



Event Report

ICEF Japan-Korea Roadshow

25 – 27 February, 2025
Tokyo & Seoul



ICEF Japan – Korea Roadshow: Two important student recruitment markets covered in one trip

1,510

meetings

333

individuals

228

organisations

17

countries

A three-day trip, the popular ICEF Japan-Korea Roadshow successfully gathered **333 international education professionals**, collectively representing **228 organisations** from **17 countries** across **5 continents**.

With a focus on recruiting students from the important source markets of Japan and Korea, the roadshow saw a total of **1,510 meetings** held at the Keio Plaza Hotel in Tokyo and the Lotte Hotel in Seoul.

Christian Jay (GEDU Global Education, UK)

The Roadshow was a game-changer for our institution. It provided a well-organised platform to connect with high-quality education agents, fostering partnerships that have significantly expanded our student recruitment efforts in both Japan and Korea. The networking opportunities, insightful sessions, and seamless event execution made it a highly productive experience. We left with valuable connections and a clear strategy for strengthening our presence in these key markets.



Education Providers

A total of **79 education providers**, representing **60 institutions** from **14 countries**, joined the ICEF Japan-Korea Roadshow.

The majority came from the US (36%), the UK (25%), Canada (11%), Malaysia (5%), and New Zealand (3%), followed by Australia, France, Italy, Japan, Spain, Switzerland, Thailand, Türkiye, and UAE.

92% of attendees had previously attended an ICEF event, demonstrating the quality and appeal of our events.

Russ James (Clayesmore School, UK)

I have to say that we certainly made a good decision to attend the ICEF Japan-Korea Roadshow. I thought the Japan leg of the roadshow went well and was full of possibilities, but I have been pleasantly surprised by the positivity and enthusiasm of the Korean agents today. We made some great connections and various opportunities to follow up on.

Service Providers

The ICEF Japan-Korea Roadshow welcomes **12 delegates** representing **6 organisations** from Japan, Australia, Germany, Malaysia and the US.

Reflecting the importance of the event, the majority of attending service provider representatives held senior management positions.

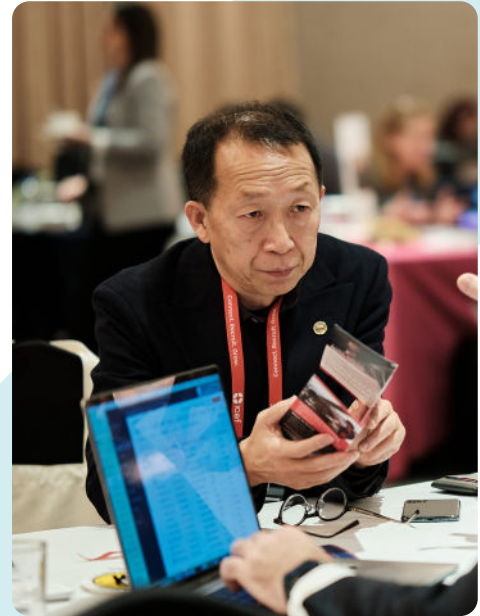


Student Recruitment Agents

The first part of the roadshow was held at the Keio Plaza Hotel in Tokyo, where **99 Japanese representatives** from **69 organisations** joined us.

It then moved to the Lotte Hotel in Seoul, where we were joined by **125 Korean agents** from **84 organisations**.

At this year's roadshow, 27% of Korean agents were first-timers, with 10% of Japanese agents making their roadshow debut.



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 91% of respondents, as was the support and level of communication provided by the ICEF team. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

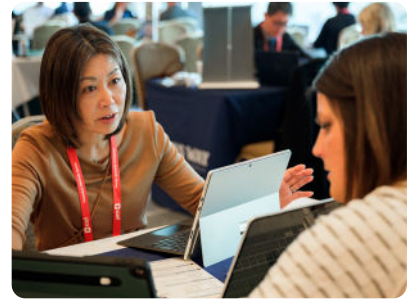
74% rated the number of new contacts they made as good or excellent, and 79% gave the same rating for the quality of the new contacts.

For 23% of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

Mark Yoshida (Marquee Agency, Japan)

Attending the Roadshow was an outstanding experience. It provided excellent networking opportunities with professionals from around the world and valuable insights into the latest trends in international education. The sessions were informative, and the educational representatives were incredibly helpful. I left with new knowledge, fresh ideas, and a stronger network – assets that will drive my professional growth. I sincerely applaud ICEF for making this conference a success, one from which both agents and educators can benefit.

Photo Gallery



Secure your place at the ICEF Japan-Korea Roadshow 2026.
For more information visit: [icef.com/events](https://www.icef.com/events).