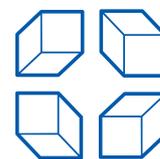


The ICEF Dubai Workshop

The leading event for international student recruitment in the Middle East, Turkey, Africa and South Asia



Jumeirah Emirates Towers, Dubai • February 01 - 03, 2016



ICEF

Connect. Recruit. Grow.

REPORT FROM THE ICEF DUBAI WORKSHOP 2015

ICEF Dubai: Record participant numbers drives successful event



Keeping business friendly at ICEF Dubai

The ICEF Dubai Workshop grew substantially this year, hosting 431 participants (+23%) from 48 countries around the world. Impressive growth was seen in all key participant groups: service providers 45%, educators 30% and agents 14%.

During the event, 201 educators from 140 institutions engaged in over 4 200 targeted meetings with 191 carefully vetted agents from Turkey and 28 other countries in the Middle East, South Asia and Africa. With Saudi Arabia, UAE, India, Nigeria and Pakistan making up the top five agent countries, ICEF Dubai proved itself once again as the ideal platform for education networking in the region.

Return participants also had plenty of opportunity to expand their agent networks. In total 26% of all agents were new to ICEF Dubai. David Arrowsmith of Inlingua Cheltenham (UK) said *“I have attended ICEF Dubai five times in the past, and this year was one of the most productive events we have ever been to. The quality of the agents selected was good and I am usually able to convert more agents into partners through this event than any other.”*



Educators with agents from Saudi Arabia

Agent, Mohamed Salama Ibrahim from GCUE in Kuwait stated *“This was my first time at an ICEF Event. I found ICEF Dubai to be a great opportunity to meet educators from different countries and to get all the information I need for my students”*.

During the workshop, Abdul Sattar of Study Overseas Network (Pakistan), qualified as ICEF Trained Agent Counsellor (ITAC). Increasingly recognised as one of the industry’s most important qualifications, there are now 754 qualified agents in 97 countries. Abdul’s full contact details and those of all ITACs can be found at: www.icef.com/itacs



ICEF’s Nabil Najd (centre) with new ITAC’s Abdul Sattar (left) and Haider Ali (right) who qualified a few days before the Dubai Workshop.

This year, the seminar programme covered a wide range of interesting topics including a presentation on Study in Canada by the Canadian Consulate and a number of market focussed seminars such as Nigeria and Saudi Arabia (sender countries) and Malaysia and Germany (destinations). These seminars gave participants the opportunity to learn more about the region, understand current trends and explore new destinations.

In 2016, the ICEF Dubai Workshop will be held from February 01 – 03 at the Jumeirah Emirates Towers Hotel. More information on this event can be found at: www.icef.com/dubai