



## Event Report

### ICEF Mexico-Colombia Roadshow

📅 March 03-07, 2025

📍 Mexico City & Bogotá



## ICEF Mexico-Colombia Roadshow: two important student recruitment markets in Latin America covered in one trip

**1,846**  
meetings

**336**  
individuals

**232**  
organisations

**16**  
countries

For 2025, the unique ICEF Mexico-Colombia Roadshow event successfully gathered **336 international education professionals**, collectively representing **232 organisations** from **16 countries** across **5 continents**.

Exclusively focused on the recruitment of students from the important Latin American market segments of Mexico and Colombia, the roadshow saw a total of **1,846 meetings** held at the Hilton Mexico City Reforma and the Grand Hyatt Bogotá.

#### Luis Fernando Ramirez Castillo

(Lingua Language Center at Broward College, USA)

I was impressed by the classy and well-organised ICEF Mexico-Colombia Roadshow. I had the opportunity to meet many new colleagues in the international education industry and, most importantly, I connected with several potential agency partners with whom I see numerous opportunities for fruitful collaboration that would benefit both of our organisations.



## Education Providers

A total of **78 education providers** representing **54 institutions** joined the ICEF Mexico-Colombia Roadshow.

They came from **13 countries**, with the top 5 being: the US (29%), Canada (21%), the UK (16%), Germany (7%), and Spain (5%).

**90% of attendees had previously attended an ICEF event**, demonstrating the quality and appeal of our events.

### Sam Palacios (Farringtons School, UK)

The ICEF Mexico-Colombia Roadshow was a very efficiently organised and professional event. It was not only fruitful in terms of the networking opportunities but the social events were fun and provided more time to build positive relationships with agents and educational providers.

### Terri Szlovicsak (Mission School District #75, Canada)

ICEF events are always very well organized and well attended. The quality of agents and the attention to detail is second to none.

## Service Providers

The ICEF Mexico-Colombia Roadshow welcomed **16 representatives from 10 organisations**. The majority came from Canada (27%), Mexico (18%), and the US (18%); followed by Australia, Colombia, Brazil, and Germany.

For 25% of those attending, this was their first ICEF event.



## Mexican Agents

The roadshow began at the Hilton Mexico City Reforma, where **103 representatives** from **73 Mexican organisations** joined us.

Agents came from **25 Mexican cities**, with the top 5 being: Mexico City (37%), Guadalajara (5%), Leon (5%), Naucalpan (5%), and Chihuahua (4%).

At this year's roadshow, 10% of the Mexican agents were attending for the first time.



### Andres Mauricio Franco (Canvisas, Mexico)

It was quite good to have meetings booked with new educators and service providers, along with the opportunity to reconnect with previous ones. The staff were excellent, as was the organisation, and there were quiet places for coffee, as well as opportunities for networking during meals. The closing event was fantastic.



## Colombian Agents

The second portion of the event was held at the Grand Hyatt Bogotá, where we were joined by **130 agents** from **91 Colombian organisations**.

In total, attending agents represented **16 Colombian cities**. The majority were from Bogotá (56%), followed by Medellin (15%), Bucamaranga (7%), and Cali (5%).

5% of Colombian agents made their roadshow debut this year.

### Jorge Bejarano (Open Way Education, Colombia)

ICEF is the „place to be“ to meet institutions and get good agreements. There's great energy and it is good to meet other agencies and talk about the current situation. There's also a great dinner as part of the 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 the ICEF Mexico-Colombia Roadshow, the organisation of the event was rated as good or excellent by **100%** 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.

**85%** rated the number of new contacts they made as good or excellent, and **90%** gave the same rating for the quality of the new contacts.

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

## Photo Gallery

