



Event Report

ICEF Berlin

03 – 05 November, 2024



ICEF Berlin: where the global education industry meets

24,200
meetings

2,539
individuals

1,568
organisations

114
countries

Held annually, our flagship ICEF Berlin event gathers thousands of senior professionals from across the international education industry to forge new partnerships, reconnect with existing colleagues, and develop their recruitment strategies. This year, the 29th edition of the event saw **2,539 individuals** attending, 18% of whom were newcomers to Berlin. They represented **1,568 organisations** from across **114 countries**.

Over the course of three-days, **24,200 meetings** were held at the award-winning InterContinental Berlin.

Sabina Demelas (ISTITUTO MARANGONI S.R.L., Italy)

Attending ICEF Berlin was a fantastic experience! The event was impeccably organised, with smooth check-ins, well-structured sessions, and plenty of opportunities for meaningful connections. I met a wide array of international education professionals, leading to valuable new contacts that I'm excited to develop further. The pre-scheduled meetings were perfectly tailored, allowing for insightful, targeted conversations. The entire setup, from comfortable meeting spaces to supportive event staff, created the ideal environment for networking. ICEF Berlin truly sets the standard for excellence – I can't wait to attend again!



Education Providers

A total of **1,055 educators, representing 547 institutions**, joined the event in Berlin.

They came from 39 countries, with the top 5 being: the UK (27%), the US (12%), Canada (10%), Spain (7%), and Germany (7%).

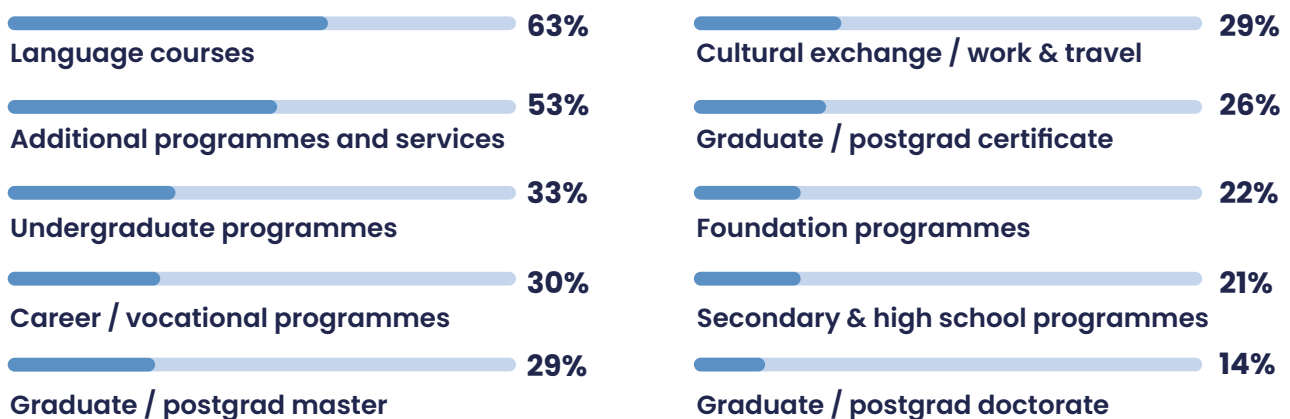
Jean-Philippe Morris (Anglophiles Academic, UK)

My organisation has been attending ICEF Berlin for well over 20+ years. There can be no greater testament to the effectiveness of ICEF than this. ICEF Berlin is without a doubt a well-established and amazingly well-organised industry event. A must for my organisation!

Brenda Padilla Ericksen (GAP Academy, USA)

I am impressed by the quality of the contacts I make at ICEF Berlin. The key for me has been to return every year to keep expanding my network and building the relationships that begin with these essential meetings.

Educator segment representation



Student Recruitment Agents

ICEF Berlin was enthusiastically supported by our community of pre-screened agents, with a total of **1,026 representatives** attending from **853 organisations**.

