



Event Report

ICEF Secondary Education KL

26 – 28 January, 2026



ICEF Secondary Education KL: A specialist B2B event focused on recruiting students of secondary education age from across Asia and around the world.

1,644
meetings

167
individuals

149
organisations

29
countries

In 2026, the second edition of ICEF Secondary Education KL took place in Malaysia's capital city. This specialist event connects representatives from secondary schools, boarding schools, high schools, foundations, and junior education programmes with top quality, ICEF-screened international student recruitment agents from Asia and around the world. This year, **167 individuals** attended, collectively representing **149 organisations** from across **29 countries**.

Over the course of three-days, 1,644 meetings were held at the award-winning **Shangri-La Kuala Lumpur**.

Becky Wilkins (Haberdashers' Monmouth School, UK)

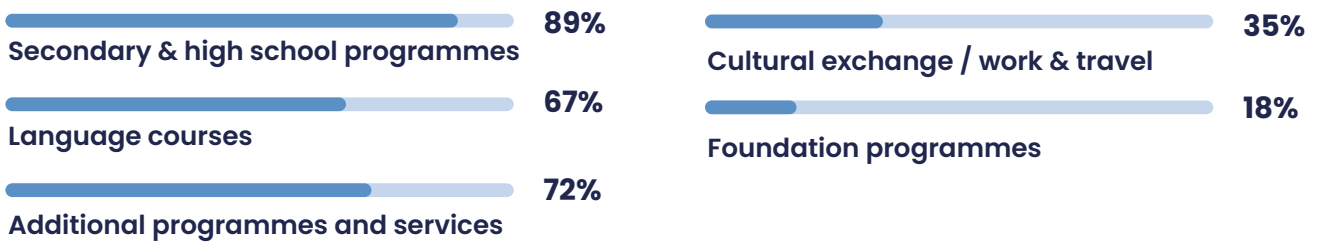
ICEF Secondary Education Kuala Lumpur was a professional, friendly, and informative event that provided access to a new network of agents.



Education Providers

A total of **69 educators, representing 57 institutions**, joined the event in Kuala Lumpur. They came from **10 countries**, with the top 4 being the US (32%), Canada (32%), UK, (21%) and France (4%).

Educator segment representation



Student Recruitment Agents

ICEF Secondary Education KL was enthusiastically supported by our community of pre-screened agents, with a total of **91 representatives** attending from **87 organisations**.

This year, agents came from **21 countries**, with the top 5 being China (24%), Vietnam (15%), Bangladesh (11%), Malaysia (7%), and Thailand (6%).



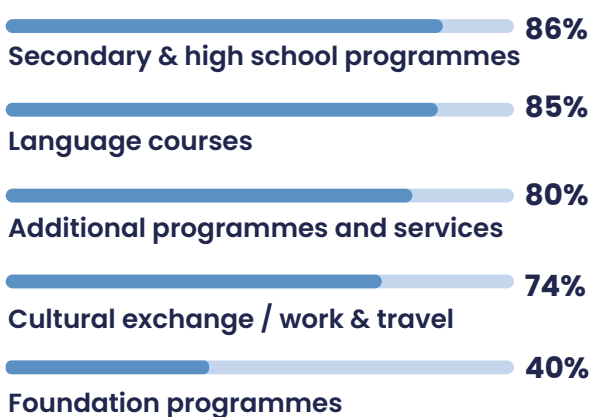
Abdul Aziz (Eduwires, Bangladesh)

Attending ICEF Secondary Education KL was an excellent experience. The event was well organised and provided valuable opportunities to connect with reputable institutions and education partners from around the world. The meetings were insightful and highly productive, and I truly appreciate the professionalism of the ICEF team.

Meerim Nurkan Kyzy (Promp Education, Kyrgyz Republic)

ICEF events bring together partners in a focused, high-quality way. We gained not only new partners but also trusted colleagues in the education sector with whom we can build long-term collaboration. ICEF is a generator of ideas, new projects, and opportunities we might not have even imagined.

Agent segment interest





Service Providers

This year at ICEF Secondary Education KL, we were joined by **3 service provider representatives** from **3 organisations**.

They came from **2 countries**, Canada (67%) and the UK (33%).

Shundan Zhao (Ivyin Education, China)

The ICEF conference is exceptionally high calibre, from the venue and arrangements to the participating institutions - all are outstanding. It allowed us to learn that, beyond our professional circle, there are so many excellent educational institutions, schools, and organisations. This conference has been immensely rewarding and has broadened our horizons significantly. In today's international education landscape, influenced by various global factors, such connections are even more crucial. We hope to have the opportunity to represent our company again in the future.

Seminars & informal networking

A specialist event focused on an important and growing sector, ICEF Secondary Education KL opened with an extensive programme of seminars, panel discussions, and roundtable debates. Led by experts, this year's sessions included a market update based on ICEF's Agent Voice survey, a presentation on working with agents, and a pair of panel discussions on building resilience in an era of geopolitical upheaval and the evolving needs of Gen Alpha. Additionally, a series of roundtable debates brought attendees together to share their experience and expertise in a structured discussion moderated by an experienced practitioner.

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, which allowed our guests to reflect upon the seminars and become acquainted ahead of the networking meetings. On the second day, dinner and entertainment provided 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 Secondary Education KL, the organisation of the event was rated as good or excellent by 100% of the participants. The support and level of communication provided by the ICEF team were rated as good or excellent by 91%. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be. Additionally, 92% rated the number of new contacts they made as good or excellent and 83% gave the quality of the new contacts they made the same rating.

For 36% of respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

Photo Gallery



[View photo gallery](#)