

Event Report

30^{YRS} ICEF Berlin

02 – 04 November, 2025



ICEF Berlin: where the global education industry meets

23,299

meetings

2,416

individuals

1,517

organisations

119

countries

Held annually, our flagship ICEF Berlin event gathers thousands of senior professionals from across the international education community to forge new partnerships, reconnect with existing colleagues, and develop their recruitment strategies. This year, we proudly celebrated its 30th anniversary – a remarkable milestone and a testament to the ongoing importance of international education professionals coming together in person.

At this special anniversary event, **2,416 individuals** joined us, 9% of whom were newcomers to Berlin. They represented **1,517 organisations** from across **119 countries**.

Over the course of three-days, **23,299 meetings** were held at the award-winning InterContinental Berlin.

Stefano Pantalone (Greenwich College, Australia)

ICEF Berlin was once again an outstanding event — perfectly organised and full of meaningful connections. The opportunity to meet so many passionate professionals and explore new partnership opportunities in such a dynamic environment is truly invaluable. A must-attend event for anyone in international education.



Education Providers

A total of **986 educators**, representing **511 institutions**, joined the event in Berlin.

They came from 43 countries, with the top 5 being the UK (25%), the US (10%), Spain (10%), Canada (10%), and Germany (8%).

María Castro Blázquez (My German Dream, Germany)

ICEF Berlin is the event to be at if you want to grow or kick-start your business as an international educator. You don't just meet great agents, you also get fresh ideas and insights that keep you inspired and moving forward. It really is the place to be in this industry.

Educator segment interest

Language courses **73%**

Additional programmes and services **69%**

Undergraduate programmes **44%**

Cultural exchange / work & travel **41%**

Grad / postgrad master **38%**

Career / vocational programmes **36%**

Foundation programmes **33%**

Grad / postgrad certificate **31%**

Secondary & high school programmes **28%**

Graduate / postgrad doctorate **19%**



Student Recruitment Agents

ICEF Berlin was enthusiastically supported by our community of pre-screened agents, with a total of **978 representatives** attending from **837 organisations**.

This year, agents came from 110 countries, with the top 5 being Türkiye (9%), India (7%), Spain (6%), Italy (5%), and Brazil (4%).



Adham Alsarori (Edu2Future LLC, USA)

Every time I attend ICEF Berlin, I feel re-energized and inspired to do even more in this industry. The moment you walk in, you sense the professionalism, passion, and global spirit that make this event so unique. It's where the world of international education truly connects — people from every corner of the globe coming together with one shared purpose: creating better opportunities and a brighter future for students everywhere.

Perla Payán (Gled - Global Education Corp., Mexico)

ICEF Berlin was outstanding. I truly appreciated the energy of all participants and the opportunity to meet and reconnect with such highly skilled professionals in the international education sector. It was an enriching and inspiring experience.

Agent segment interest

Language courses **89%**

Undergraduate programmes **79%**

Additional programmes and services **76%**

Career / vocational programmes **75%**

Grad / postgrad certificate **70%**

Grad / postgrad master **74%**

Cultural exchange / work & travel **65%**

Secondary & high school programmes **58%**

Grad / postgrad doctorate **58%**

Foundation programmes **43%**

Service Providers

ICEF Berlin proved particularly popular with service providers supporting international student mobility and, this year, we were joined by **288 representatives** from **123 organisations**.

They came from **26 countries**, with the top 5 being the UK (28%), Canada (10%), Germany (10%), the US (10%), and Australia (7%).



Filomena Scrocca (Sprachcaffe, Germany)

ICEF Berlin 2025 was an unparalleled success for Sprachcaffe. The quality of meetings was exceptionally high, allowing us to connect with new, strategic partners and strengthen existing relationships in a single, highly efficient forum. The organization of the event was, as always, flawless. This is the definitive event for anyone serious about growing their international education business.

Seminars & informal networking

ICEF Berlin is renowned for the breadth and depth of its professional development opportunities, and this year was no exception. Over the course of the first day, delegates were able to choose from 40+ seminars, panel discussions, and roundtable debates, all led by experts, academics, and senior leaders from across the sector. Key sessions this year included an update on the latest edition of our Agent Voice survey; a presentation on how language schools can incorporate technology into their existing approach in order to stay competitive; a panel discussion on the evolving student landscape; a panel looking into how to build mutually beneficial partnerships with industry in order to foster better post-study work opportunities; a number of destination spotlight sessions; an interview looking at the differing approaches adopted by New Zealand and Australia towards international student recruitment; and a panel discussion focused on the increasingly important role of compliance.

A key component of any ICEF event, evening receptions are crucial to the B2B networking experience, providing greater space for delegates to cement their new relationships.

This year, with ICEF Berlin celebrating 30 years of facilitating new partnerships, a welcome reception sponsored by Coquitlam School District provided delegates with the perfect opportunity to get acquainted, catch up with old friends, and reflect on the day's seminars. On the second day, a special anniversary dinner sponsored by MLA provided the event with a suitably memorable conclusion as we look forward to thirty more years of bringing the international education community together.

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 Berlin, 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 97% and 96% respectively. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be. 86% rated the number and quality of new contacts they made as good or excellent.

For 22% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

Photo Gallery



View full gallery [here](#).

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