

First-time participation rates at ICEF Central Asia Focus 2019 reflect increasing interest in region

Interest in the Central Asian markets has continued to climb in the last few years. The recent ICEF Central Asia Focus provided a unique opportunity for global educators and service providers to form new partnerships with agents in this market to support the growing demand.

ICEF Central Asia Focus in Almaty, Kazakhstan, took place between March 28th and 29th, 2019. 149 participants attended the event from 24 countries and 112 organisations.

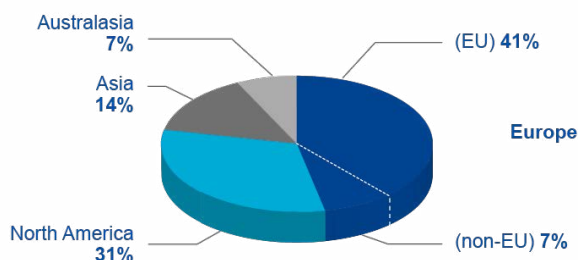
Over the course of the two-days, participants came together to network, learn, and build meaningful connections. 51 educators from 44 institutions engaged in 806 one-to-one business meetings with 94 carefully selected agents. 70% of educators were first-time participants at ICEF Central Asia Focus, with strong representation from major markets including the USA (20%), the UK (14%), Canada (11%), Malta (7%), and Australia (5%). Agent attendance increased by 16% this year, with agents from Kazakhstan, Uzbekistan, Kyrgyz Republic, Azerbaijan, and Mongolia.



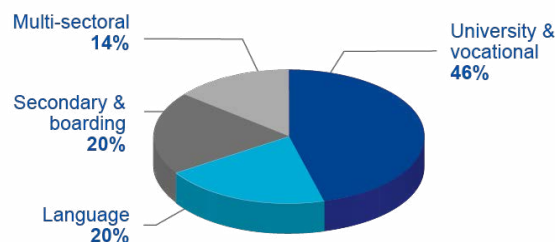
A business meeting underway in Almaty

Nurgul Khakimova from FLEX education, Kazakhstan, described the event by saying: “Thank you so much for this opportunity to meet new educators. Participation in this event was very fruitful for our company.”

Educator Demographics

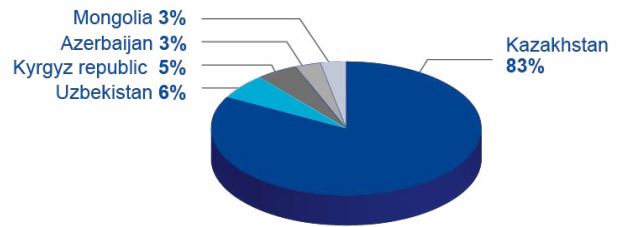


Educator Profile



Participants were invited to join two seminars on March 28th. The first seminar reviewed recruitment efforts from Central Asia and the Caucasus, including Azerbaijan, the Kyrgyz Republic, and Uzbekistan. In the second seminar, representatives from the Kazakhstan Association of Educational Agents (KAEA), explained the characteristics and quirks, modern day tendencies, and the prospects for developing the Kazakhstani market.

Agent Demographics



The next ICEF Central Asia Focus will be held April 1st and 2nd, 2020. For more information, please visit: www.icef.com/caf.



Guests are entertained with traditional music in Almaty



One-to-one business meetings underway at ICEF Central Asia