



Event Report

ICEF Eurasia

26 – 28 March, 2026



ICEF Eurasia: Connecting global educators with agents representing 20+ countries from Eastern Europe, Asia Minor, the Caucasus, and Central Asia.

1,441

meetings

205

individuals

166

organisations

26

countries

In 2026, the annual ICEF Eurasia event was held in Azerbaijan’s capital of Baku. A popular, three-day networking event, it connects education providers from around the world with quality, ICEF-screened international student recruitment agents representing students in Eastern Europe, Asia Minor, the Caucasus, and Central Asia.

This year, **205 individuals** attended the event, collectively representing **166 organisations** from across **26 countries**.

Over the course of three days, **1,441 meetings** were held at the Baku Marriott Hotel Boulevard.

Islom Makhammatov (FIRST CONSULTANT, Uzbekistan)

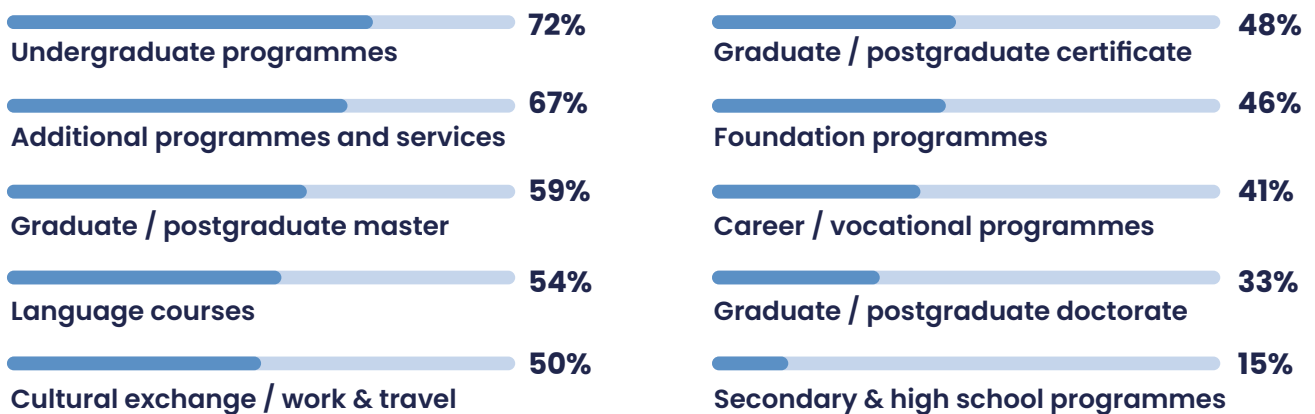
ICEF is an outstanding and highly professional organisation. Everything – from the events and seminars to training platforms and the new ICEF Hub – is exceptionally well organised and valuable. What makes ICEF truly special is the people. The team is friendly, welcoming, and treats everyone with equal respect. It genuinely feels like being part of a family.



Education Providers

A total of **60 educators**, representing **45 institutions**, joined the event in Baku. They came from **17 countries**, with the top five being: the UK (15%), the USA (13%), Germany (13%), Türkiye (11%), and Spain (9%).

Educator segment interest



Joe Paley (University of South Wales, UK)

ICEF continues to be a world leader in the world of higher education recruitment. Their fairs continue to attract the biggest and best names in international education and offer genuine value.



Student Recruitment Agents

ICEF Eurasia was enthusiastically supported by our community of pre-screened agents, with a total of **116 representatives** attending from **107 organisations**.

This year, agents came from **11 countries**, with the top five being: Azerbaijan (37%), Türkiye (31%), Uzbekistan (13%), Kazakhstan (9%), and Kyrgyz Republic (4%).



Irfan Bulut (IB Global, Türkiye)

It was a pleasure to attend ICEF Eurasia Baku. The event not only provided a great platform to meet both new and existing partners but also local agents with whom we discussed the chances of cooperation in a professional yet welcoming environment. The quality of meetings and organisation again made it a very worthwhile experience for our team at IBGLOBAL.

Agent segment interest

Language courses **81%**

Graduate / postgraduate master **72%**

Undergraduate programmes **70%**

Graduate / postgraduate certificate **63%**

Career / vocational programmes **59%**

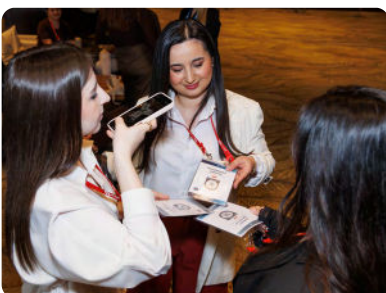
Additional programmes and services **57%**

Cultural exchange / work & travel **54%**

Secondary & high school programmes **51%**

Foundation programmes **49%**

Graduate / postgraduate doctorate **47%**



Service Providers

This year at ICEF Eurasia, we were joined by **7 service provider representatives** from **4 organisations**.

They came from **4 countries**: Azerbaijan, Türkiye, Kuwait, and Canada.

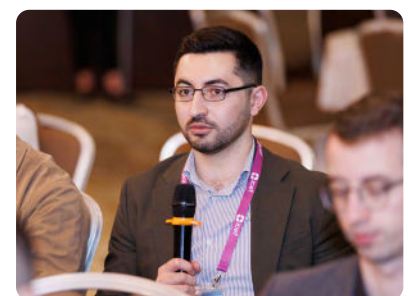
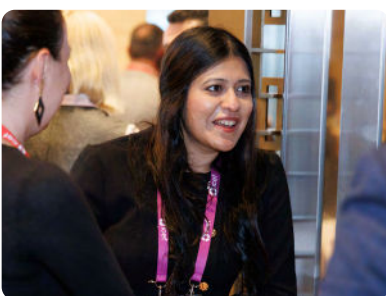


Seminars & informal networking

ICEF Eurasia opened with a programme of seminars, panel discussions, and roundtable debates, many of which were CPD accredited. Led by experts and experienced practitioners in the field, this year's sessions included an introductory session on strategic networking, a pair of market updates focused on Azerbaijan and Türkiye, a CPD-accredited interview looking at the benefits of short-term programmes, a CPD-accredited panel discussion discussing the important question of raising professional standards, and a further CPD-accredited panel discussion looking at the evolving study destination preferences of students from Central Europe and Asia. Additionally, a series of roundtable debates enabled attendees to share knowledge and experience with their peers in a carefully structured environment.

A key component of any ICEF event, evening receptions provide the time and space for delegates to connect and get to know one another in an informal setting. This year, delegates enjoyed a welcome reception, enabling them to gather and reflect upon a busy first day spent exploring the wide selection of seminars on offer.

The second day wrapped up with dinner and entertainment, sponsored by St George's University School of Medicine. It 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 Eurasia, the organisation of the event, support, and level of communication provided by the ICEF team were rated as good or excellent by 100% of the respondents. 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 new contacts they made the same rating.

For 21% 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.](#)