



# ICEF Central Asia Focus

For international educators, service providers, and student recruitment agents from Central Asia



Ritz-Carlton Almaty  
March 28 - 29, 2019

Agent Focus

Supported by:



Canadian Association of Public Schools - International  
Association canadienne des écoles publiques - internationale



Colleges and Institutes Canada  
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KAZAKHSTAN ASSOCIATION OF EDUCATIONAL AGENTS



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ICEF

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[www.icef.com/caf](http://www.icef.com/caf)



## Why ICEF Central Asia?

- Access pre-screened, quality agents from Kazakhstan, Uzbekistan, Kyrgyzstan, Azerbaijan, Tajikistan, and Mongolia at one focused event
- Appoint new representatives and maintain existing relationships
- Save money through multiple bookings: held right after the ICEF Ukraine Focus and the ICEF Moscow Workshop

## Develop your network across Central Asia

The **ICEF Central Asia Focus** is a must-attend for institutions looking to recruit and network in Central Asia. It gives international educators the chance to meet top-quality student recruitment agents from Kazakhstan, the Central Asian Republics, and Mongolia.

More than 43 000 Kazakh students studied at international education institutions in 2016 – and the Kazakh government aims to increase this to more than 50 000 students by 2020. Including Tajik, Uzbek, Mongolian, Kyrgyz, and Azeri students, these markets produce more than 160 000 students each year.

All agents at the ICEF Central Asia Focus are subject to ICEF's **strict quality screening process**. Agents must provide current business references and prove a successful recent track record in placing students internationally. Agents are also personally vetted by ICEF's Agent Relations Management team to ensure superior quality.

Up to 22 one-to-one meetings may be scheduled prior to the event via ICEF's customised meeting booking system. Each participant has access to prospective partners' profiles before the event, enabling them to **identify sectors and programmes of most interest**. Participants can also take advantage of professional development seminars covering topics such as visa processing, market trends, and support for first-time participants.

The ICEF Central Asia Focus is the **most efficient and cost-effective** way to establish partnerships with active student recruitment professionals across Central Asia and develop a successful marketing strategy tailored to this region.

## Why ICEF Events?

- Meet high quality, pre-screened agents in one place, saving time and money
- Benefit from two days of targeted meetings and informal networking
- Maintain existing relationships and build your network
- Learn about emerging trends and market intelligence from the experts
- Promote your brand to the international education sector

## Venue

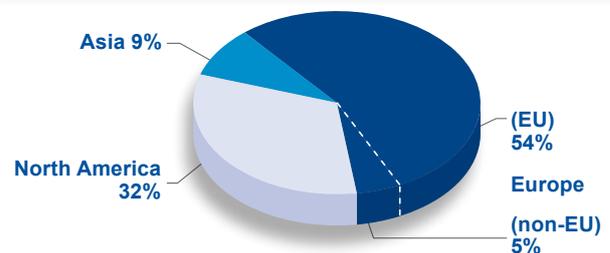
The ICEF Central Asia Focus will take place at the **Ritz-Carlton Almaty**. The Ritz-Carlton Almaty is a state-of-the-art, 5-star hotel conveniently located on Al-Farabi avenue in the heart of Kazakhstan's largest city and economic capital.

Overlooking the city and with a clear view of the mountains, the hotel boasts various traditional and international restaurants, a 24-hour gym and spa, fully equipped business and meeting facilities and a breathtaking Sky-Bar in the tallest building in Central Asia.

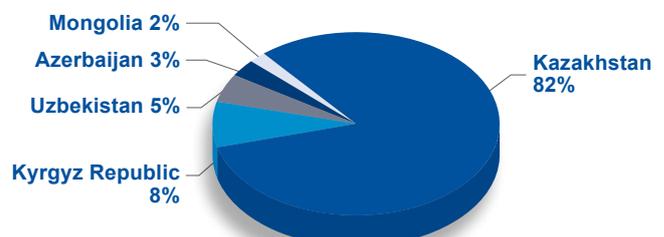
## 2018 Statistics

- **144** participants representing **113** organisations from **20** countries
- **51** educators representing **44** education institutions from **15** countries
- **81** agents representing **63** agencies from **5** countries
- **9** service providers representing **6** organisations from **5** countries
- **3** additional guests
- **830** pre-scheduled business meetings

### Educator Demographics



### Agent Demographics





## Workshop Programme

The event enables educators to hold up to 22 pre-scheduled **one-to-one business meetings** with relevant, quality student recruitment agents, as well as with other educators and service providers. These appointments are **25 minutes** in duration and serve the dual objectives of meeting new contacts and maintaining existing relationships. The workshop programme also includes meals, refreshment breaks and evening functions, which offer **valuable networking opportunities**.

