



## Event Report

ICEF Dubai

12 – 14 February, 2026



**Connecting global educators with trusted, ICEF-accredited student recruitment agents from across the Middle East and North Africa.**

**4,464**

meetings

**528**

individuals

**369**

organisations

**42**

countries

Following a sold-out event in 2025, the immensely popular ICEF Dubai celebrated its 20th anniversary in 2026, enabling educators and service providers from around the world to meet with quality, ICEF-accredited agents specialising in student recruitment from across the MENA region.

This year, **528 individuals** attended, collectively representing **369 organisations** from across **42 countries**.

Over the course of three-days, 4,464 meetings were held at the Jumeirah Emirates Towers.

**Tamer Elias** (Berlitz Ltd., UK)

Attending ICEF Dubai was a valuable and productive experience. The event brought together high-quality institutions and professional agents in a well-organized setting that encouraged meaningful networking and strategic partnerships. It was a great opportunity to strengthen existing relationships and explore new collaborations. Looking forward to future events!



## Education Providers

A total of **207 educators, representing 141 institutions**, joined the event in Dubai. They came from **27 countries**, with the top 5 being the UK (22%), the US (13%), Canada (9%), Spain (8%), and Türkiye (8%).

**Freya Patmore** (LILA Liverpool Ltd., UK)

ICEF Dubai was the first event I attended in the industry, and I am so happy it was! Perfectly planned and everyone was lovely and helpful. You can tell the time and effort really went into making this worthwhile for every agency, and education provider attending.

## Educator segment interest

Language courses **75%**

Additional programmes and services **73%**

Cultural exchange / work & travel **59%**

Undergraduate programmes **54%**

Graduate / postgraduate master **45%**

Career / vocational programmes **41%**

Foundation programmes **38%**

Graduate / postgraduate certificate **38%**

Graduate / postgrad doctorate **35%**

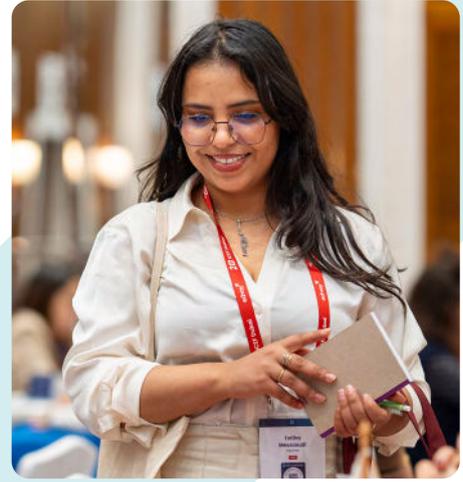
Secondary & high school programmes **31%**



## Student Recruitment Agents

ICEF Dubai was enthusiastically supported by our community of pre-screened agents, with a total of **188 representatives** attending from **174 organisations**.

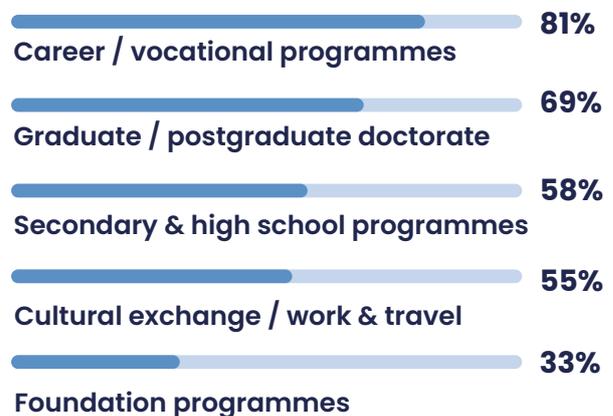
This year, agents came from **16 countries**, with the top 5 being the United Arab Emirates (25%), Saudi Arabia (20%), Egypt (12%), Morocco (9%), and Iran (7%).



**Bahaa El Khechin** (Studypedia, Lebanon)

ICEF Dubai exceeded my expectations. The organisation, quality of participants, and efficiency of the meeting schedule made it an extremely productive event. It provided a unique platform to strengthen existing relationships, establish new partnerships, and gain valuable market insights.

## Agent segment interest



## Service Providers

This year at ICEF Dubai, we were joined by **47 service provider representatives** from **27 organisations**.

They came from **12 countries**, with the top 4 being the UK (32%), United Arab Emirates (14%), the US (14%), and Canada (14%).



## Seminars & informal networking

ICEF Dubai opened with an extensive programme of seminars, presentations, and panel discussions. Led by experts and experienced practitioners in the field, this year's sessions included an introductory session on strategic networking; an overview of the Agent Voice survey findings; and a series of panel discussions on compliance, student mobility, recruitment from the Middle East, the Middle East as a study destination, and the strategic value of a US degree.

A key component of any ICEF event, evening receptions create the necessary space for delegates to cement new partnerships and renew existing friendships in a more informal setting. This year's event featured a welcome reception, sponsored by St George's University School of Medicine, which allowed our guests to reflect upon the seminars and connect with one another ahead of the networking meetings. The second day wrapped up with dinner and entertainment, providing this busy, productive event with a suitably memorable conclusion.

## 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 Dubai, the organisation of the event was rated as good or excellent by 100% of the respondents. The support and level of communication provided by the ICEF team were rated as good or excellent by 89%. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

Additionally, 81% rated the number of new contacts they made as good or excellent and 67% gave the quality of the new contacts they made the same rating.

For 20% of respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

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## Photo Gallery



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