



Event Report

ICEF South Asia

Goa, India • 06–08 Feb, 2025



ICEF South Asia: a unique opportunity in this rapidly expanding market

3,732

meetings

430

individuals

281

organisations

27

countries

An extremely popular event, ICEF South Asia 2025 was held in Goa, India, connecting global education providers with quality, ICEF-screened international student recruitment agents from across India and other South Asian countries including Nepal, Bangladesh, Bhutan, and Sri Lanka. This year the event sold out, with **430 individuals**, collectively representing **281 organisations** from **27 countries**.

Over the course of three days, they held **3,732 meetings** at the Grand Hyatt Goa.

Riya Goel (Acceptix, Kuwait)

ICEF South Asia exceeded my expectations in every way. The event was not just about meetings – it was about building genuine, high-quality connections that have the potential to drive real growth in the international education sector. The seamless organisation, intuitive scheduling system, and outstanding support from the ICEF team made the experience incredibly smooth and productive.



Education Providers

A total of **131 educators, representing 76 institutions**, joined the event in Goa.

They came from 20 countries, with the top 5 being: the US (24%), the UK (21%), Canada (17%), Germany (5%), and Switzerland (5%).

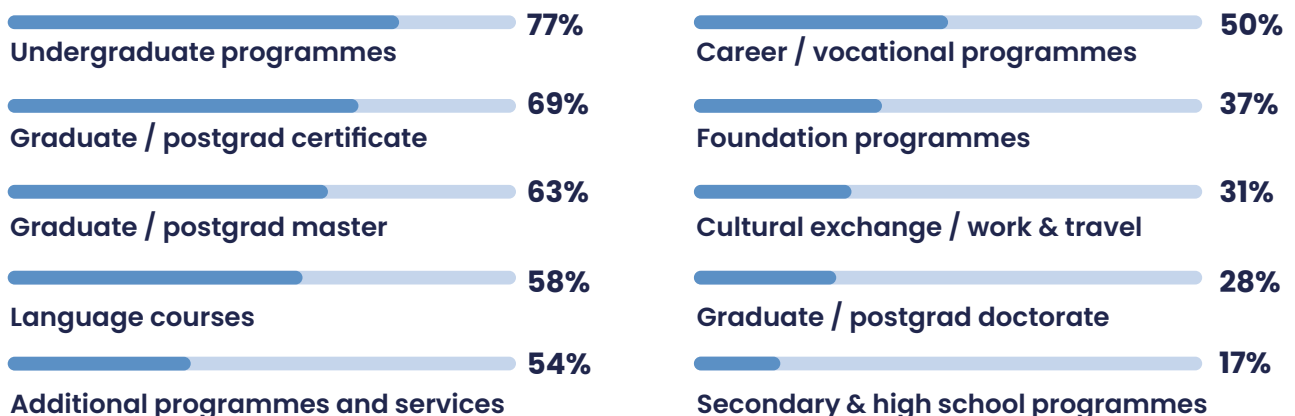
Christian José Huitrón Reyes (Anáhuac University, Mexico)

ICEF South Asia was an outstanding experience, held in an amazing venue that set the stage for valuable connections. I met top-quality education agents, truly committed to student success, opening exciting possibilities for my institution in this dynamic market. I look forward to building strong partnerships and welcoming more students from the region!

Anmol Dhawan (Avila University, USA)

Attending ICEF South Asia was an incredible experience! It provided a great platform to build meaningful connections and gain valuable insights into the latest trends in student recruitment. The event was well-planned and seamlessly organised, as always.

Educator segment representation



Student Recruitment Agents

ICEF South Asia was enthusiastically supported by our community of pre-screened agents, with a total of **177 representatives** attending from **159 organisations**.

This year, the majority of the agents came from India (72%) and Nepal (20%).



Anuj Tomar (Euresian Link Study Abroad, India)

I had a fantastic experience at ICEF South Asia 2025! The event was extremely well organised, and I appreciated the variety of sessions and networking opportunities. The quality of attendees and exhibitors was exceptional, and I was able to make some valuable connections that will help drive my business forward. I'm already looking forward to attending again in 2026.

Rupesh Thapa (Bridge International Consultancy and Migration, Nepal)

The event was truly amazing! It provided an incredible opportunity to meet and connect with a wide range of professionals and representatives from various sectors. The platform was perfect for networking, allowing us to build valuable relationships that will undoubtedly help us grow and expand our business.

Agent segment interest

Undergraduate programmes **92%**

Graduate / postgrad master **92%**

Graduate / postgrad certificate **88%**

Additional programmes and services **86%**

Career / vocational programmes **82%**

Language courses **73%**

Graduate / postgrad doctorate **70%**

Cultural exchange / work & travel **64%**

Foundation Programmes **36%**

Secondary & high school programmes **31%**

Service Providers

ICEF South Asia proved popular with service providers supporting international student mobility. **99 representatives** joined from **48 organisations**. They came from **10 countries**: Australia, Canada, France, Germany, India, Kuwait, Malaysia, United Arab Emirates, the UK, and the US.



Hitanshu Bhardwaj (UnizPortal, Canada)

ICEF South Asia gives us the opportunity to connect with agencies and institutions who particularly focus on the region. Three days under one roof provides immense networking opportunities for finding new partners to work with in South Asia.

Seminars & informal networking

Alongside the world-class networking opportunities, attendees of ICEF South Asia were able to enjoy a comprehensive programme of seminars, panel discussions, and workshops, all led by experts, academics, and senior leaders from across the sector. With a strong focus on key regional discussion points, sessions this year included an overview of shifting student preferences in study destinations; a presentation looking at the impact of restrictive visa policies and exploring US hybrid professional programmes as an alternative for South Asian students; a discussion on culture shock; and a workshop looking at agent-led student recruitment strategies in India.

An important component of any ICEF event, evening receptions create the necessary space for delegates to cement their new partnerships and renew existing friendships in a more informal setting. This year's event was no exception, with delegates enjoying an elegant welcome reception sponsored by [Infinite Group](#). On the second day, guests enjoyed a more formal dinner, sponsored by [EbixCash](#), which provided this sold out event with a suitably memorable conclusion.

Great Delegate Feedback

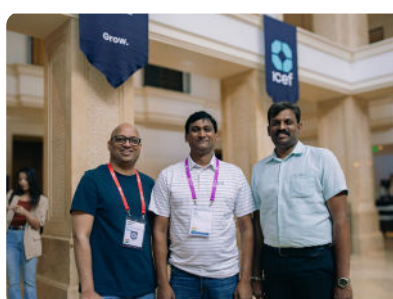
Over the course of its 30-year history, ICEF has become renowned for the outstanding organisation of its events. We are always working to ensure that delegates are provided with the best environment, facilities, and support in order to facilitate efficient and productive meetings.

In the after-event survey for ICEF South 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 100%** of the respondents. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

93% rated the number and **91%** the quality of new contacts they made as good or excellent.

For **37%** 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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