



Event Report

ICEF China

15 – 17 October, 2025



Connecting global education institutions with ICEF-screened agents from 34 cities from 22 Chinese provinces (including Hong Kong SAR and Taiwan)

2,692
meetings

299
individuals

237
organisations

27
countries

For 2025, our longstanding and popular ICEF China event moved to Shanghai, the country's most populous city and a global financial hub. Leveraging ICEF's extensive experience in the country, the event connects global educators with top-quality, ICEF-screened agents from 34 cities in 22 Chinese provinces, as well as Hong Kong SAR, Taiwan, Mongolia, and Singapore. This year's event saw **299 international education professionals**, representing **237 organisations from 27 countries**, join us at the Hyatt On The Bund Hotel.

Over the course of this three-day conference, **2,692 meetings** were held.

Matt Jansen (British University Vietnam, Vietnam)

When a university starts to internationalise, or seeks to recruit from new markets, working with agencies is usually key. Attending an ICEF event will put your institution in front of quality, screened agents – it's the ideal launchpad and a relatively cost-effective way for you to enter a new market!



Education Providers

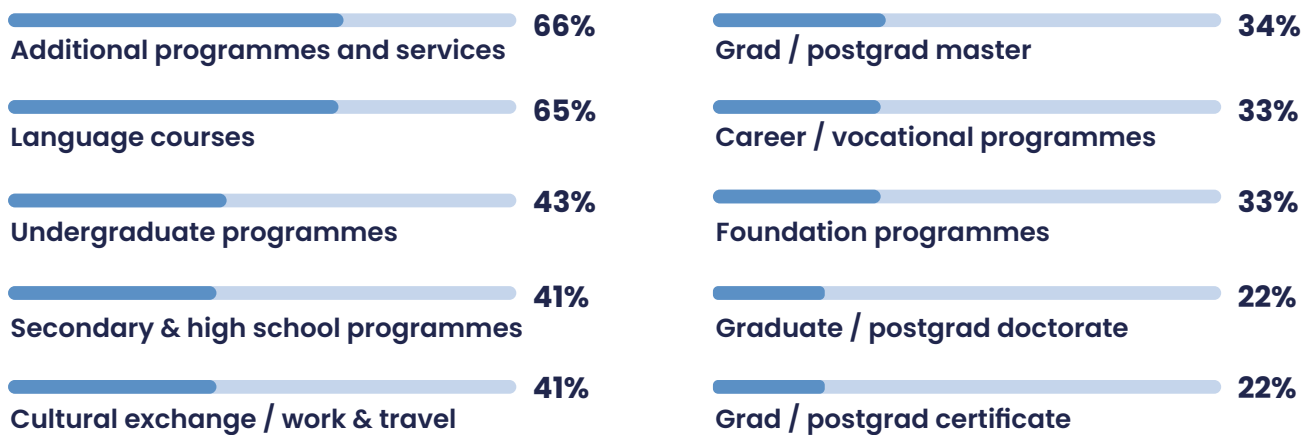
A total of **113 education providers**, representing **81 institutions from 19 countries**, joined ICEF China. The majority came from the UK (26%), the US (19%), Canada (15%), Spain (9%), and Australia (4%).

62% of attendees had previously attended an ICEF event, demonstrating the quality and enduring appeal of our events.

Becky Wilkins (Haberdashers' Monmouth School, UK)

A superbly organised event, with many of my key contacts in one place - brilliant!

Educator segment interest

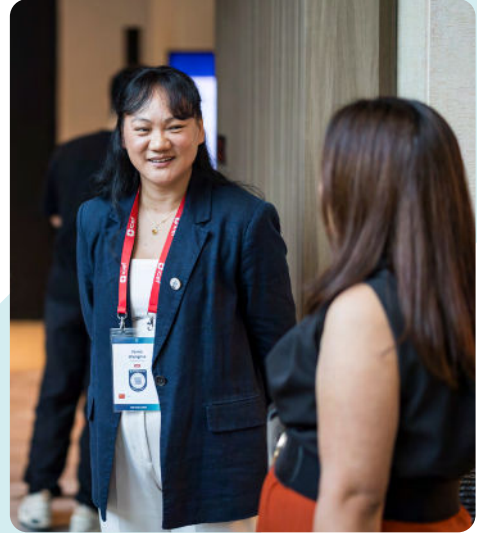


Student Recruitment Agents

ICEF China was enthusiastically supported by our community of pre-screened agents. A total of **139 representatives from 131 organisations** joined us.

They came from 6 different countries, demonstrating the breadth and diversity of the event.

For 35% of the agents, ICEF China was their first ICEF event.



Sally Chen (Hetu International Education, China)

ICEF China was an exceptionally valuable experience. It provided a great platform to connect with professionals from around the world and explore meaningful collaboration opportunities. The meetings were insightful and productive, resulting in several promising partnerships. I'm grateful for the event's excellent organisation and look forward to participating again in the future.

Jane Zhang (Qiaoda Education (Shenzhen) Co., Ltd., China)

Working with your team has been an absolute game-changer. The professionalism, attention to detail, and innovative solutions have not only met but exceeded our expectations. It's rare to find a partner that truly understands our goals and delivers results with such consistency. I wholeheartedly recommend your services to any organisation looking to elevate their operations and achieve remarkable success.

Agent segment interest

Language courses 93%

Secondary & high school programmes 86%

Undergraduate programmes 79%

Grad / postgrad master 76%

Career / vocational programmes 74%

Additional programmes and services 74%

Grad / postgrad certificate 70%

Cultural exchange / work & travel 68%

Grad / postgrad doctorate 59%

Foundation programmes 44%

Service Providers

ICEF China welcomed **27 individuals representing 16 organisations from 8 countries.**

52% of attending service providers had never been to ICEF China before.



Seminars & informal networking

ICEF China 2025 featured an expansive seminar programme, with attendees choosing from a total of nine sessions held on the first day. Subjects this year included a short session on strategic networking; a panel discussion on K-12 and summer camp opportunities; a presentation on Spanish language and vocational training; an overview of evolving student preferences in terms of study destination; an insightful panel on overcoming China's headwinds; a further panel looking into best practice in attracting students from this important market; and a number of spotlight sessions exploring major destination choices.

ICEF events not only provide opportunities for 1:1 meetings, but also informal gatherings that are a vital component of the networking process. At ICEF China, guests attended a welcome reception on day one, which allowed time to connect and reflect upon the day's seminars. On day two, delegates enjoyed dinner and entertainment, which not only helped them to cement their new relationships, but which also provided this high profile event with a memorable conclusion.



Great Delegate Feedback

Over more than three decades, ICEF has built a reputation for outstanding organisation. 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 China, **the organisation of the event was rated as good or excellent by 96.5% of respondents.** Additionally, 86% rated the support and level of communication provided by the ICEF team as good or excellent. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

86% rated the number of new contacts they made as good or excellent and 82% gave the same rating for the quality of the new contacts they made. For 37% 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.](#)