



## Event Report

ICEF Philippines

16 – 17 June, 2024



## Connect with quality international student recruitment agents from the fast-growing Filipino market

**948**

meetings

**226**

individuals

**161**

organisations

**13**

countries

ICEF Philippines, a much-requested event which launched this year, connects global educators with ICEF-screened international student recruitment agents from this vibrant and prosperous country. The inaugural edition welcomed **226 individuals, representing 161 organisations, from 13 countries around the world.**

Over the course of this two-day conference, **948 meetings** were held at the Grand Hyatt, Manila, Philippines.

**Xysa May Babor** (Australian Insurance Services Alliance, Australia)

I view ICEF Philippines as a significant milestone in our expansion into the Filipino market. This event came at the perfect time, enabling us to connect with a vast network of education agents in a single venue. Presenting our expertise and demonstrating how we can enhance the additional services they offer to their clients was truly transformative. The ICEF event consistently serves as an excellent platform to support our mission.



## Education Providers

A total of **75 educators representing 55 institutions** joined the event in Manila. They came from 11 countries: Canada (29%), the US (22%), the UK (15%), Australia (11%), and France (5%), followed by Germany, Japan, New Zealand, Poland, Spain, and UAE.

**96% of attendees had previously attended an ICEF event**, demonstrating the quality and appeal of our events. For those who attended ICEF Philippines as first-timers (4%), we look forward to welcoming them to ICEF events in the future.

**John Wilson** (Middle Tennessee State University, USA)

Excellent networking opportunities give universities access to leading agencies all under one roof. It is an efficient way to meet numerous agents in one setting.

## Educator segment interest

Language courses **64%**

Undergraduate programmes **64%**

Grad / postgrad certificate **53%**

Grad / postgrad master **40%**

Career / vocational programmes **56%**

Additional programmes and services **53%**

Cultural exchange / work & travel **20%**

Secondary & high school programmes **18%**

Graduate / postgrad doctorate **25%**

Foundation programmes **38%**

## Student Recruitment Agents

ICEF Philippines was enthusiastically supported by our community of pre-screened agents, **with a total of 116 representatives from 87 organisations.**

All agents came from just one country – the Philippines.

For 45% of the agents, ICEF Philippines was their first ICEF event.



### Gerilyn Ibanez (Phil-ANC Visa Consultancy, Philippines)

ICEF is one of the best avenues to build a company profile, create good partnerships with institutions, and explore the best options we can offer to our clients. It's one of the best events an organisation can join!

### Daniel Redula (Aureus Manpower and Consultancy Corporation, Philippines)

My first ICEF event was remarkable! It was nice to be able to connect with like-minded individuals who are passionate in what we do. I felt motivated and challenged at the same time. Looking forward to the next ICEF events!

## Agent segment interest

Language courses 85%

Undergraduate programmes 86%

Grad / postgrad certificate 84%

Grad / postgrad master 84%

Career / vocational programmes 89%

Additional programmes and services 83%

Cultural exchange / work & travel 61%

Secondary & high school programmes 66%

Graduate / postgrad doctorate 52%

Foundation programmes 17%

## Service Providers

Our Asia events have become increasingly popular with providers of products and services relevant to the overseas student market. **ICEF Philippines welcomed 29 representatives from 16 organisations.**

Delegates attended from Canada, Australia, India, Philippines, and the UK.



**Berlin Leachon** (Universal Immigration, Canada)

The event went well and well organised. The opportunities to connect are huge. It is the perfect venue to create networks and establish partnerships.

## Seminars & informal networking

ICEF Philippines 2024 offered attendees the opportunity to attend a range of seminars that provided insight both into international education trends and the Filipino market. Topics at this year's event included a session on how to build relationships in 25-minutes, supporting delegates in their 1:1 meetings; ICEF Agency Status and Academy: the twin pillars of agency self-regulation; and Global insights: navigating the surge of Filipino students in international education.

Finally, as with any ICEF event, evening receptions play a vital role in establishing and cementing relationships. At the inaugural ICEF Philippines, attendees joined a welcome reception on day one, enabling them to meet existing partners and future friends in style. On day 2, after a busy day of 1:1 meetings, delegates had a further opportunity to connect, as they gathered for an evening meal, complete with entertainment. It provided the perfect event to this new annual event.

## 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 Philippines, 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 100% of the respondents.** This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

100% rated the quality and the number of new contacts they made as good or excellent. For 70% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

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## Photo Gallery



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