



ICEF Central Asia Focus

4th Edition

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



Ritz-Carlton Almaty
April 1 - 2, 2020

Agent Focus

Supported by:



ICEF
Connect. Recruit. Grow.



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Why ICEF Central Asia?

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

Develop your network across Central Asia

The 4th annual ICEF Central Asia Focus is a must attend event for international education and service providers looking to recruit and network in Central Asia. It gives them the opportunity to meet top-quality student recruitment agents from Azerbaijan, Kyrgyzstan, Mongolia, Uzbekistan and all the main cities of Kazakhstan in one practical location.

The Kazakh government aims to increase the number of their students studying abroad to more than 50 000 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.

Why ICEF Events?

- Meet quality agents in one place – save time and money
- Benefit from two days of targeted meetings and social events
- Maintain existing relationships and develop new agent networks
- Learn about key trends and market intelligence from industry experts
- Promote your brand to the international education industry

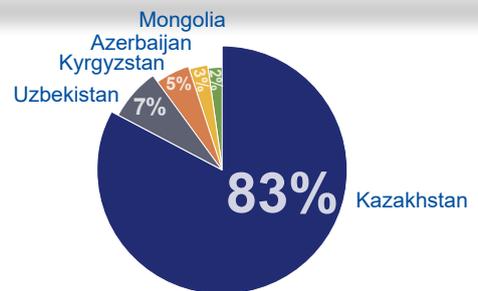
Venue

The ICEF Central Asia Focus will take place at the Ritz-Carlton Almaty, a state-of-the-art, 5-star hotel conveniently located in the centre of Kazakhstan's largest city and economic capital. The hotel boasts various restaurants, a 24-hour gym and spa as well as a Sky-Bar with breathtaking views of the Almaty skyline and the nearby Tian Shan Mountains.

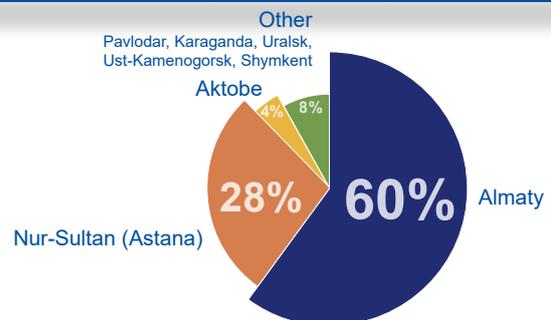
2019 Statistics

- 149 participants from 112 organisations in 24 countries
- 51 education providers from 44 schools in 19 countries
- 94 agents from 65 agencies in 5 countries
- 4 service providers from 3 organisations in 3 countries
- 806 pre-scheduled business meetings

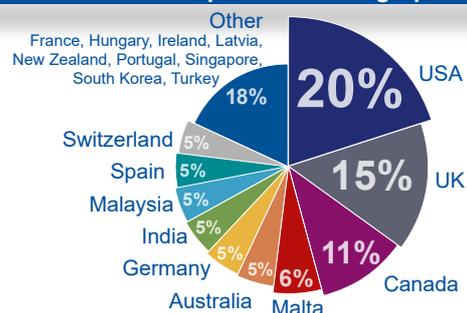
Agent student recruitment markets



Origin of Kazakh agents



Education provider demographics





Event Programme

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

Wednesday, April 1, 2020

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

Thursday, April 2, 2020

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



Participant Feedback

The ICEF Central Asia Focus was an amazingly professional event. The usage of the meeting booking system was very welcome.

Aliya Shaikhina, US Department of Commerce, USA

We attended all three cities – Kiev, Moscow, and Almaty. We were very happy with the organisation of all three events. We made many contacts and were happy with their quality.

Julia Abdoullaeva, Columbia International College, Canada

The contacts were good as always. I really liked the event. The venue and the internet connection were great.

Joanne Humphreys, Darrow School, USA

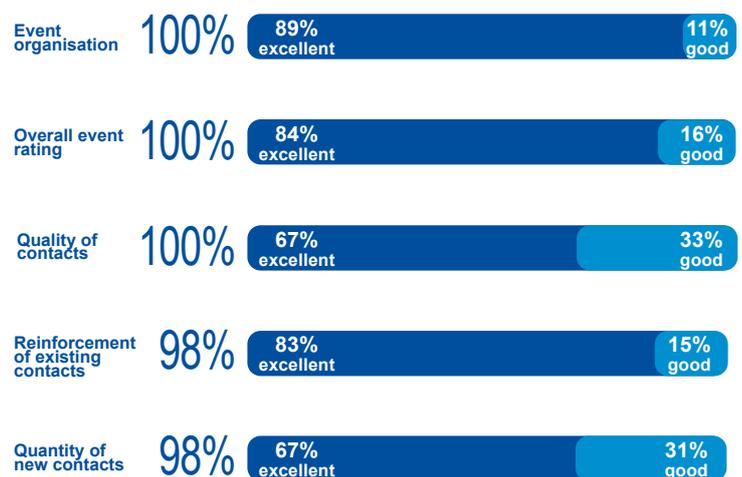
The event was very well organised. It was a good opportunity to establish partnerships with new agents. My schedule was full.

Patrick Lau, Macleans College, New Zealand

This is my fifth ICEF event in 2019 and I have been happy with each and every event. I particularly enjoyed the 10-day tour of Ukraine, Moscow, and Central Asia. We made many friends and good memories along the way. As a start-up university, ICEF has empowered us to reach a global network of agents in a short period of time. So far, the quantity and quality of agents has been very good and helped us in our goal of signing 120 new agents in 2019.

Thomas Lechner, American University of Malta, Malta

2019 Attendee Ratings





Booking Meetings

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

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

Participation includes:

Prior to the event:

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

At the event:

4. A copy of the Agent Catalogue
5. An entry in - and a copy of - the Education Provider & Service Provider 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

Advertising & sponsorship opportunities

Give your organisation a higher profile during the event!

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

Email seminar@icef.com if you wish to be considered as a seminar presenter.

About ICEF

ICEF connects education providers, 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



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