



Event Report

ICEF South East Asia

10 – 12 June, 2025

Ho Chi Minh City, Vietnam



Connect with high-growth student markets in South East Asia

2,439
meetings

280
individuals

232
organisations

27
countries

Held in Ho Chi Minh City, Vietnam, ICEF South East Asia connects education providers from around the world with high-quality, ICEF-screened international student recruitment agents from countries across South East Asia, including Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam. **This year, 280 international education professionals, representing 232 organisations, attended the event from 27 countries.**

Over the course of this three-day event, a total of **2,439 meetings** were held at the iconic JW Marriott Hotel & Suites Saigon.

Pedro Kuvshinov Saubion (ENAE International Business School, Spain)

The event was beautifully organised, the quality of agents was top, and the venue and gala dinner were just perfect. We are already seeing the results of our meetings with agents and couldn't be happier.

Carrie Peterson (North Cobb Christian School, USA)

This was my first event and it exceeded my expectations! From pre-event planning to the event itself, I felt equipped to make the best connections possible!



Education Providers

A total of **104 educators representing 78 institutions** joined the event in Ho Chi Minh City. They came from 20 countries, with the top 5 being: the US (22%), Canada (22%), the UK (18%), France (5%), and Spain (5%).

87% of attendees had previously attended an ICEF event, demonstrating their enduring quality and appeal.

Dave Orellana (York University – School of Continuing Studies, Canada)

Attending ICEF South East Asia 2025 in Ho Chi Minh City was a highly rewarding experience for me. As Manager, Recruitment and International Partnerships, I came to the event with clear goals: to connect with quality prospective partners from across the Southeast Asia region who could help us promote our programs and recruit talented, driven students.

I'm pleased to say that my expectations were fully met. The meetings I had throughout the event were productive and promising, and I'm confident that they will lead to valuable collaborations that support our strategic objective of diversifying our student body.

Educator segment representation

Additional programmes and services **68%**

Undergraduate programmes **58%**

Language courses **51%**

Grad / postgrad master **47%**

Career / vocational programmes **44%**

Foundation programmes **43%**

Secondary & high school programmes **41%**

Grad / postgrad certificate **41%**

Cultural exchange / work & travel **38%**

Graduate / postgrad doctorate **22%**

Student Recruitment Agents

ICEF South East Asia was enthusiastically supported by our community of pre-screened agents, **with a total of 142 representatives from 135 organisations.**

Agents came from 10 countries, the majority (79%) being from Vietnam, followed by the Philippines, Myanmar Thailand, and Cambodia.



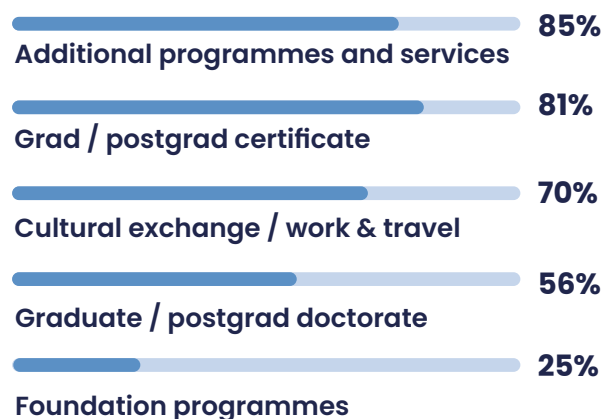
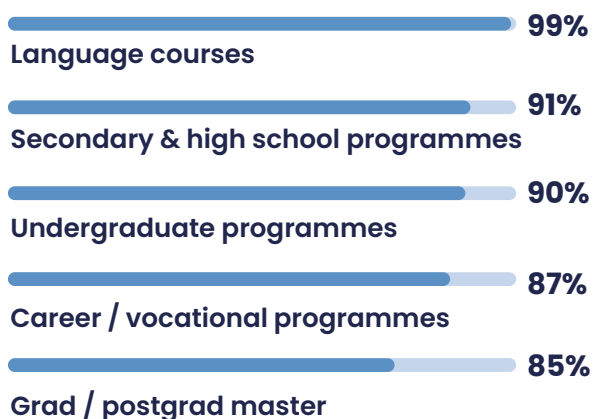
Sophea Lay (Mengly J. Quach Education, Cambodia)

This was my first time attending an ICEF event, and I was genuinely impressed. It provided a great opportunity to meet and connect with many new contacts and potential partners, all in one place. It really eliminates the hassle of reaching out to institutions one by one and the uncertainty of not connecting with real, qualified leads. Overall, it was a very productive experience, and I would definitely attend again.

Lam Phuong (Ha Phuong IED, Vietnam)

ICEF South East Asia in Ho Chi Minh City is always the international education event I look forward to the most every June. The schools and related education services that I meet and discuss with are very diverse and high quality. I sincerely thank you.

Agent segment interest



Service Providers

Our Asia events have become increasingly popular with the providers of products and services relevant to the overseas student market. **ICEF South East Asia welcomed 25 representatives from 14 organisations.**

Delegates attended from Australia, the US, the UK, Germany, India, and Vietnam.



Seminars & informal networking

ICEF South East Asia 2025 included a comprehensive programme of seminars, panel discussions, and roundtable debates, all dedicated to providing valuable insight and actionable strategies for both the region and the international education sector as a whole. This year's sessions included a market update on Canada's policy environment; a panel discussion focused on marketing strategies for the region's diverse countries; a presentation on preferred study destinations for Vietnamese students; and an overview of wider student preferences in an evolving market.

Additionally, the innovative roundtable format provides delegates with the opportunity to discuss key issues with their peers under the guidance of a sector expert. This year, there was a choice of five different sessions: Best practice in developing long-term agent partnerships in South East Asia; Rising to the challenge: Opportunities in the Canadian higher education sector; Focus on Vietnam: Effective student recruitment in a complex country; Affordability & accessibility: Securing appropriate accommodation for international students; and Pathways and vocational programmes: Changing the value proposition for students in Asia.

Finally, evening receptions are an integral part of the ICEF experience, providing attendees with a much-needed opportunity to renew existing friendships and cement new partnerships within a more informal environment. On day one, a welcome reception sponsored by [UT Preparatory Academy](#) provided a perfect forum for attendees to introduce themselves to one another. On day two, following the first round of pre-scheduled, 1:1 meetings, delegates gathered at Park Hyatt Saigon for dinner and entertainment once again sponsored by UT Preparatory Academy. The perfect chance to build upon relationships formed across the day, it brought the final night of the event to 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 South East 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.

97% rated the quality and 100% the number of new contacts they made as good or excellent. For 53% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

Photo Gallery



See all pictures [here](#).