



Event Report

ICEF Africa

25 – 27 June, 2025



Engage with territories across Africa as outbound mobility continues to grow

2,748

meetings

309

individuals

239

organisations

43

countries

ICEF Africa, which was held in Rwanda's capital of Kigali in 2025, connects education providers from around the world with quality, ICEF-screened international student recruitment agents from 25+ countries across the continent, including Cameroon, Côte d'Ivoire, Ghana, Nigeria, Rwanda, Senegal, Tanzania, Uganda, and Zimbabwe. This year, **309 individuals, representing 239 organisations, attended the event from a total of 43 countries.**

Over the course of three-days, **2,748 meetings** were held at the world-class Kigali Convention Centre, Rwanda.

Karim Singer (UofCanada - Universities of Canada in Egypt)

Attending ICEF Africa was an incredibly valuable experience that provided a unique platform to engage with a diverse network of high-quality education agents from across the continent. The event was well-organized, efficiently run, and created a focused environment for building meaningful partnerships that align with our international recruitment goals.

The sessions and networking opportunities offered great insights into regional trends, student mobility patterns, and how best to support students pursuing international education. I would highly recommend this event to institutions looking to establish or expand their presence in Africa.



Education Providers

A total of **132 educators, collectively representing 90 institutions**, joined the event in Kigali this year. They came from 23 countries, with the top 5 being Canada (29%), the US (18%), the UK (11%), Germany (6%), and India (5%).

For 33% of the attending educators, this was their first ICEF event.

Rakan Mehyar (St. Clair College, Canada)

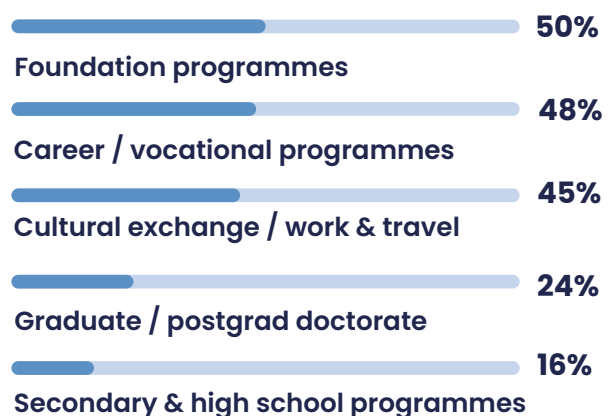
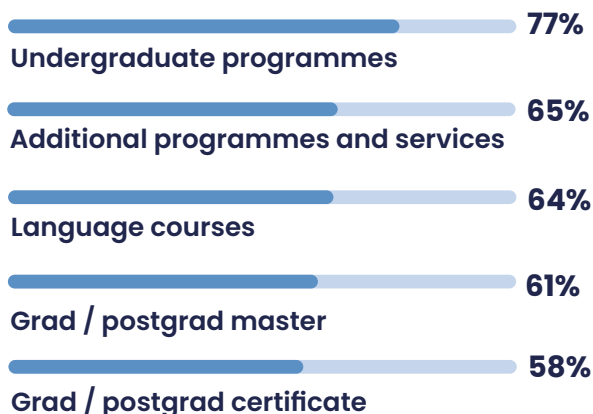
I'd like to express my sincere appreciation to the ICEF team for delivering such a well-organized and impactful event. It was a valuable opportunity to engage with passionate professionals in the international education sector. I look forward to staying connected and exploring future events with ICEF.

Sajadhussein Mohamed Kazim Manji

(Asia Pacific University of Technology & Innovation (APU), Malaysia)

It was a well-organised event that offered good networking opportunities.

Educator segment interest



Student Recruitment Agents

ICEF Africa was enthusiastically supported by our community of carefully pre-screened agents, with a total of **142 representatives attending from 134 organisations**.

This year saw agent representatives from 22 countries, with the top 5 being Nigeria (37%), Ghana (9%), Kenya (9%), Rwanda (7%), and Uganda (7%). 57% of attending agents held a senior management position, reflecting the importance of the event.

