

Oral Presentation

📅 Thu. Aug 7, 2025 10:40 AM - 12:00 PM JST | Thu. Aug 7, 2025 1:40 AM - 3:00 AM UTC 🏢 S305A(South Bldg, 3F)

## **[SS-15] International student growth and diversity through strategic recruitment partnerships**

### ◆ Japanese & English Presentation

10:40 AM - 12:00 PM JST | 1:40 AM - 3:00 AM UTC

### **[SS-15-01] International student growth and diversity through strategic overseas recruitment partnerships**

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Keywords : Internationalisation、Diversity、Recruitment、Agency、Partnerships、Strategy、Social responsibility、Quality、Japan、Channels

### **Required prior knowledge or experience for participants**

The presentation will be delivered in both Japanese and English.

For those who can understand the English session (or use a translation App).

### **Pre-workshop assignments or tasks for participants**

No

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### **Abstract**

Japan's growing appeal as a study destination presents significant opportunities for Japanese education providers to grow and diversify their international student populations.

This session will open with recent data about global student interest in Japan, exploring key source countries and study preferences. This data will be drawn from ICEF Agent Voice survey, and include data from partner organisations like Studyportals, IDP and Keystone

It will then outline the different international student recruitment channels that exist, and especially delve into the strategic role of education agents: as overseas recruitment partners, these agents can play a crucial role in achieving internationalisation goals in terms of diversification, growth and quality recruitment.

The session will emphasise the importance of quality and professionalism in agent selection, drawing upon best practices in the industry. Attendees will gain a practical understanding of 'What is an agent - Agency 101' as a starting point, how to effectively engage with carefully vetted agents to broaden their international reach and grow a more diverse student body, contributing to the social responsibility of higher education institutions.

Interactive polls and word clouds will be used to gather audience perspectives, followed by an open Q&A session to address specific questions and facilitate an open debate.

