



Event Report

ICEF Japan - Korea Roadshow

24 - 26 February, 2026



ICEF Japan - Korea Roadshow: An efficient, cost-effective way for international educators to connect with pre-screened student recruitment agents from two important outbound markets.

1,465
meetings

328
individuals

235
organisations

26
countries

A popular, cost-effective event, the ICEF Japan-Korea Roadshow provides the opportunity for educational institutions to meet and leverage the expertise of ICEF-screened agents in recruiting students from two important source markets, where making personal connections is crucial to long-term success. With two full-day networking events - held in Tokyo and Seoul respectively - the roadshow is an efficient way to meet a large number of quality agents focused on these two key locations.

This year, **328 individuals** attended the event, collectively representing **235 organisations** from across **26 countries**.

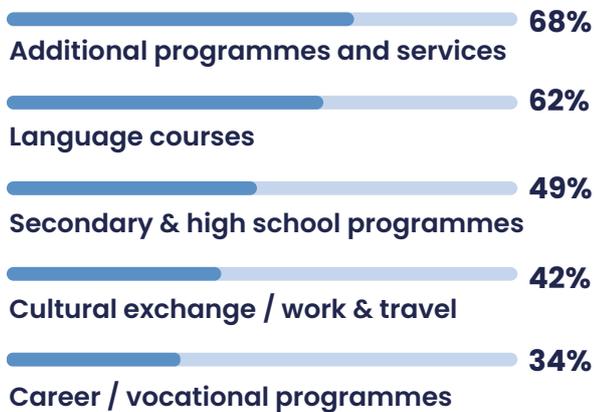
Over the course of three-days, 1,465 meetings were held at the Keio Plaza Hotel in Tokyo, and the Lotte Hotel, Seoul.



Education Providers

A total of **79 educators, representing 64 institutions**, joined the event in Tokyo and Seoul. They came from **22 countries**, with the top 5 being the USA (32%), Canada (17%), the UK (14%), Italy (5%), and Australia (3%).

Educator segment interest



Tanya Dimitrova (Sharena Fabrika, Bulgaria)

Participating in the ICEF Japan - Korea Roadshow was an amazing experience. The event was very well organised. The meetings were meaningful, efficient, and full of potential for long-term collaboration. I truly value the connections I made and look forward to developing strong partnerships as a result of this event.



Student Recruitment Agents

The ICEF Japan - Korea Roadshow was enthusiastically supported by our community of pre-screened agents, with a total of **213 representatives** attending from **160 organisations**.

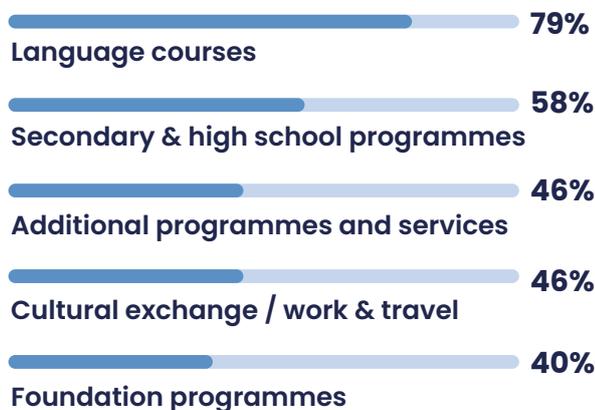
This year, agents came from **2 countries**, Korea (54%) and Japan (46%).



Kwangsub Kim (BeTogether, South Korea)

ICEF events are the gold standard for networking in the international education industry. They provide an unparalleled platform where education providers and agencies can build trust-based partnerships. Through their meticulously organised events, we have been able to connect with high-quality partners globally, significantly expanding our reach in the boarding school market. If you are serious about global student recruitment, ICEF is an essential investment.

Agent segment interest



Service Providers

This year at the ICEF Japan - Korea Roadshow, we were joined by **6 service provider representatives** from **3 organisations**.

They came from **4 countries**: Japan (33%), South Korea (33%), Germany (17%), and Australia (17%).



Seminars & informal networking

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, delegates gathered on day one for an evening reception in the Ohgi banquet room at the Keio Plaza Hotel, Tokyo.

Following a day of travel, the third day of the event wrapped up with an evening reception held in the Emerald banquet hall at the Lotte Hotel, Seoul. This not only allowed further opportunities for networking but also provided this busy, productive event with a 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 the ICEF Japan - Korea Roadshow, 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 96%. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

Additionally, 83% rated the number of new contacts they made as good or excellent and 88% gave the quality of the new contacts they made the same rating.

For 43% 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.](#)