



Event Report

ICEF South East Asia

11 – 13 June, 2024



Connect with high-growth student markets in South East Asia

3,300
meetings

386
individuals

290
organisations

29
countries

ICEF South East Asia connects education providers from around the world with ICEF-screened international student recruitment agents from countries in South East Asia, including Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam. This year, **386 international education professionals, representing 290 organisations, attended the event from a total of 29 countries.**

Over the course of this three-day event, **3,300 meetings** were held at the iconic InterContinental Saigon, Ho Chi Minh City, Vietnam.

Tessa Cerreto (Toorak College, Australia)

It was great to attend ICEF South East Asia. I met with over 40 agents across Vietnam, Thailand, Laos, Cambodia, and the Philippines. It was great to have the opportunity to promote Toorak College and Melbourne as a study destination to these markets.

Thomas Alexander (Canada 4 Learning Consulting, Vietnam)

90% of the meetings I had resulted in the creation of a new client and a new avenue for opportunity.



Education Providers

A total of **160 educators representing 104 institutions** joined the event in Ho Chi Minh City. They came from 21 countries, with the top 5 being: the US (31%), Canada (20%), the UK (16%), Australia (6%), and Germany (4%). 38% held a senior management position.

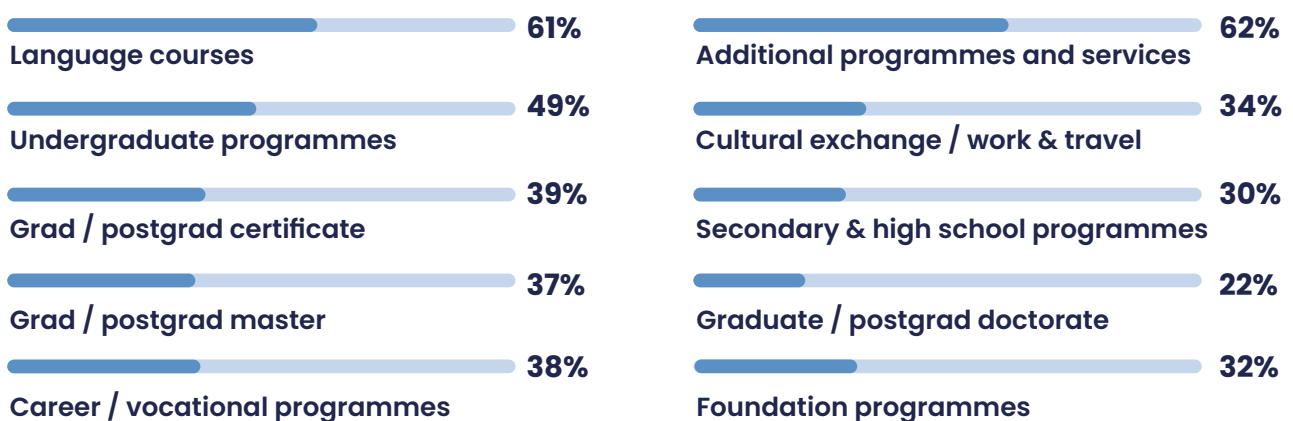
92% of attendees had previously attended an ICEF event, demonstrating the quality and appeal of our events. For those who attended ICEF South East Asia as first-timers (8%), we look forward to welcoming them to ICEF events in the future.

Christian José Huitrón Reyes

(Universidad Anáhuac de Cancún SC, Mexico)

Attending an ICEF event for the first time was an exceptional experience. The schedule was highly efficient, the networking opportunities were excellent, and the services provided were of the highest quality. I would definitely attend more ICEF experiences in the future.

Educator segment interest



Student Recruitment Agents

ICEF South East Asia was enthusiastically supported by our community of pre-screened agents, **with a total of 176 representatives from 161 organisations.**

Agents came from 8 countries, the majority (80%) being Vietnam and the Philippines.

For 27% of the agents, ICEF South East Asia was their first ICEF event.



Elson Lee (HYPER Learning & Consultancy Sole Co., Ltd, Laos)

ICEF, the most effective networking platform to connect, recruit and grow.

Hiep Thi Ngoc Nguyen (INDEC, Vietnam)

Attending ICEF was a great experience for me. The event was well organised and its staff was hospitable and supportive. The event is a great chance for education agents like us to meet and have opportunities to expand our networks not only with educational institutions, but also representatives of government agencies and service providers.

Agent segment interest

Language courses 93%

Undergraduate programmes 94%

Grad / postgrad certificate 89%

Grad / postgrad master 92%

Career / vocational programmes 89%

Additional programmes and services 88%

Cultural exchange / work & travel 71%

Secondary & high school programmes 89%

Graduate / postgrad doctorate 56%

Foundation programmes 26%

Service Providers

Our Asia events have become increasingly popular with providers of products and services relevant to the overseas student market. **ICEF South East Asia welcomed 37 representatives from 23 organisations.**

Delegates attended from Australia, Canada, the UK, India, the US, Germany, New Zealand, and the Philippines.



Pushpinder Bhatia (Mapmystudy.com, India)

ICEF events are a great platform to not only meet new prospective partners and build a strong business network, but also to learn and engage with the international education community. Over the past few years, I have attended many ICEF events, been able to create many new relationships, and value for our company.

Seminars & informal networking

ICEF South East Asia 2024 included a full seminar programme, with 13 sessions and panel discussions providing valuable insight into both the region and the sector as a whole. Subjects included a US visa briefing for South East Asian agents, a discussion with Vietnamese chess grandmaster Le Liem on the value of international education, an overview of current recruitment trends, strategies for recruiting from South East Asia, and a discussion on how the various policy changes taking place in key study destinations will impact South East Asian students.

Finally, evening receptions are an integral part of ICEF events, providing attendees with a much needed opportunity to renew existing friendships and cement new partnerships within a more informal environment. ICEF South East Asia was no exception. On day one, delegates attended a welcome reception, concluding a busy day developing their industry knowledge with our seminar programme. On day two, following the first round of 1:1 meetings, delegates had the opportunity to catch up with friends old and new over dinner and entertainment, marking a successful conclusion to this year's 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 South East Asia, 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% of the respondents.** This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

97% rated the quality and the number of new contacts they made as good or excellent. For 47% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

★ Platinum Sponsor ★

Webster
UNIVERSITY

Photo Gallery



See all pictures [here.](#)