For 47% of the attending agents, ICEF Africa was their first ICEF event.



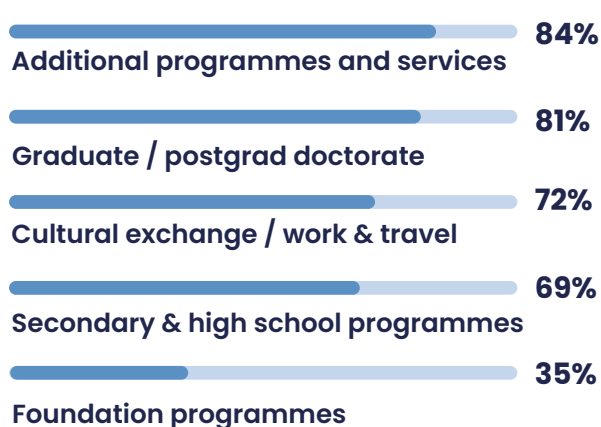
Robinson Opiyo (Earl Space Pro/ ESP Global Visa, Kenya)

ICEF Africa 2025 was highly productive, fostering valuable networking opportunities with major industry players, as well as insightful seminars, and innovative discussions on the sustainability of international education. A well-organised event that offers impactful collaborations, I look forward to future events and to making more friends and colleagues.

Terence Ewane Ekane (Alpha Study Group International, Cameroon)

Kigali has served Africans as a home away from home. Expectations of consolidating new business, reviewing existing partnerships, and straightening marketing policies were all met. Thank you ICEF Africa.

Agent segment interest



Service Providers

Our events have become increasingly popular with the providers of products and services relevant to the overseas student market. This year, ICEF Africa welcomed **31 representatives from 16 organisations**.

Delegates joined us from Canada, the UK, Germany, Australia, India, Kenya, Kuwait, Malaysia, Qatar, and the US.



John Tan (Duolingo English Test, USA)

ICEF Africa was an absolute standout! It was amazing to connect with so many passionate agents and educators who are driving access to international education across the continent. The excitement around the Duolingo English Test was real and agents were genuinely engaged. Huge thanks to ICEF for creating such a dynamic space to share, learn, and grow. I can't wait for what's next!

Seminars & informal networking

ICEF Africa 2025 featured a comprehensive seminar programme, with 5 sessions designed to provide insight into key recruitment trends for the region. Subjects this year included a brief overview into building strategic partnerships; a discussion on how to meet the challenges of maintaining quality in student recruitment; a panel discussion focused on three key African countries - Nigeria, Ghana, and Kenya; a further panel on connecting African agents with organisations from the UK, US, and Canada; and a presentation on how to turn study permit refusals into new opportunities. Additionally, ICEF Africa featured a selection of roundtable debates, which allowed participants the chance to share their knowledge and experience with their peers.

Finally, evening receptions play a key role in any ICEF event, providing attendees with an opportunity to renew existing friendships and cement new partnerships in a more informal setting. ICEF Africa, which was held at the iconic Kigali Convention Centre, was no exception. The first day of the event concluded with a welcome reception, which provided the perfect opportunity to unwind and reflect after the seminar and roundtable sessions. Day two then wrapped up with a more formal dinner and entertainment, providing the event with a stylish and memorable final evening.

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.

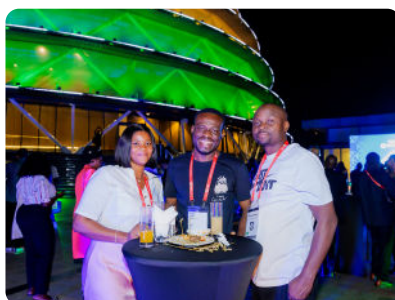
In the after-event survey for ICEF Africa, the organisation of the event, as well as the support and level of communication provided by the ICEF team, **were rated as good or excellent by 100% of the respondents**. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

90% rated the quality and 94% the number of new contacts they made as good or excellent. For 42% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

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Photo Gallery



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