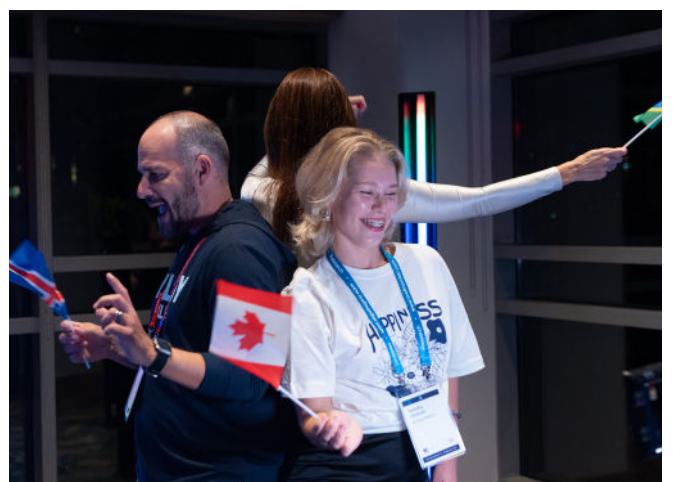
ICEF Latin America 2023 included a full seminar programme, including 14 seminar sessions and panel discussions, covering a range of topics important to the industry such as: Navigating the Brazilian market, Student recruitment strategies in Latin America, AI as game-changer in international education and recruitment, and Agents: the influencers 'avant-la-lettre'.

**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, and this year we were delighted to host a special evening reception. Attendees danced the night away, enjoying both a fantastic dinner and vibrant entertainment. It proved to be a fabulous finale to a busy and productive ICEF Latin America 2023.



*It was a great event, very fruitful and I am looking forward to attending the next ICEF.*

**Thais Fabri, M Square Media (MSM), Canada**



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