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## Intelligent Partners is one of the Middle East's First International Student Placement Agencies to be recognized by an Agent Certification Organization (AIRC)

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Intelligent Partners one of UAE's largest student placement firms, has become one of the first organizations to be certified by the American International Recruitment Council, recognition of the company's quality approach to [recruiting](#) international students for U.S. colleges and [universities](#).

Following an extensive review of the company's overseas activities, Intelligent Partners is now officially recognized as a trustworthy student recruitment partner by AIRC, a non-profit standards development organization with the U.S. Department of Justice and the Federal Trade Commission that consists of U.S. institutions.

"We are proud supporters of AIRC's attempts to certify agent practices and are delighted to be part of its initial certification," said Intelligent Partner's Director Sanjeev Verma at the NAFSA conference in Kansas City . "We believe the U.S. [higher education](#) institutions must embrace the concept of agents if it is to maintain its strength as the world's top recruiter of international students, and AIRC's pursuits go a long way to making that a reality."

Founded 3 years ago by an entrepreneur with over 17 years of experience in the education arena, Intelligent Partners has placed more than 1000 Emirati students into a higher [education program](#) last year. In January of this year, the company announced its entry and heightened focus into North America as the next step in a global expansion. The organization prides itself on being student focused by staffing more than 15 professional counselors as full-time employees in two of the largest cities in the UAE, helping students and their families find the right fit for their dream of higher education.

Intelligent Partners General Manager, Yoseph Asfaw sees the AIRC certification program as a step forward in the development of the international student recruiting industry. Says Asfaw, "Universities in Australia , Canada and the UK have benefited through the use of trusted marketing allies and there is now a growing recognition of professional practice in the United States , as evidenced by Intelligent Partners entry into the market and AIRC's setting of quality benchmarks."

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