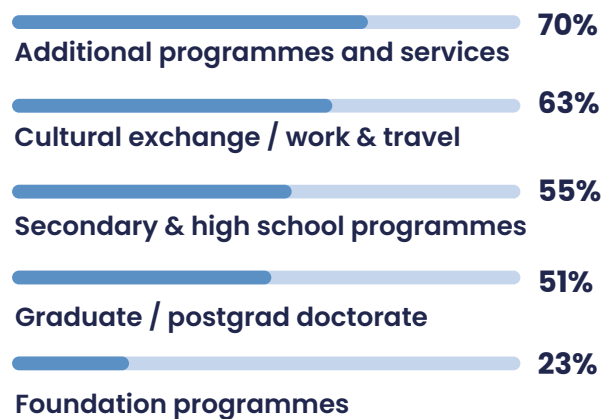
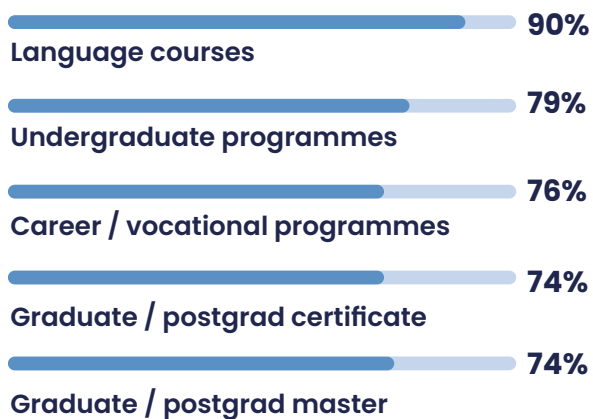
This year, agents came from 107 countries, with the top 5 being: Türkiye (9%), India (8%), Spain (7%), Italy (6%), and Germany (4%).



Fanny Michaud (Study Experience, France)

As an agent, who has attended almost every one of your events over the past 18 years, I can say very clearly and openly that your organisation is incredibly well-run and disciplined, and I must admit I admire it greatly. I believe you consistently review previous events to improve each year, focusing on inviting schools and agencies. At this event, I noticed even more clearly that you've brought together people who are not just here to participate but genuinely want to contribute and add value. Thank you so much for everything.

Agent segment interest



Service Providers

ICEF Berlin proved particularly popular with service providers supporting international student mobility. **283 representatives** joined from **117 organisations**. They came from 25 countries, with the top 5 being: the UK (32%), Canada (16%), Germany (8%), the US (7%), and Australia (5%).



Katie Hebbes (ISC Research, UK)

The event was expertly run and attracted HEI's, agencies, and service providers from all corners of the globe. The ICEF team were available to help and proactive in their communications. The seminars covered many different topics and were varied, relevant, and interesting.

Seminars & informal networking

ICEF Berlin is renowned for the breadth and depth of its professional development opportunities with this year being no exception. Over the course of the first day, delegates were able to choose from 40+ seminars, panel discussions, and informal "campfire" sessions, led by experts, academics, and senior leaders from across the sector. Key sessions this year included an update on the latest edition of our Agent Voice survey; a focus on ethical selling, with our panel debating the most important aspects of this fundamental topic; themed seminars providing the latest data, hints, and tips on key study destinations; an overview of the impact of AI in international student recruitment; a session on the shift away from the "big four" study destinations; and a debate around the issue of quality in international student recruitment.

As a key component of any ICEF event, evening receptions create the necessary space for delegates to cement new partnerships and renew existing friendships in a more informal setting. This year, delegates were able to enjoy a welcome reception sponsored by [Coquitlam School District #43](#), providing the perfect opportunity to get acquainted while, on the second day, a dinner sponsored by [MLA](#) provided ICEF Berlin 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 Berlin, 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 98% and 95%** respectively. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

90% rated the number and quality of new contacts they made as good or excellent.

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

Photo Gallery



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