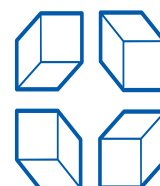


# ICEF Central Asia Focus

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



The Ritz-Carlton Almaty • March 27 - 28, 2018



**ICEF**  
Workshops

## Seminar Programme • March 27, 2018

	<b>Seminar Room: Ballroom 2</b>
16:30 – 17:30	<p>Recruiting from Central Asia and the Caucasus - Azerbaijan, Kyrgyzstan and Uzbekistan</p> <p><b>Bahar Haji-zada</b>, Director, Baku Education Information Center (BEIC), Azerbaijan</p> <p><b>Bolushbek Abdyzhaparov</b>, General Director, World of Education Kyrgyzstan, Kyrgyz Republic</p> <p><b>Laziz Karshiboev</b>, International Relations Manager, EVA CONSULTING, Uzbekistan</p> <p><i>Moderator:</i></p> <p><b>Sergey Krasnyanskiy</b>, Director CIS, ICEF, Russia</p> <p><i>Audience: All</i></p>
17:30 – 18:00	<p><i>Coffee Break</i></p>
18:00 – 19:00	<p>School - Agent - Client: Effective Communication for Successful Recruitment from Kazakhstan</p> <p><b>Assiya Zemlekhanova</b>, President of KAEA, Director, Euroschool Agency, Kazakhstan</p> <p><b>Dr. Marina Khan</b>, Founder and Director of Intellect Agency, Kazakhstan</p>

---

## Room: Ballroom 2

---

16:30 - 17:30

---

### Recruiting from Central Asia and the Caucasus - Azerbaijan, Kyrgyzstan and Uzbekistan

**Bahar Haji-zada / Bolushbek Abdyzhaparov / Laziz Karshiboev**

**Audience: All**

---

#### ► Session description

Central Asia and the Caucasus are emerging source regions for international students.

This session will provide you with an overview of three important countries within this region: Azerbaijan, the Kyrgyz Republic and Uzbekistan.

The following will be covered for each country:

- Geopolitical background, market size, education system
- Number of students studying abroad including future market potential and trends
- Course and destination preferences
- Average length a student spends abroad
- Student expectations

#### ► Speakers



**Bahar Haji-zada,**  
*Director,  
Baku Education Information Center (BEIC),  
Azerbaijan*

Bahar Haji-zada is the Director of Baku Education Information Center (BEIC), the main center on education abroad in Azerbaijan since 1997. She performs strategic, programmatic, financial and personnel management of BEIC, gives consultations on education abroad, administers Open Society Scholarship Programs in Azerbaijan. She was the coordinator of several projects in the field of reforms in Azerbaijani higher education.

She graduated from Baku State University (Diploma), and then received her PhD degree from Academy of Sciences, Moscow, Russia. After this she worked at the Academy of Sciences and Ministry of Public Health of Azerbaijan, and lectured at Baku State and Khazar Universities.



**Bolushbek Abdyzhaparov,**  
*General Director,  
World of Education Kyrgyzstan,  
Kyrgyz Republic*

Bolushbek Abdyzhaparov is the General Director of the World of Education Kyrgyzstan agency that has been operating for over 10 years in the education recruitment market. The agency has five professional counselors and recruits over 150 students each year to study in different countries across the world.

Bolushbek is a well-known person in the education recruitment industry in Central Asia. He is 34 years old, born and raised in Kyrgyzstan. He speaks five languages: Russian, English, Kyrgyz, Chinese and Spanish.

---

## Room: Ballroom 2

---

16:30 - 17:30

---



**Laziz Karshiboev,**  
*International Relations Manager,  
EVA CONSULTING,  
Uzbekistan*

Laziz Karshiboev began working in EVA Group in 2017. Before, he worked as an expert on International Relations in the Ministry of Higher and Secondary Specialized Education of the Republic of Uzbekistan. His duties included organizing cooperation enterprises with foreign and local universities, recruiting and admission of local students abroad and foreign students in local institutions.

In 2016 he successfully defended his PhD project on education, particularly on the subject of "Innovative approaches in teaching foreign languages: Gamification." He was awarded a 'Honored Associate Professor' position in the Uzbekistan State University of World Languages.

### ► Moderator



**Sergey Krasnyanskiy,**  
*Director CIS,  
ICEF,  
Russia*

Sergey studied in Russia, Ukraine and Germany and achieved two Master of Science degrees in Economics, Marketing and Controlling, one from Simferopol State University and the other from The University of Applied Sciences Bonn-Rhein-Sieg, St. Augustin.

Sergey started his career at ICEF in 2000 and has been working in a variety of positions with agents as well as with educators and service providers from all over the world while focusing on the CIS market.

---

## Room: Ballroom 2

---

18:00 - 19:00

---

**School - Agent - Client: Effective Communication for Successful Recruitment from Kazakhstan**

**Assiya Zemlekhanova / Dr. Marina Khan**

**Audience: All**

---

► **Session description**

Kazakhstan is one of the most stable and popular markets for study abroad in Central Asia. The popularity of the Kazakhstani market is confirmed by the number of educational fairs dedicated to education abroad, which are held in Kazakhstan every year.

In the course of the seminar the members of KAEA (Kazakhstan Association of Education Agencies) will explain the characteristics and quirks, modern day tendencies and the prospects for development of the Kazakhstani market.

The seminar will also highlight the advantages of working with local agents.

► **Speakers**



**Assiya Zemlekhanova,**  
*President of KAEA (Kazakhstan Association of Education Agencies),  
Director, Euroschool Agency  
Kazakhstan*

Assiya is the President of KAEA (Kazakhstan Association of Education Agencies), which was established in 2005 and is proud to represent the following five leading agencies: “Anglo-Kazakh Center”, “Globus Education”, “Global Link”, “Euroschool” and “Intellect”.

Assiya has been working in Euroschool agency since 1996 and since 2003 as a director.

Euroschool agency is a family business, which has been started from a school search for their own children and then grew up into a business for life. Careful attitude to each client, continuous self-education of employees have allowed the agency to take the leading position in the Kazakhstan market of foreign education.

Participation in various exhibitions and seminars, active social position – obligatory components of professionalism and successful business. Active cooperation with many educational institutions from around the world gives the chance to help to find the way for thousands of young Kazakhstan citizens.

Euroschool agency – has been a member of KAEA from the date of its beginnings, and has two offices in Astana and Almaty.



**Dr. Marina Khan,**  
*Founder and Director, Intellect Agency  
Kazakhstan*

Marina has been involved in international education for 20+ years. She is working with many schools, colleges and universities around the world helping young people to get access to the leading educational institutions.

She is passionate about education and has a PhD in Sociology.