



Event Report

ICEF Brazil

03 – 05 October, 2024



Connecting global educators with quality agents representing the growing market of Brazil

2,422
meetings

320
individuals

214
organisations

15
countries

For 2024, in response to the increased demand for study abroad opportunities, ICEF Brazil became the country-specific event for this diverse and rapidly growing market segment. Connecting senior decision makers from global institutions with quality, ICEF-screened international student recruitment agents from across the country, this year's successful event saw **320 international education professionals**, representing **214 organisations** from **15 countries**, join us at the Grand Hyatt in São Paulo. Over the course of this three-day conference, **2,422 meetings** were held.

Simone Ricci (Education in Ireland, Brazil)

ICEF is the place to be! It does not matter where you are based – if you want to meet high quality agents and HEIs in a professional environment, attend this conference. It offers value for money, ROI, and the certainty of good business.

Sarah Rimini (Inspired Europe Holdings, United Kingdom)

This year's ICEF Brazil was highly productive, offering the opportunity to connect with numerous promising Brazilian partners. I had several valuable meetings and established some excellent new contacts.



Education Providers

A total of **103 education providers**, representing **70 institutions** from **13 countries**, joined ICEF Brazil.

The majority came from Canada (26%), the UK (22%), the US (14%), Spain (8%), and Australia (7%).

89% of attendees had previously attended an ICEF event, demonstrating the quality and appeal of our events.

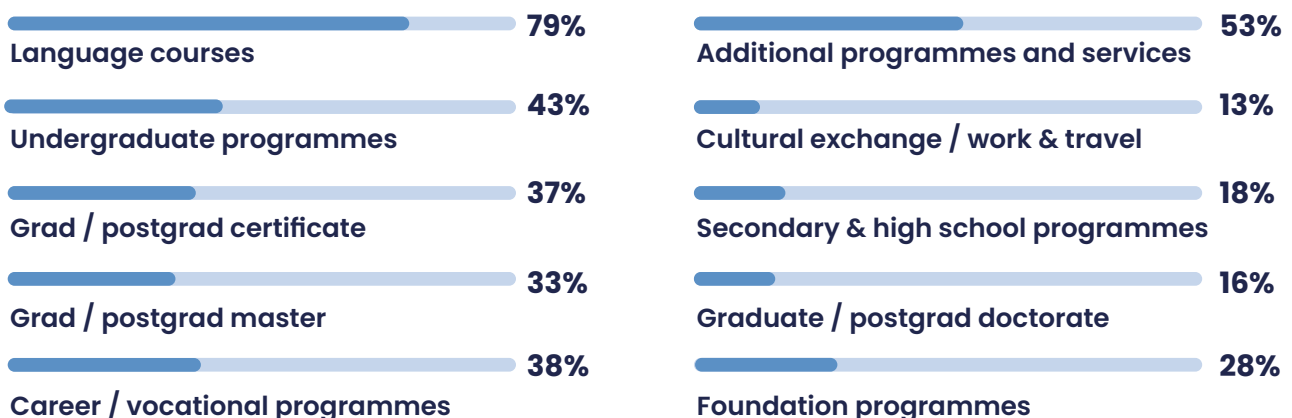
Pamela Barbosa (California ESL Language Academy, USA)

This was my second ICEF event and, as always, it was a great opportunity to meet our current partners from different parts of Brazil and also make new connections. The event's atmosphere is relaxed yet very professional.

Márcia Casagrande (Fredericton Christian Academy, Canada)

ICEF Brazil 2024 marked the beginning of a new strategic phase for international growth at Fredericton Christian Academy, as we have just launched our LATAM office and representation in Brazil. I look forward to building strong partnerships in this exciting new chapter.

Educator segment interest



Student Recruitment Agents

ICEF Higher Education was enthusiastically supported by our community of pre-screened agents. A total of **173 representatives** from **122 organisations** joined us.

They came from **13 states** and **42 cities** across Brazil, demonstrating the breadth and diversity of the event.

