



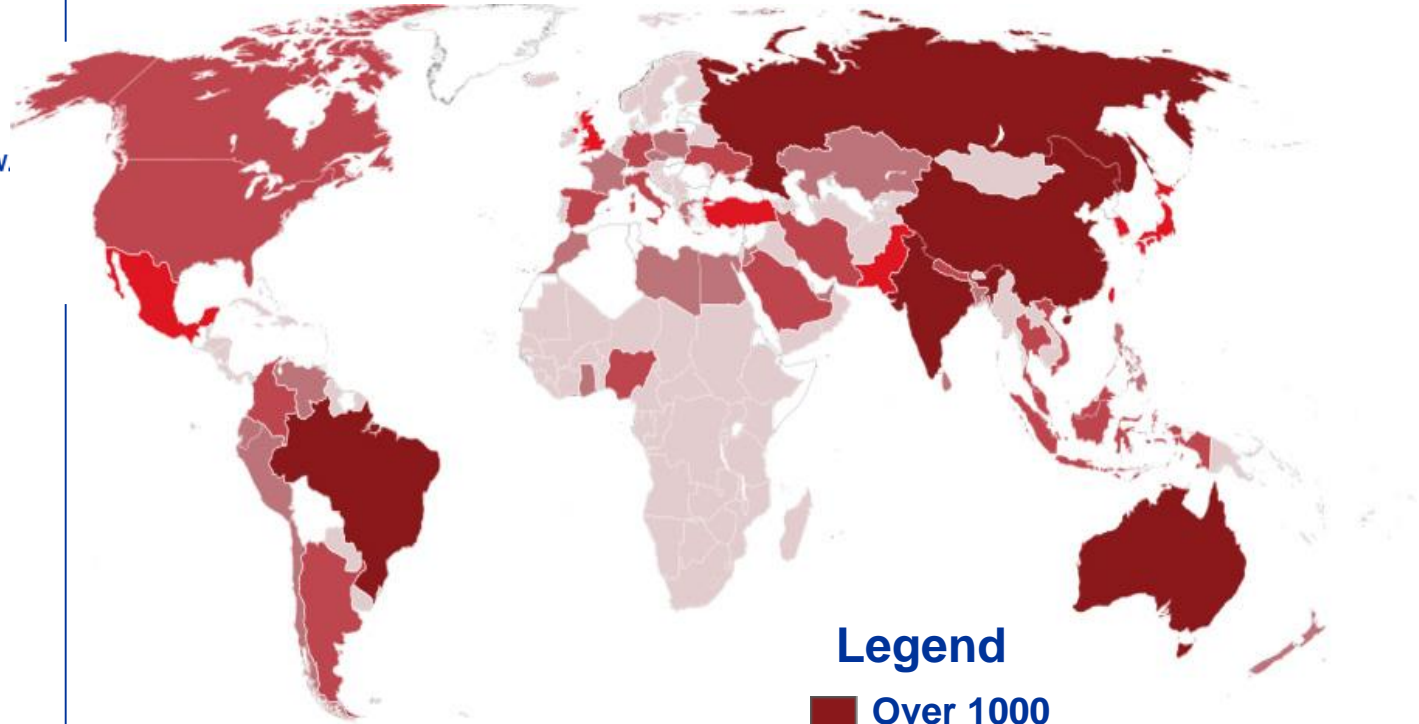
The Agent / Educator Landscape

Recruitment agencies worldwide – 23 400 in 192 countries

