



Event Report

ICEF Higher Education

12 – 14 September, 2025

London, UK



Specialist event connecting international student recruitment professionals from across the global higher education sector

1,837

meetings

308

individuals

222

organisations

65

countries

ICEF Higher Education is a specialist event that connects senior decision makers from global higher education institutions with top-quality, ICEF-accredited international student recruitment agents specialised in recruiting for the tertiary education sector. This year's successful event saw **308 international education professionals**, representing **222 organisations from 65 countries**, join us at the InterContinental London – the O2.

Over the course of this three-day, B2B networking event, **1,837 meetings** were held, creating new opportunities for prospective international students around the world.

Sujan Das (MAPSEDU, United Kingdom)

Attending ICEF Higher Education was an exceptional experience. The event brought together a highly curated network of quality educators, trusted agents, and industry professionals from around the world. The meetings were well-organised, productive, and tailored to our institutional goals. What truly stood out was the atmosphere of collaboration and shared purpose – everyone was genuinely invested in creating meaningful partnerships that benefit students globally.



Education Providers

A total of **91 education providers**, representing **54 institutions** from **21 countries**, joined ICEF Higher Education.

The majority came from the UK (20%), the US (18%), Canada (7%), Germany (7%), and Malta (7%).

91% of attendees had previously attended an ICEF event, demonstrating the quality and appeal of our events.

Educator segment representation



Service Providers

ICEF Higher Education welcomed **32 individuals** representing **14 organisations** from Australia, Germany, India, Ireland, Norway, UAE, the UK, and the US.



Student Recruitment Agents

This year's ICEF Higher Education exclusively featured agencies who have achieved ICEF Agency Status (IAS), ensuring that they adhere to the very highest standards of transparency and ethics in student recruitment.

A total of **165 agents** representing **150 organisations**, joined us for the event.

They came from **56 countries**, with the top four being: India (9%), Pakistan (7%), UAE (7%), and Saudi Arabia (5%).



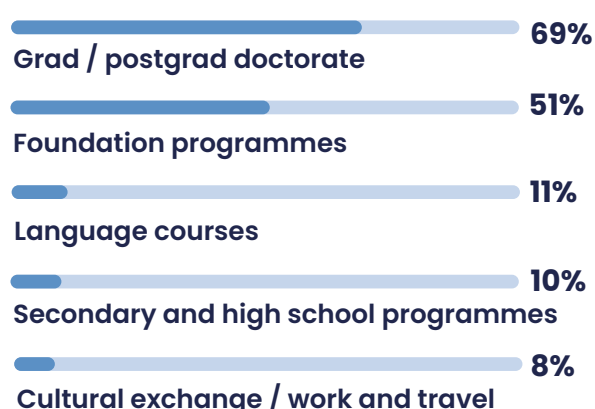
Giulia Pavan (Obiettivo Lingua, Italy)

ICEF Higher Education is a great opportunity for agents who are interested in networking with high quality higher education providers from all over the world. The small size of the event allows us to really focus on the quality of the meetings, with many networking opportunities to further the conversations or meet new providers.

Uchral Enkh-Amgalan (ICMA agency, Mongolia)

ICEF events are always the best place to meet new partners from around the world and to find better study opportunities for our students. We truly appreciate the ICEF team for their dedicated hard work in connecting us with educators.

Agent segment interest



Seminars & informal networking

The opening day of ICEF Higher Education incorporated the second edition of the ICEF Monitor Global Summit. A unique, one-day conference, it leverages ICEF Monitor's reputation for collating, analysing, and presenting strategic intelligence to its global subscriber base of 40,000+ readers. This year saw over 60 high-profile speakers gather to guide the audience through a range of topics focused on the international student journey.

With more than 25 seminars, panel discussions, and roundtable debates spread over three rooms, the summit delivered a wealth of up-to-the-minute market intelligence and strategic tips, supporting the audience in developing best practices in the recruitment and support of international students. The sessions were divided into four key themes: How we reach students now; How we engage prospects and drive conversions; How we ensure student success; and how we promote great student outcomes.

With the event held at the 5-star InterContinental London – The O2, attendees were able to continue their networking in style. On the first night, a welcome reception sponsored by [St George's University](#) provided the perfect opportunity for delegates to get to know one another and to reflect upon the day's seminars and discussions. On the second night, attendees gathered for an evening reception, sponsored by [GEDU Global Education](#), which brought the event to a suitably memorable conclusion.

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