### Thursday, March 28, 2019

16.00 - 19.00	Registration of participants
<b>16.30 - 17.30</b>	<b>Seminars I</b>
17.30 - 18.00	Refreshment break
<b>18.00 - 19.00</b>	<b>Seminars II</b>
19.00 - 21.00	Welcome reception

### Friday, March 29, 2019

08.00 - 09.20	Registration and welcome coffee
<b>09.20 - 11.00</b>	<b>Business meetings (4 x 25 minutes)</b>
11.00 - 11.20	Refreshment break
<b>11.20 - 13.00</b>	<b>Business meetings (4 x 25 minutes)</b>
13.00 - 14.20	Networking lunch
<b>14.20 - 16.00</b>	<b>Business meetings (4 x 25 minutes)</b>
16.00 - 16.20	Refreshment break
<b>16.20 - 18.50</b>	<b>Business meetings (6 x 25 minutes)</b>
19.30 - 22.30	Dinner reception



## Participant Feedback

*It was a great event. So many good meetings with imminent results. Many of my meetings were follow-up meetings from previous events. It is clear that reinforcing existing relationships at events helps to get good results.*

**Lorie Lee, guard.me International Insurance, Canada**

*Excellent event! Lots of professional agents who know the market very well.*

**Veronica Cartagenova, LCI Education Network, Canada**

*As expected, the organisation at the ICEF Central Asia Focus was excellent. This is a new market for us and I was really pleased with the quality of meetings. We have got some excellent leads and have already established partnerships and received bookings.*

**Celestine Rowland, Galway Cultural Institute, Ireland**

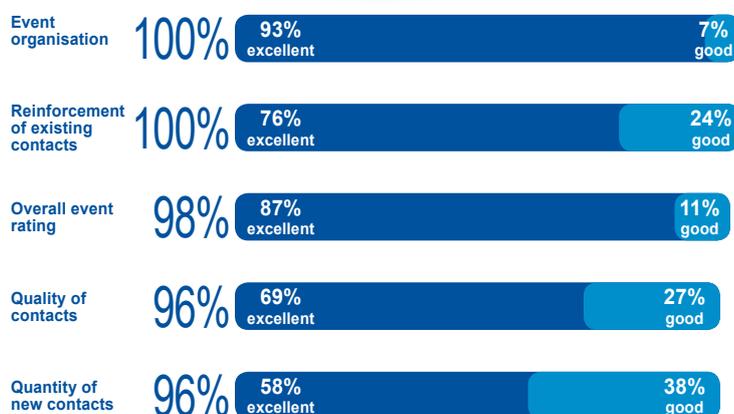
*In its second year, the ICEF Central Asia Focus remains highly professional. It has become a real networking place for student recruitment professionals. KAEA members are excited to cooperate with ICEF in this market!*

**Zhanna Mendybayeva, Kazakhstan Association of Educational Agents, Kazakhstan**

*It was a pleasure to work with ICEF and all of our objectives were well-aligned at the ICEF Central Asia Focus. We look forward to future cooperation and projects in Kazakhstan and the region.*

**Aliya Shaikhina, US Department of Commerce, USA**

## 2018 Attendee Ratings





## Booking Meetings

The ICEF meeting system offers participants direct and total control over the types of partners - by main activity and country of origin - they meet during the workshop. **Up to 22 meetings** can be scheduled with agents, as well as educators and service providers.

1. Prior to the workshop, details of all invited agents, educators and service providers are supplied via the industry-leading **Marcom eSchedule PRO online meeting booking system**.
2. During the workshop, **additional meetings** and schedule adjustments can be made through personal contact.

## Participation Includes:

### Prior to the workshop:

1. Comprehensive details of invited agents, educators and service providers
2. Access to the eSchedule PRO online meeting booking system
3. Preferential hotel rates

### At the workshop:

4. A copy of the Agent Catalogue
5. An entry in - and a copy of - the Educator & Exhibitor Catalogue
6. Access to seminars
7. Meals, refreshment breaks and evening functions
8. Opportunity to offer and promote familiarisation (FAM) tours and receptions



Register online: [www.icef.com/caf](http://www.icef.com/caf)

## Advertising & Sponsorship Opportunities

### Give your organisation a higher profile during the event!

Email [marketing@icef.com](mailto:marketing@icef.com) for information on advertising and sponsorship opportunities available (e.g. exhibition space, literature display racks, conference bag inserts, and advertisements in workshop catalogues). Items are limited so early reservations are essential.

Email [seminar@icef.com](mailto:seminar@icef.com) if you wish to be considered as a seminar presenter.

## About ICEF

ICEF connects educators, education agents, work and travel professionals, and industry service providers with key markets and networks worldwide, supporting the **growth and development of international education and global student mobility**. Through ICEF's various services, education institutions are able to achieve results and efficiencies in growing international student enrolment.

They choose ICEF for its long-standing reputation for quality and commitment to accepting only the **highest calibre of education agents**, as well as its excellent events and marketing resources.

## ICEF Event Locations



## Contact

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