



## Event Report

ICEF Mexico – Colombia Roadshow

4 – 8 March, 2024



## Connecting global educators with high-quality international student recruitment agents from two key Latin American markets

**2,321**  
meetings

**398**  
individuals

**278**  
organisations

**15**  
countries

The ICEF Mexico – Colombia Roadshow successfully gathered **398 international education professionals** representing **278 organisations** from **15 countries across 5 continents**. A five-day trip focused on recruiting students from Mexico and Colombia, the Roadshow saw a total of **2,321 meetings** held at the Hilton Mexico City Reforma and the Grand Hyatt in Bogota.

Demonstrating the interest that exists in international education opportunities across the region, we saw a growth in both participant and organisation numbers at this event, making it a positive and productive Roadshow.

**Sarah Rimini** (Inspired Europe Holdings, UK)

The ICEF Mexico – Colombia Roadshow was perfectly organised, with smooth procedures in place & excellent communication.

**Din Awad** (Evergreen College, Canada)

The ICEF Mexico-Colombia Roadshow was great!



## Education Providers

A total of **125 education providers** representing **80 institutions from 13 countries** joined the ICEF Mexico-Colombia Roadshow.

The majority came from Canada (33%), the US (21%), the UK (20%), Germany (7%), and Australia (4%), with representatives also from France, Ireland, Malta, New Zealand, Saudi Arabia, Spain, Sweden, and UAE.

**56% of educators were attending the Roadshow for the first time**, although only 2% were attending their first ICEF event ever.

**Felipe Castillo** (Orange College, Australia)

Overall the event was very beneficial for the institution as we are focusing on opening the market and driving our brand in Mexico.

**Lucia Kim** (Willowdale High School, Canada)

I was pleased to meet great agents in Latin America. It will help us to build up our partnership with reliable agents.

## Service Providers

The ICEF Mexico - Colombia Roadshow welcomed **15 representatives** from **9 organisations** from Canada, Colombia, Mexico, Australia, and Germany.

**75%** of those attending were making their ICEF debut, and we look forward to welcoming them in the future.



## Student Recruitment Agents

The first part of the roadshow was held at the Hilton Mexico City Reforma in Mexico, where **114 Mexican representatives** from **86 organisations** joined us.

The second portion was at the Grand Hyatt in Bogota, where we were joined by **141 Colombian agents** from **103 organisations**.

At this year's roadshow, 23% of Mexican agents and 26% of Colombian agents were first-timers, and we look forward to welcoming them again next year.



## Great Delegate Feedback

Over the course of three decades, 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, to enable efficient and productive meetings.

In the after-event survey for the ICEF Mexico - Colombia Roadshow, the organisation of the Event, as well as the support and level of communication provided by the ICEF team was rated as good or excellent by 100% of respondents. This feedback demonstrates ICEF's ongoing commitment to ensure the quality of each and every event.

90% rated the number of new contacts they made as good or excellent, and 78% gave the same rating for the quality of the new contacts.

84% of attendees had attended an ICEF event previously, with the high return rate demonstrating the quality of our events.

**Sandra Patricia Vargas** (Go Global International Education, Colombia)

We find in ICEF events, a gateway to a world of academic opportunities where quality institutions and professional people are committed to providing the best so that our students can realise their dream of studying abroad.



## Photo Gallery



Secure your place at the ICEF Mexico – Colombia Roadshow 2025.  
For more information visit: [icef.com/events](https://icef.com/events).