



## Event Report

### ICEF Spanish Education

19 – 21 May, 2025

Madrid, Spain



## ICEF Spanish Education: Bringing international student recruitment agents to Spain

**2,139**

meetings

**252**

individuals

**178**

organisations

**50**

countries

ICEF Spanish Education connects quality, ICEF-screened international student recruitment agents from around the world with educators specialised in providing programmes in Spanish speaking countries. This year, **252 international education professionals**, representing **178 organisations**, attended from **50 countries**.

Over the course of this three-day event, **2,139 meetings** were held at the Hotel Riu Plaza Españã, in Spain's iconic capital of Madrid.

**Raimundo Cortes** (SmartRental, Spain)

ICEF Spanish Education was an amazing experience! It was our first time attending, and we were really impressed by the quality of the event and the great connections we made. We'll definitely be back!

**Luis Arbulu** (ReMar to Canada Students, Peru)

A big thank you and congratulations to the organizers of this outstanding event. Everything was impeccably planned – from the venue and logistics to the quality of the content and the incredible networking opportunities.



## Education Providers

A total of **81 educators**, representing **61 institutions**, joined this year's event. All 81 were from Spain, with 41% holding senior management positions.

70% of attending education providers had previously taken part in an ICEF event, demonstrating their quality and enduring appeal.

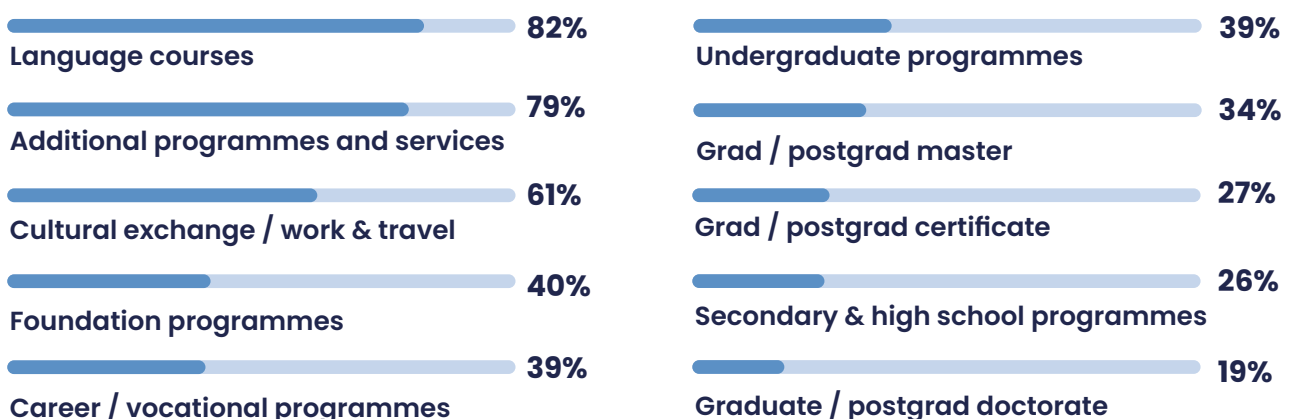
### Laura Weatherston (Sage College, Spain)

We had a fantastic experience at ICEF Spanish Education. The event location was excellent, while the hotel provided a superb setting for both meetings and networking. There were plenty of opportunities to connect with agents, build long-lasting partnerships, and even make new friends. We felt truly welcomed and well taken care of throughout the event. We're already looking forward to returning in the future to continue expanding our network and collaborations.

### Mario Calvo (Academia Contacto Madrid, Spain)

We were very happy to have attended ICEF Spanish Education in Madrid! There was excellent organisation and top-quality contacts... It is the place to be!

## Educator segment representation



## Student Recruitment Agents

ICEF Spanish Education was enthusiastically supported by our community of pre-screened agents, **with a total of 109 representatives attending from 103 organisations.**

Agents came from 49 countries, with the top 5 being: Türkiye (10%), Colombia (9%), Spain (7%), Ukraine (6%), and Morocco (5%).