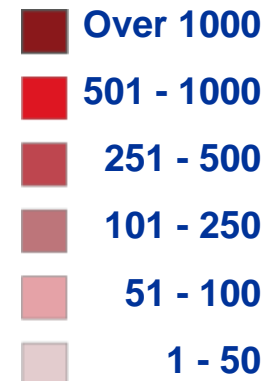


ICEF

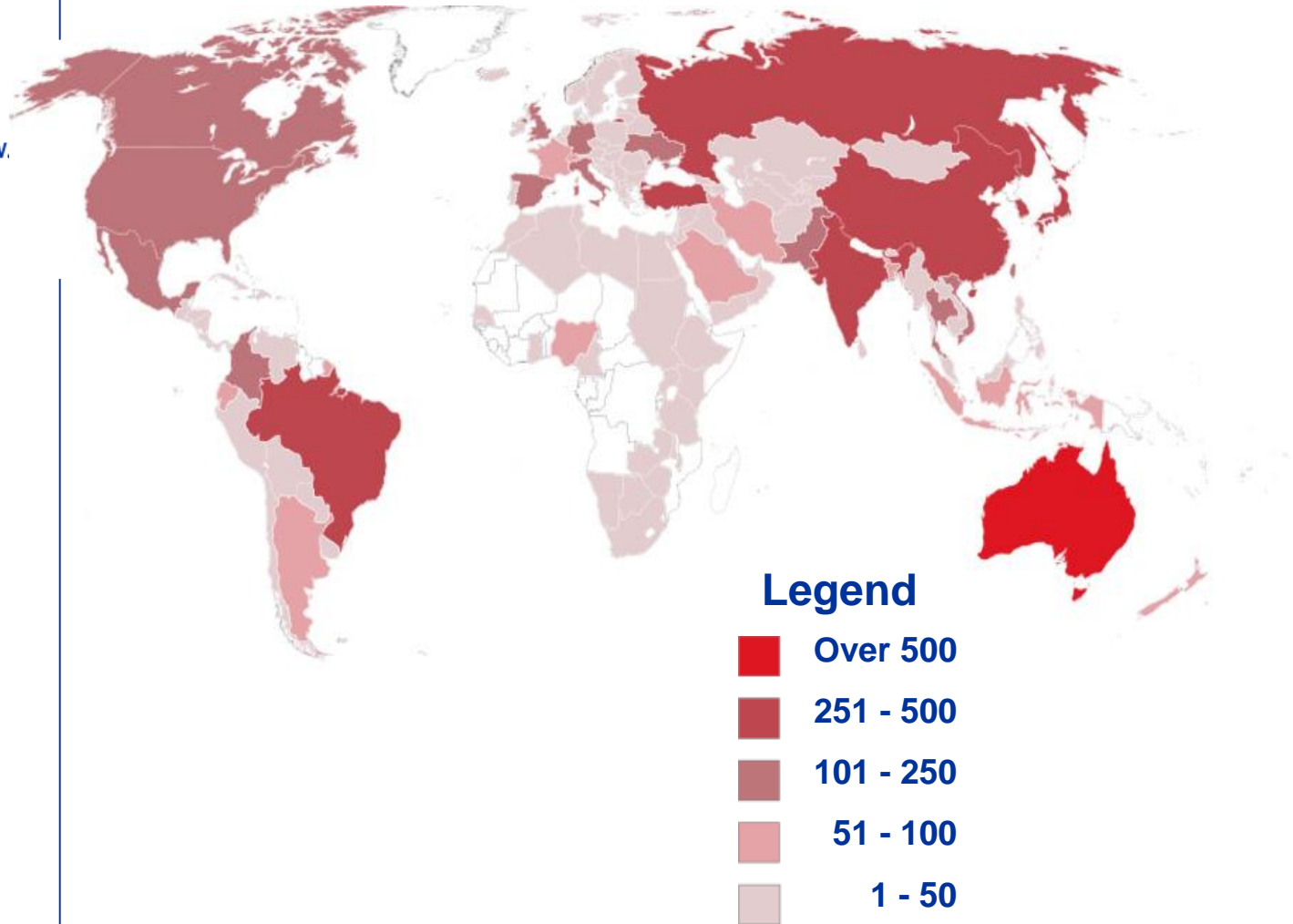
Connect. Recruit. Grow.



