



## Event Report

ICEF Africa

02 – 07 July, 2024



### Engage with territories across Africa as outbound mobility continues to flourish

**3,360**

meetings

**357**

individuals

**243**

organisations

**43**

countries

ICEF Africa connects education providers from around the world with ICEF-screened international student recruitment agents from 25+ countries across Africa, including Cameroon, Côte d'Ivoire, Ghana, Rwanda, Senegal, Tanzania, Uganda, and Zimbabwe. This year, 357 international education professionals, representing **243 organisations, attended the event from a total of 43 countries.**

Over the course of this three-day event, **3,360 meetings** were held at the world-class Kigali Convention Centre, Rwanda.

**James Griffith** (Mander Portman Woodward London, United Kingdom)

ICEF Africa in Rwanda felt like quite a special one. The city of Kigali showcases perfectly the amount of potential and opportunity in this region, which, combined with ICEF's reliable formula and organisation, made for a highly enjoyable and productive conference.

**Olufolakemi Olakotan Adeniyi** (Mel Educational Services, Nigeria)

ICEF Africa is a great opportunity for African recruitment agents to network and grow their business.



## Education Providers

A total of **177 educators representing 96 institutions** joined the event in Kigali. They came from 21 countries, with the top 5 being: Canada (20%), the US (31%), India (6%), Germany (4%), and Türkiye (4%). 41% held a senior management position.

**While 90% of attendees had previously attended an ICEF event**, demonstrating their quality and appeal, 49% were attending their first ICEF Africa, and we look forward to welcoming them back to Kigali next year.

**Mark Falvo** (EDU Corporate Services Pty Ltd, Australia)

I have attended many ICEF events around the globe, but this was my first in Africa. As always, the staff are very friendly and well organised, the sessions informative, and the value of new contacts incomparable. I'll be back!

## Educator segment interest

Language courses 66%

Undergraduate programmes 71%

Grad / postgrad certificate 59%

Grad / postgrad master 59%

Career / vocational programmes 47%

Additional programmes and services 55%

Cultural exchange / work & travel 32%

Secondary & high school programmes 18%

Graduate / postgrad doctorate 35%

Foundation programmes 44%

## Student Recruitment Agents

ICEF Africa was enthusiastically supported by our community of pre-screened agents, **with a total of 138 representatives from 127 organisations.**

Agents came from 24 countries, with the top 5 being: Nigeria (32%), Kenya (11%), Ghana (10%), Cameroon (8%), and Uganda (7%). 41% held a senior management position.

For 25% of the agents, ICEF Africa was their first ICEF event.



**Albert Njamen Njanke** (Global Dominion Services, Cameroon)

I had the opportunity to meet with universities from all over the world to discuss the future of our youth in Africa; ICEF is doing good for the future of Africa.

**Shantal Mirembe Zawedde** (Student Liaison Group, Uganda)

I got a lot of insights from ICEF Africa. I got to meet many educators, agents, and service providers that I learnt a lot from. I discovered great potential schools and providers to work with. The seminars had great points.

## Agent segment interest

Language courses 92%

Undergraduate programmes 95%

Grad / postgrad certificate 92%

Grad / postgrad master 94%

Career / vocational programmes 90%

Additional programmes and services 84%

Cultural exchange / work & travel 67%

Secondary & high school programmes 70%

Graduate / postgrad doctorate 83%

Foundation programmes 30%

## Service Providers

Our events have become increasingly popular with providers of products and services relevant to the overseas student market. **ICEF Africa welcomed 33 representatives from 18 organisations.**

Delegates attended from Canada, the UK, India, Germany, Kenya, Kuwait, Netherlands, Nigeria, Singapore, UAE New Zealand, and the Philippines.



**Nana Appiah** (IU Internationale Hochschule, Germany)

This being my first ICEF Africa, I was incredibly impressed at how organised it was, and the quality of the agents who attended. Everything was well planned and ran smoothly, and all my meetings were productive and worthwhile. I would highly recommend this to education providers looking to build a strong network of agents, and gain great connections with the service providers as well.

## Seminars & informal networking

ICEF Africa 2024 featured a full seminar programme, with 8 sessions and panel discussions providing valuable insight into both the region and the international education sector as a whole. Subjects included the rise of India as a top study destination, effective agent relationship building, strategies for collaboration and growth with US providers, an East African market update from Canadian Trade Commissioners, a session on the untapped potential of Africa, and a market update focused on Ghana, Nigeria, Zambia, and Kenya.

Finally, evening receptions are an integral part of any ICEF event, providing attendees with a much-needed opportunity to renew existing friendships and cement new partnerships in a more informal environment. ICEF Africa, which was held at the iconic Kigali convention centre, was no exception. On day one, delegates had the opportunity to attend a welcome reception, which concluded a busy day of enhancing their industry knowledge with our comprehensive seminar programme. On day two, following the first round of pre-scheduled networking meetings, the evening's dinner and entertainment provided the perfect opportunity to catch up with friends old and new, closing the evening in style.

## 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 Africa, the organisation of the event, as well as the 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.

90% rated the quality and the number of new contacts they made as good or excellent. For 35% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

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