For 13% of the agents, ICEF Brazil was their first ICEF event.



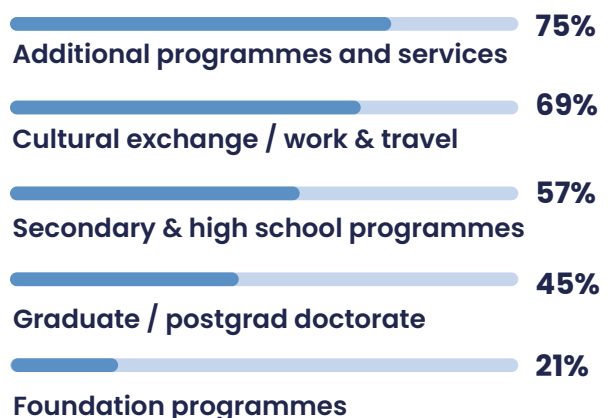
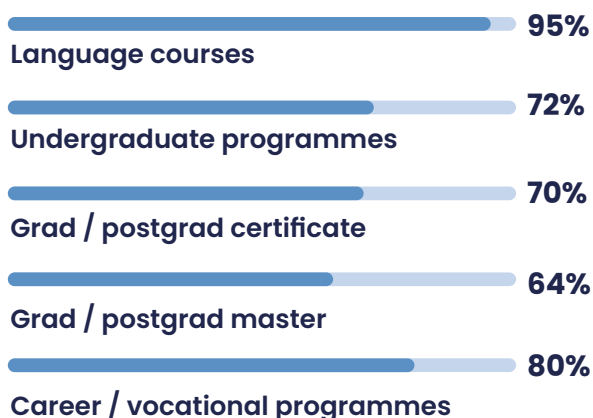
Clara Albano (Go Ahead Intercâmbios, Brazil)

I thoroughly enjoyed the ICEF Brazil 2024 event. It was impeccably organised and provided fantastic new contacts for Go Ahead Intercâmbios. It was an extremely enriching and beneficial experience for our growth in the sector.

Claudia Farina (SIP - Student International Programs, Brazil)

I've been attending ICEF for many years and it surely opens doors in our industry! It's the main event in our segment!

Agent segment interest



Service Providers

ICEF higher Education welcomed **19 individuals** representing **11 organisations** from Australia, the UK, Canada, the USA, and Brazil.

45% of the attendees had never been to an ICEF Brazil / Latin America event before.



Claudio Junior (Pearson, Brazil)

It was my first time at ICEF, and I felt like I was on an exchange programme. It was amazing to share experiences, meet new people, and even secure new business deals. I believe ICEF is extremely strategic in developing new partnerships. Congratulations on the flawless event.

Seminars & informal networking

ICEF Brazil 2024 included a full seminar programme, featuring seven sessions and panel discussions covering a range of topics important both to the international education industry as a whole, and the growing market segment of Brazil. Subjects this year included building effective relationships over the course of a brief meeting; industry quality and self regulation; exploring the twin markets of Australia and New Zealand; working with the US diplomatic mission on visa access; sales data for the Brazilian market; regional perspectives on study abroad; and meeting Brazil's growing demand for higher education.

With the focus on fostering productive, long-lasting relationships, ICEF events not only provide opportunities for 1:1 meetings, but also informal gatherings that are a vital component of the networking process. At ICEF Brazil, guests attended a welcome reception on day one, which allowed time to connect and reflect upon the thought leadership sessions. On day two, dinner and entertainment provided the event with a memorable conclusion.

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 Brazil, **the organisation of the event was rated as good or excellent by 98% of respondents**, as was the support and level of communication provided by the ICEF team. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

95% rated the number of new contacts they made as good or excellent, and 91% gave the same rating for the quality of the new contacts.

For 30% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

Photo Gallery



Three people, two men and one woman, are smiling and posing for a photo. They are wearing lanyards.

