



## Event Report

ICEF USA

30 – 31 May, 2025



## ICEF USA: Kick-start your international student enrollment strategy

**2,514**  
meetings

**458**  
individuals

**2997**  
organisations

**55**  
countries

Developed in partnership with NAFSA: Association of International Educators, ICEF USA is a brand-new, 1.5-day event. Held immediately after NAFSA's annual conference – this year in San Diego – it enables educators from North America to meet with top, ICEF-accredited education agencies from around the world. The inaugural edition welcomed **458 individuals, representing 2,997 organisations, from 55 countries around the world.**

Over the course of this productive conference, **2,514 meetings** were held at the Marriott Marquis San Diego Marina Hotel.

**Gary Bergman** (University Study, USA)

Without question, attending an ICEF conference is the best way to make new contacts to ensure partnerships in international education.

**Devang Shah** (Edu Overseas Consultants – Good Wing, India)

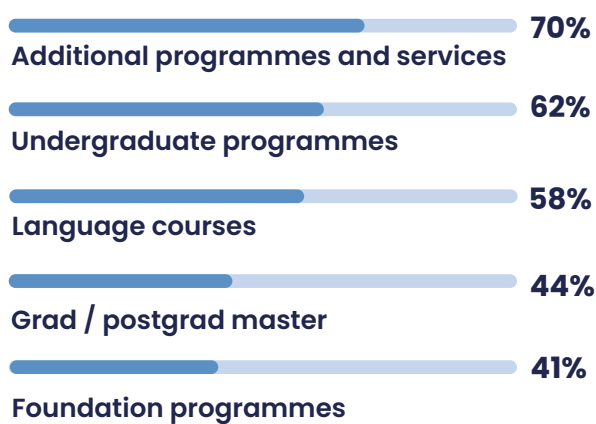
It was the most productive event I have ever attended in terms of making connections, acknowledging our presence, and learning about new trends in the education industry.



## Education Providers

A total of **160 educators representing 107 institutions** joined the event in San Diego. 90% came from the US, followed by the UK, Canada, Switzerland, Barbados, Puerto Rico, and Türkiye.

## Educator segment representation



## Service Providers

Our North American events have become increasingly popular with providers of products and services relevant to the overseas student market. **ICEF USA welcomed 69 representatives from 40 organisations.**

Delegates attended from the US, Canada, the UK, India, Australia, Qatar, and UAE.



**Raphaël Benoist** (Education Lighthouse, USA)

Thanks again for the organization and the great meetings we had with good agents! It's definitely worth it!

## Student Recruitment Agents

ICEF USA was enthusiastically supported by our community of ICEF Agency Status (IAS) accredited agencies, with **177 representatives attending from 151 organisations**. Collectively, they represented 50 countries, with the top 5 being India (22%), Nepal (9%), Nigeria (7%), China (5%), and Bangladesh (5%).

For 24% of the attending agents, this was their first ICEF event.



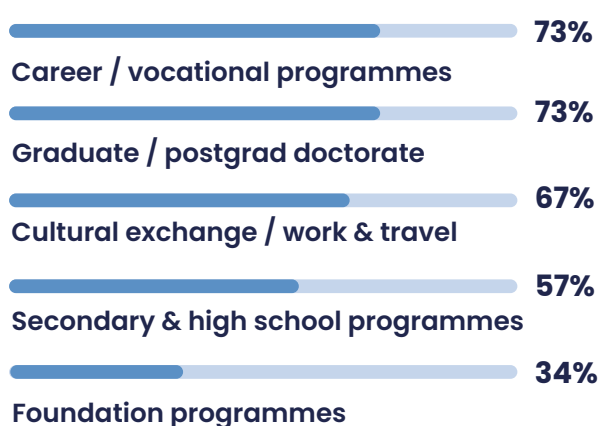
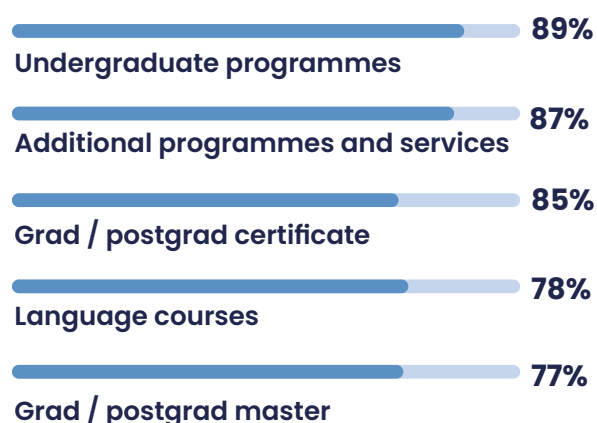
**Manjeet Ghimire** (Expert Education & Visa Services (EEVS), Australia)

I am quite satisfied with the event. It is more partner and agent driven – so, basically market driven. I flew all the way from Australia and it was worth the travel. It was an excellent opportunity indeed.

**Marie Li** (British China International Consulting, UK)

It was a wonderful event, well organized, friendly and with some great connections made. Thank you ICEF.

## Agent segment interest



## Seminars & informal networking

ICEF USA 2025 opened with a short session on strategic networking, which was particularly useful for first timers, before delegates had the opportunity to participate in a series of roundtable debates. A popular and interactive element of ICEF events, the roundtables are led by sector experts and allow attendees to share their knowledge, skills, and experience with their peers. This year, delegates could attend up to three sessions, choosing from the following topics: Working smarter together – Boosting visa success through stronger agent-school partnerships; Bridging pathways: Student success in the community college experience; From classroom to career: Aligning education with workforce needs; How do political changes affect international student mobility into the US?; What are the evolving dynamics of Chinese student recruitment?; Where to start: How to find the right data and market intelligence to determine your recruitment strategy?; Identifying the unique needs and aspirations of Argentine students; US banking for international students: Overcoming the obstacles.

The first day concluded with an evening reception sponsored by the California Language Academy. An integral part of any ICEF event, the welcome reception acts as an ice-breaker, allowing participants to get to know one another informally, as well as to reconnect with existing friends and colleagues.



## 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 USA, 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 92% the number of new contacts they made as good or excellent. For 70% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.