



Seminar Room

14:00 – 14:25	Strategic networking: Building stronger partnerships • Agents & Providers • Brendan McGerty – ICEF	14:00 – 14:25
14:30 – 15:10	Strategic management: The key ingredients for a sustainable growth in Brazil • Elaine Martins Fuzer – e_CONSULTING	14:30 – 15:10
15:15 – 15:55	Ensuring best practice in student recruitment from Brazil: How to build effective, ethical partnerships • Ana Beatriz Senra Faulhaber – CP4 Cursos no Exterior Jhon Valencia – Centre of English Studies – CES Fernanda do Nascimento Rocha – New Frontier Brendan McGerty (moderator) – ICEF	15:15 – 15:55
16:00 – 16:30	Refreshment Break	16:00 – 16:30
16:30 – 16:55	Making the most of data: How to succeed in the Brazilian market • Alexandre Argenta – Brazilian Educational & Language Travel Association (BELTA)	16:30 – 16:55
17:00 – 17:25	Study in Malta: English-speaking gateway to Europe • Tess Giordmaina – Ascencia Malta	17:00 – 17:25
17:30 – 17:55	Embedding AI into the student experience • Mauricio Segura – Platty	17:30 – 17:55
18:00 – 18:55	Roundtables • 1. What factors will continue to push students to Ireland? Simone Ricci – Education in Ireland Jorge Guadalupe – Atlantic Technological University 2. Has the UK become a more attractive market for Brazilian students following recent policy changes in other key destination markets? Fabio Bincoletto – Kings Education 3. An evolving market: How will Canada's policy changes impact Brazilian students? Vinicius Teixeira – Kwantlen Polytechnic University – KPU 4. Can emerging study destinations compete for global students? Maria Flavia Aguiar – GEDU (Global Education) 5. Effectively integrating technology: How is AI affecting recruitment in Brazil Mauricio Segura – Platty 6. What do K-12 Brazilian students want? Flavio Crusoe Jr – BEX – Brazilian Exchange 7. How Aotearoa New Zealand prepares students for the future in a safe and sustainable way Bruna de Natale – New Zealand Consulate, Education New Zealand	18:00 – 18:55