Legend



Qualified recruitment agencies – 7 000+ in 147 countries

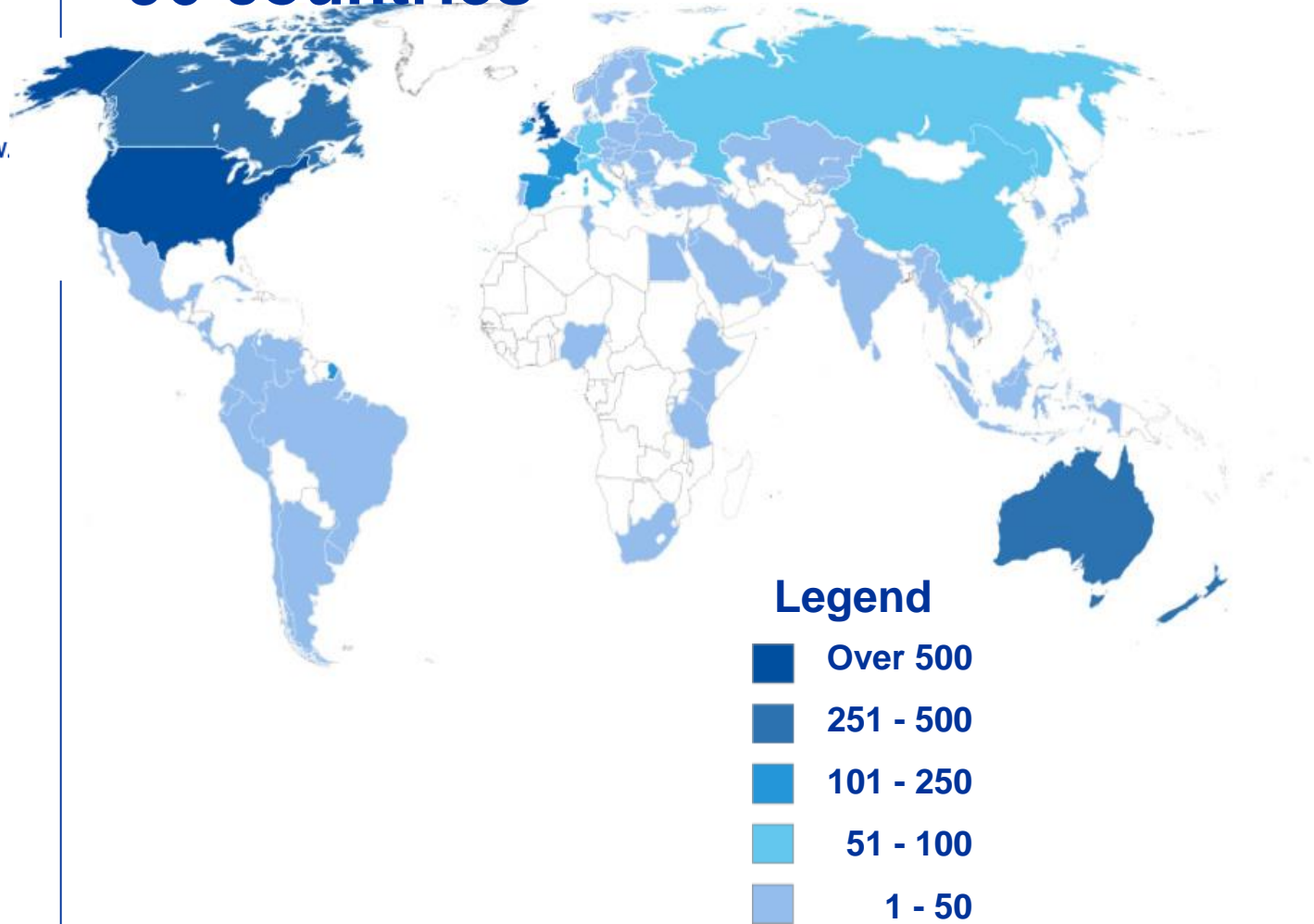




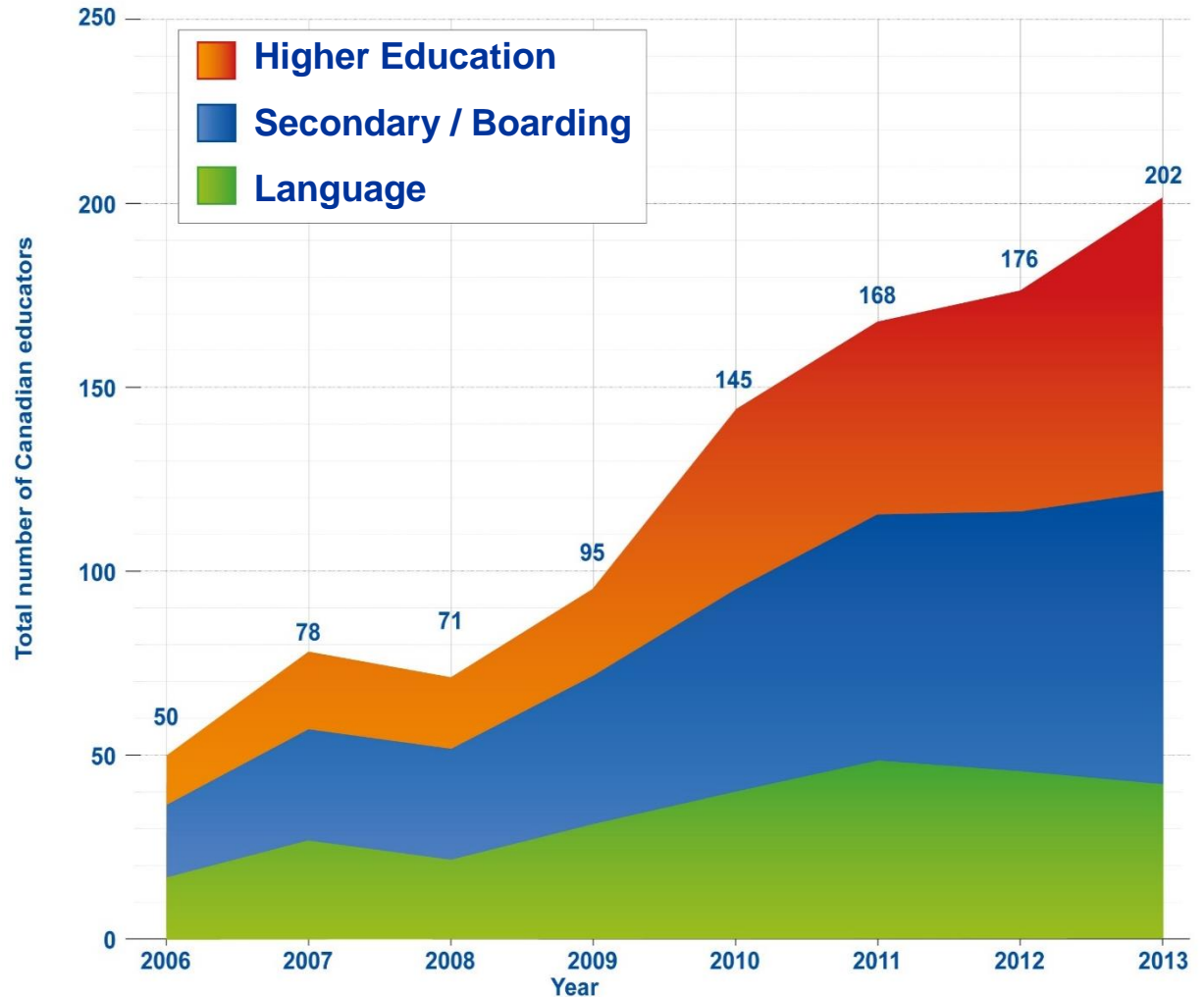
ICEF Agent Team

- **Who are they?**
- **Screening and Selection**
- **Local collaboration**
 - **Support**
 - **Agent quality**
 - **Training**

Educators working with recruitment agencies – 4 200 in 96 countries



Canadian educators working with agents (ICEF customer base 2006-2013)





Collaboration in Canada

- **Institutional quality assurance**
- **Professional development**
- **Regional promotions**



Outcomes of Collaboration

- **Integrity of agent and schools**
- **Professionalizing the industry**
 - **ITAC, Canada Course, China Course and USA**
- **Cohesive Canadian presence**

Trends in overall attractiveness: Traditional markets

