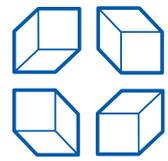


The ICEF Beijing Workshop

For international educators and student recruitment agents from China and other Asian countries



Grand Millennium Beijing • October 14 - 16, 2015



ICEF

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REPORT FROM THE ICEF BEIJING WORKSHOP 2014

Participant growth, quality agents and the launch of a new agent training course ensures a successful ICEF Beijing



The busy meeting hall at ICEF Beijing

The 2014 ICEF Beijing Workshop took place in China last week (Oct 15 - 17). Welcoming over 400 participants, the event continued its trend of growth.

During the workshop, 120 education institutions (an increase of 8% over 2013) and 11 exhibitors from 23 countries, as well as 143 agencies from across Asia (15 countries), conducted 3685 pre-scheduled business meetings. Of the agents, an impressive 21% were attending their first ever ICEF event. *“The workshop helps agents and educators to cooperate and communicate more effectively, which is very important for the development of international education in China,”* said Huan Liu from Chinese agency Beijing Kerun Education & Culture Development.

Overall, participants were very satisfied with the event with 98% rating the workshop either good or excellent. *“This is such a valuable event for agents. It will benefit our development and also our students”* said agent Damith Lasantha Kumara Wichramasinghe Arachchilage of OASES Educational Services in Sri Lanka. Similarly, Joyce Chu of IMI University Centre in Switzerland commented: *“ICEF Beijing provided an excellent networking opportunity with quality participants. We will definitely participate again and will recommend it to others!”*



Participants enjoy the welcome reception in Beijing

This year the highlight of the event was the launch of the China Education Agent Course (CEAC) created by ICEF and the Beijing Overseas Study Service Association (BOSSA). The course was formally announced at a special signing ceremony between ICEF CEO, Markus Badde and BOSSA President, Peng Sang at the ICEF Beijing Workshop. The CEAC is the third of ICEF's agent training initiatives and is based on the successful ICEF Agent Training Course (IATC).



A traditional "face changer" dances for participants

Agents who successfully pass the CEAC test will receive certificates from ICEF, BOSSA and the Chinese Ministry of Human Resources and Social Security (MOHRSS). Mr Sang said: *"CEAC will be the study-abroad market's quality standard and will help develop the management of agencies. Our new partnership with ICEF is illustrative of BOSSA's efforts in serving future consumers; in addition to aiding government-related law enforcement departments, consumer queries, agency assessments, and more documented evidence and practices in accordance to the law."*

Once again, the ICEF Beijing Workshop provided a number of social occasions enabling participants to connect in a more relaxed setting. The evening reception on the second night of the event was thoroughly enjoyed by participants who were treated to a range of Chinese cultural demonstrations including performances by acrobats, dancers and other artists. Following the workshop a number of participants took part in a tour to the Great Wall and the Olympic Park.