



## Event Report

ICEF South Asia

16 – 18 February, 2026



### ICEF South Asia: a unique opportunity in a rapidly expanding market.

**2,437**  
meetings

**341**  
individuals

**242**  
organisations

**22**  
countries

In 2026, ICEF South Asia was held in Colombo, Sri Lanka. A popular event, it provides attendees with the opportunity to connect with top-quality, ICEF-accredited student recruitment agents from across India and other South Asian countries including: Pakistan, Nepal, Bangladesh, Bhutan, and Sri Lanka. These agents are both valued business partners to educators and trusted advisors to the thousands of students across the region who wish to study abroad.

This year, **341 individuals** attended the event, collectively representing **242 organisations** from across **22 countries**.

Over the course of three-days, **2,437 meetings** were held at the Shangri-La Colombo.

**Harleen Kaur** (Flywire, USA)

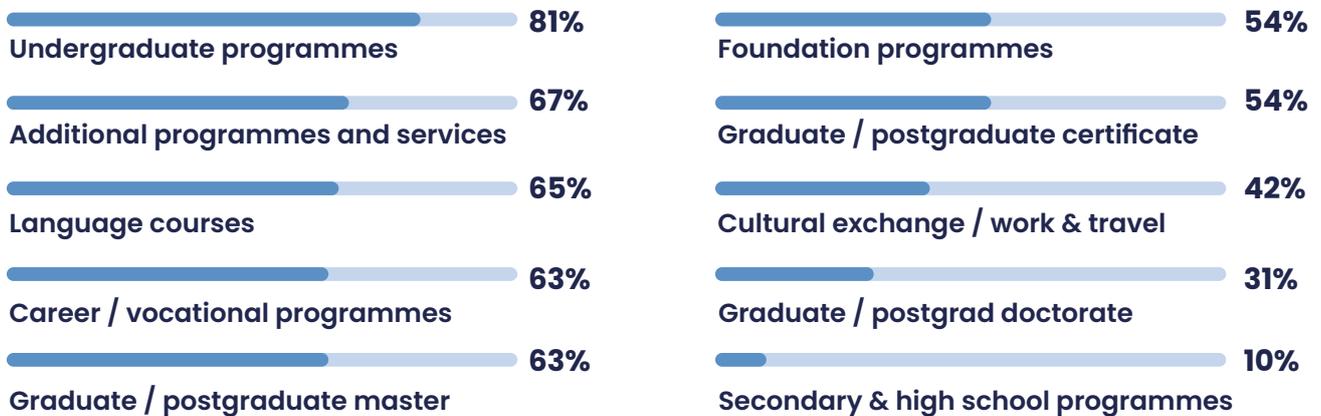
Attending ICEF South Asia was a great experience. The meetings were well-structured, productive, and offered valuable opportunities to strengthen partnerships and explore new collaborations. It was an excellent platform to connect with industry peers and gain insights into evolving market trends.



## Education Providers

A total of **81 educators**, representing **48 institutions**, joined the event in Colombo. They came from **16 countries**, with the top 5 being the USA (15%), the UK (13%), Australia (10%), Germany (10%), and the United Arab Emirates (10%).

## Educator segment interest



**Porshia Richard** (Immerse Education, UK)

ICEF South Asia was meticulously organised, strategically structured, and highly effective in fulfilling its intended purpose of fostering meaningful, high-value institutional partnerships. The meeting framework was thoughtfully curated, enabling focused and outcome-oriented discussions with prospective collaborators.

I was particularly impressed by the professionalism and attentiveness of the organising team. Their responsiveness, operational efficiency, and willingness to provide continuous support and guidance contributed significantly to a seamless and enjoyable experience.

Overall, ICEF delivered a highly productive and refined platform for strategic engagement, and I look forward to participating again in future editions.

## Student Recruitment Agents

ICEF South Asia was enthusiastically supported by our community of pre-screened agents, with a total of **173 representatives** attending from **162 organisations**.

This year, agents came from **8 countries**, with the top 5 being India (51%), Nepal (20%), Pakistan (12%), Sri Lanka (10%), and Bangladesh (5%).

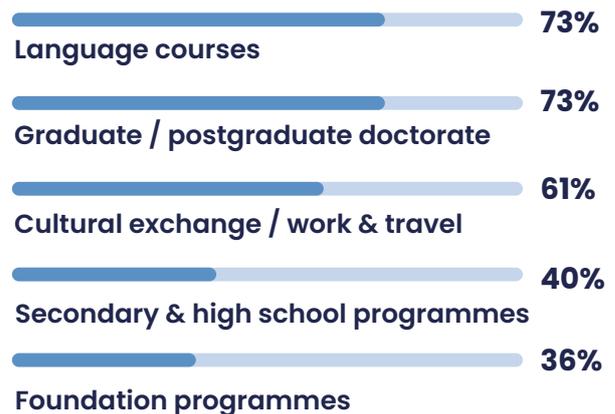


### Bahaa El Khechin (Studypedia, Lebanon)

ICEF continues to provide one of the most professionally organised and strategically valuable platforms in international education. The quality of meetings, the calibre of institutions, and the structured networking environment create meaningful partnership opportunities.

As a South Asia-based, compliance-driven education consultancy, we value ICEF's focus on responsible recruitment and long-term collaboration. Each event strengthens our global partnerships and enhances the quality of guidance we provide to students.

## Agent segment interest



## Service Providers

This year at ICEF South Asia, we were joined by **70 service provider representatives** from **32 organisations**.

They came from **9 countries**, with the top 5 being Canada (22%), India (22%), Australia (19%), the UK (13%), and the US (9%).



### Ravihari Thotagamuwa (ApplyBoard, Canada)

Attending ICEF South Asia has been an incredibly valuable experience for ApplyBoard. The event brings together key stakeholders in international education, providing a platform for meaningful discussions, knowledge sharing, and networking. The quality of the sessions and the diversity of perspectives allow us to stay aligned with evolving market trends and student needs.

ICEF events continue to be essential for fostering collaboration and growth in the international education ecosystem.

## Seminars & informal networking

ICEF South Asia commenced with a carefully curated programme of seminars, presentations, panel discussions, and roundtable debates. Led by experts and experienced practitioners in the field, this year's sessions included an introductory session on building stronger partnerships; a presentation on the challenges and opportunities of the South Asian market; a pair of presentations on the use of AI in student recruitment and fintech; and a series of regionally focused presentations, including South Asian student study destinations, the importance of evidencing best practice in recruitment, and the skills gap in the Indian jobs market.

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 welcome reception, sponsored by Infinite Group, allowed our guests to reflect upon the seminars and connect with one another ahead of the networking meetings held on days two and three. The second day wrapped up with dinner and entertainment, sponsored by EbixCash, which 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 South Asia, the organisation of the event was rated as good or excellent by 98% of the respondents. All of the respondents 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.

Additionally, 84% rated the number of new contacts they made as good or excellent, while 88% assigned the same ratings to the quality of the new contacts they made.

For 34% of the 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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