



Event Report

ICEF Secondary Education KL

15 – 17 January, 2025

Kuala Lumpur, Malaysia



Exclusive networking event focused on international secondary education opportunities

1,630
meetings

192
individuals

149
organisations

31
countries

Our first secondary education event to take place in Asia, ICEF Secondary Education KL was held in Malaysia's capital of Kuala Lumpur. The event connected quality, ICEF-screened international student recruitment agents with senior decision makers representing secondary schools, boarding schools, high schools, foundations and junior education programmes. For its inaugural edition, **192 individuals**, collectively representing **149 organisations** from **31 countries**, gathered at the Shangri-La Kuala Lumpur.

Over the course of three days, they held a total of **1,630 pre-scheduled meetings**.

Melanie Hurlbut (Maranatha Christian Academy, USA)

ICEF Secondary Education KL was an amazing way to meet and connect with agents from current and emerging Asian markets. These relationships make it so much easier to showcase our school's strengths.



Education Providers

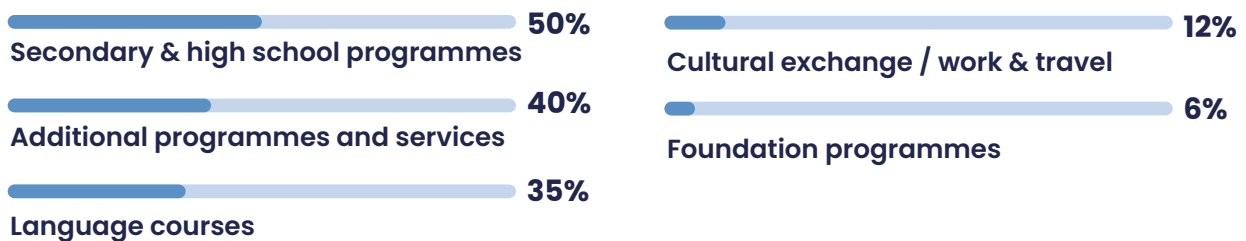
A total of **70 educators, representing 52 institutions**, joined the event in Kuala Lumpur.

They came from 9 countries: Canada, USA, India, Malaysia, the UK, Germany, Greece, Switzerland, and Thailand.

Steven Crossley (BBIS Berlin Brandenburg International School, Germany)
A great event, wonderfully organised and attended.

Victor Traycey (Army and Navy Academy, USA)
Excellent staff and organisation.

Educator segment representation



Service Providers

13 service providers, representing 8 institutions, joined the event. They came from Canada, Malaysia, the UK, and Australia.

Student Recruitment Agents

ICEF Secondary Education KL was enthusiastically supported by our community of pre-screened agents, with a total of **98 representatives** attending from **86 organisations**.

This year, agents came from **25 countries**, with the top 5 being: Vietnam (17%), China (16%), Thailand (8%), Bangladesh (8%), and Malaysia (6%).



Jimmy Huang (SEAST COMPANY, New Zealand)

I've been to ICEF events a few times now, and I really enjoyed the benefit of attending such an event. They are always focused, professionally organised and managed throughout. I highly recommend that those education agencies who need more leads or a larger network give it a try.

Nitin Jain (Transit Abroad, India)

ICEF events are the greatest networking events in the global education industry. You can make incomparable connections here compared to any other such events across the globe.

Agent segment interest

Language courses **92%**

Secondary & high school programmes **86%**

Additional programmes and services **78%**

Cultural exchange / work & travel **73%**

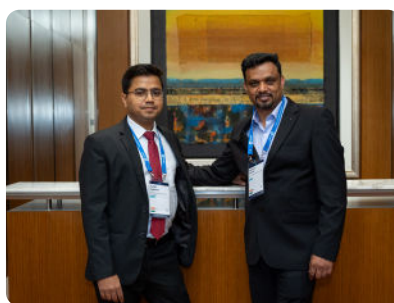
Foundation programmes **18%**

Seminars & informal networking

With its specialist focus on the rapidly expanding international secondary education sector, ICEF Secondary Education KL featured a carefully curated programme of seminars, panel discussions, and roundtable debates, all led by experts, academics, and senior leaders. The 2025 programme included an overview of market trends based on ICEF's Agent Voice 2024 survey; a panel discussion on strategic recruitment in the K-12 sector; a detailed presentation on the role of agents within K-12 recruitment; a discussion on meeting the challenges of quality student recruitment; and a session providing insights into Gen Alpha's study preferences. The first day wrapped up with a series of interactive roundtable discussions, providing attendees with the opportunity to share their own knowledge and experiences. Topics covered included the support offered to international students at boarding schools; emerging trends across Asia; and the impact of global trends on international education.

An important component of any ICEF event, evening receptions create the necessary space for delegates to gather in a more relaxed setting, cementing new partnerships and catching up with old friends. This year's event included a welcome reception, providing an opportunity to meet fellow attendees and reflect on the day's thought leadership sessions; while on the second day, a more formal dinner provided the inaugural ICEF Secondary Education KL with a memorable conclusion.

Photo Gallery



[View photo gallery](#)

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.

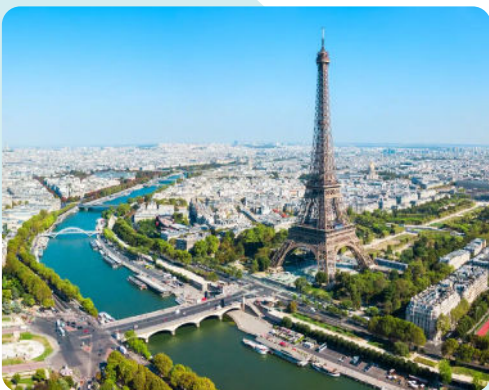
In the after-event survey for ICEF Secondary Education KL, the organisation of the event, as well as the support and level of communication provided by the ICEF team, were rated as **good or excellent by 100% and 91%** respectively. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

Additionally, 87% rated the number and quality of new contacts they made as good or excellent.

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

Tam Tran (Tonyle, Vietnam)

We are from the agency Tonyle. We are truly impressed by the professional organisation of the ICEF team. Every step of the registration process and event preparation was clearly and meticulously guided, making us feel completely confident and at ease throughout our participation.



ICEF Secondary Education Paris

Join us in France's iconic capital for ICEF Secondary Education Paris on September 24-26, 2025.

[Learn more](#)