



Event Report

ICEF Eurasia

17 – 19 March, 2025

Istanbul, Türkiye



Student recruitment from Asia Minor through to the Caucasus and Central Asia

2,063

meetings

279

individuals

208

organisations

34

countries

ICEF Eurasia connected educators from around the world with agents representing thousands of students who travel abroad from across Asia Minor, the Caucasus, and Central Asia. For this year's successful event, we were joined by **279 international education professionals**, representing **208 organisations** from **34 countries**.

Over the course of three days, **2,063 meetings** were held at the iconic Hilton Istanbul Bosphorus.

Emmanuel Santosh (Collège de Paris, France)

I wanted to extend my heartfelt thanks for the exceptional organisation of the ICEF Eurasia event in Istanbul. It was a truly productive experience, and I appreciate all the effort that went into making it a success. I am keen on following up with some interesting contacts from the agents present at the event. Thank you once again for everything. I look forward to our continued collaboration.



Education Providers

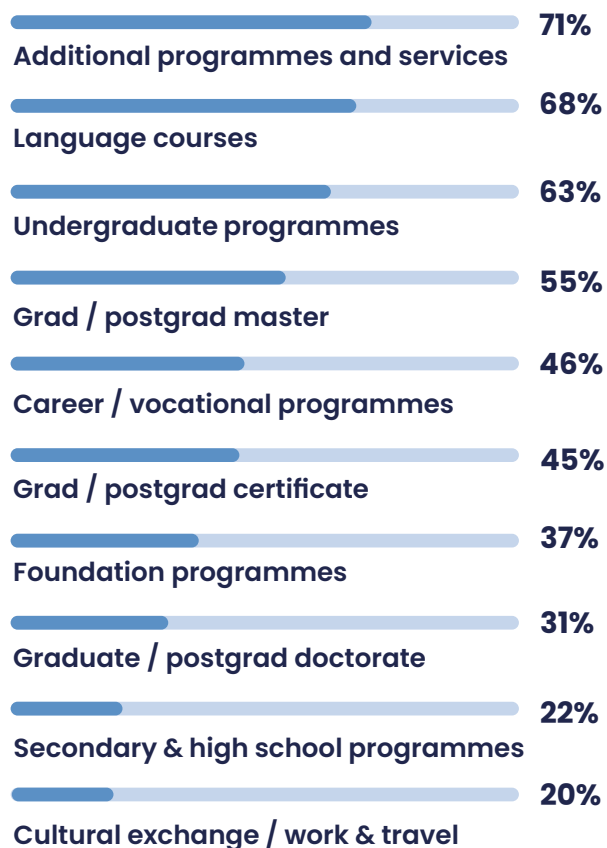
A total of **96 education providers**, representing **64 institutions** from **18 countries**, joined ICEF Eurasia.

The majority came from the UK (23%), the US (12%), Canada (12%), Germany (9%), and Spain (8%).

92% of the organisations had previously attended an ICEF event, demonstrating the quality and appeal of our events.

Rodney Vu (Kaplan Higher Education Academy, Singapore)
A well-organised event with good participants.

Educator segment representation



Student Recruitment Agents

ICEF Eurasia was enthusiastically supported by our community of pre-screened agents, with a total of **146 representatives** from **133 organisations** joining us.

The majority of the agents were from Türkiye (53%) and Azerbaijan (12%); followed by Uzbekistan (8%), Kazakhstan (5%), and the Kyrgyz Republic (4%).

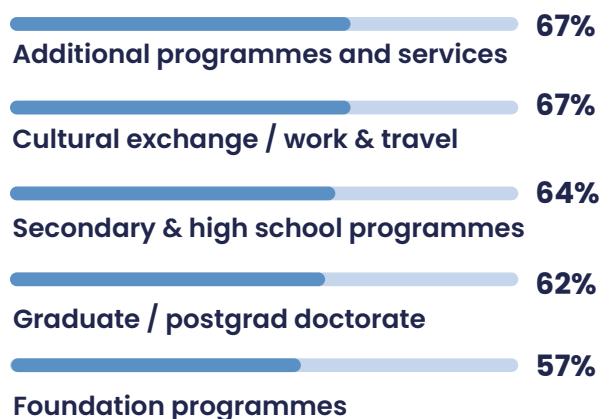
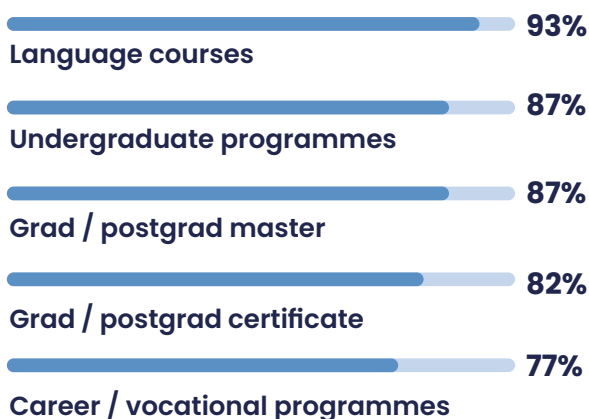
For 36% of the agents, ICEF Eurasia was their first ICEF event.



Samereh Sogol Koza (Karya International Education, Türkiye)
Attending ICEF events has been a game-changer for my education consultancy business. The networking opportunities, high-quality institutions, and well-structured meetings have helped me build strong international partnerships. ICEF is a must for any education consultant looking to expand their reach!

Jasmina Ademovic (ISEM Agency, Montenegro)
This was my first ICEF event and I really enjoyed it. It was very well organised and everyone was so polite. I am looking forward for the next event!

Agent segment interest



Service Providers

ICEF Eurasia welcomed **14 individuals** representing **9 organisations** from the UK, the US, UAE, Australia, Germany, and India.

The majority of the attending service provider representatives held senior management positions.



Henry Tolley (PeopleCert International, UK)

You always get great new business and support from any ICEF event. ICEF Eurasia was fab!

Seminars & informal networking

Alongside the world-class networking, ICEF Eurasia's delegates enjoyed a comprehensive programme of seminars, panel discussions, and roundtable debates, led by experts and focused on the most pressing regional issues and opportunities. This year's sessions included a panel discussion on evolving student demand in terms of alternative study destinations; market updates on Türkiye and Uzbekistan; and a presentation on preparing students for visa interview. Additionally the roundtable debates provided a forum for participants to share their expertise, with sessions tackling topics such as the cultural needs of Eurasian students; the use of social media in marketing for Eurasian students; and financial support for students from the Balkans.

A key feature of ICEF events, the evening receptions provide the necessary space and time to cement new partnerships and catch up with existing colleagues. ICEF Eurasia was no exception. Delegates enjoyed a welcome reception on day one, which provided the perfect opportunity for attendees to make their introductions; and an evening dinner on day two, which wrapped the event up in style.

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 Eurasia, 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.

96% rated the number and **87%** the quality of new contacts they made as good or excellent.

For **40%** of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

Photo Gallery