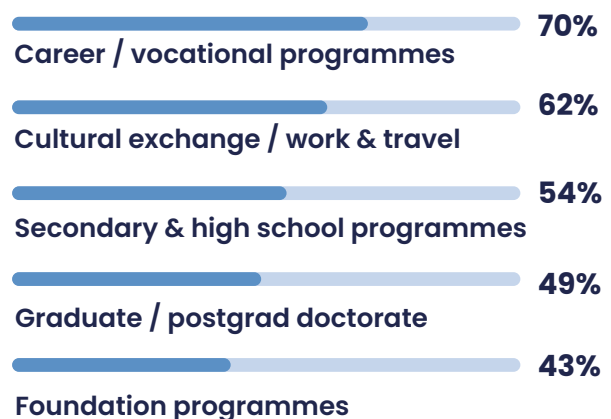
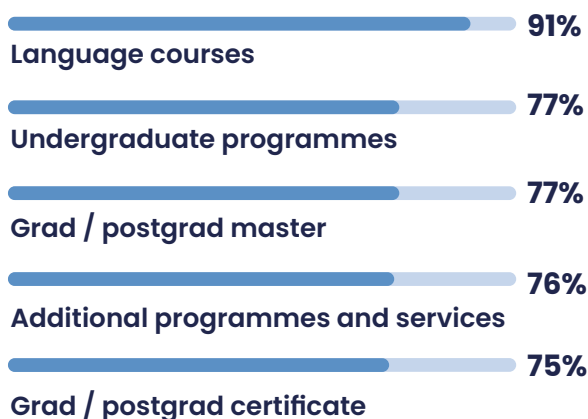
### Valeriia Medvedieva (Key Study, Türkiye)

ICEF Spanish Education was a truly valuable experience. The event offered insightful seminars and a new round table format that encouraged meaningful dialogue between educators and agents.

The location in Madrid made it even more productive – allowing us to add value to the trip by visiting schools and universities in the area alongside the conference. Overall, it is a niche but powerful event for those working in secondary and higher education.

Thank you, ICEF Team! I'm looking forward to the next edition!

## Agent segment interest



## Service Providers

ICEF Spanish Education proved particularly interesting for education industry service providers. **27 representatives joined from 14 organisations**, 86% of which were based in Spain, with the other 14% joining from Lichtenstein and Germany.



## Seminars & informal networking

As attendees have come to expect from ICEF events, a full programme of seminars, panel discussions, and round table debates – all held on the first day – provide up-to-date information on the latest market trends. This year, the event featured six, expert-led sessions including: A fast track to employment: The benefits of vocational courses for international students; Study in Spain: Steps to a successful visa application; The Spanish language market: Trends and student profiles for 2025; Why choose Spain as a higher education destination; and Secondary education pathways in Spain.

Additionally, delegates had the opportunity of choosing two roundtable topics, where they were able to learn from their peers and share their own knowledge and experience. This year's topics were: Study opportunities in Andalusia; The value of foundation programmes in the Spanish international education market; From admission to visa: Navigating Spain's public universities' bureaucracy; Study opportunities in Valencia; Students' expectations from outside of the EU and main difficulties when entering the Spanish market; Engage & overcome: Handling objections in language travel.

Finally, evening receptions are a key component of any ICEF event, providing an opportunity for attendees to renew existing friendships and cement new partnerships in a more informal setting. ICEF Spanish Education 2025 was no exception. A welcome reception on day one, sponsored by Universidad Europea, provided the perfect introduction to ICEF Spanish Education, allowing everyone to get acquainted in style. Meanwhile, a more formal dinner on day two, sponsored by Fedele Comunidad de Madrid, not only gave delegates the chance to develop lasting relationships with their new partners but also provided the event with a memorable final night.

## 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 Spanish Education, 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% and 97% respectively.** This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

**73%** rated the number of new contacts they made as good or excellent, while **77%** gave the same rating for the quality of those new contacts.

For 20% 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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