

Information Pack



ICEF Central Asia Focus

March 28 - 29, 2019



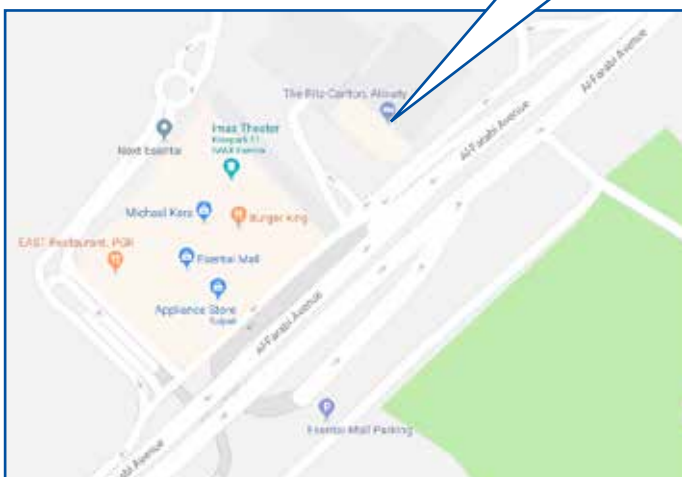
Venue

Ritz-Carlton Almaty

Esentai Tower,
77/7 Al-Farabi Avenue,
Almaty, 050040,
Kazakhstan

Tel +7-727-332-8888
Fax +7-727-332-8877

Website ► www.ritzcarlton.com/en/hotels/kazakhstan/almaty



ICEF GmbH
Am Hofgarten 9
53113 Bonn, Germany
Tel: + 49 228 201 190
Web: www.icef.com



Hotel Accommodation



The Ritz-Carlton Almaty

Rates

We are pleased to offer you the preferential rates of EUR 185 per single / EUR 215 per double room at the Ritz-Carlton Almaty, where the event will be taking place. The above rate is inclusive of breakfast and subject to 12% VAT. Please note: guests will be charged in Kazakh Tenge (KZT) at the exchange rate on the day of arrival. The preferential rates are available for bookings from March 26 (check-in) to March 30 (check-out) and subject to room availability. For bookings outside this period the regular room rates become applicable.

Bookings

Please visit the Ritz-Carlton Almaty ► [online booking link](#) to make your reservation until **February 24, 2019**.

Check-In / Check-Out

Earliest possible check-in time is 15:00 and latest check-out time is 12:00 noon. Please note that charges may apply, if you want to check-in early or check-out late.

Amenities

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 spectacular view of the mountains, the hotel boasts various traditional and international restaurants, a spa and a 24-hour gym, fully equipped business and meeting facilities and a Sky-Bar in the tallest building in Central Asia. Further information is available at ► www.ritzcarlton.com/en/hotels/kazakhstan/almaty.

 Venue hotel

Visa Requirements

Citizens of Armenia, Azerbaijan, Belarus, Georgia, Kyrgyzstan, Moldova, Mongolia, the Russian Federation, Tajikistan, Uzbekistan and Ukraine **do not need a visa** to enter Kazakhstan.

Citizens of the following countries currently **do not need a visa for a stay of up to 30 days**: Australia, Austria, Belgium, Bulgaria, Canada, Chile, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Israel, Italy, Japan, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mexico, Monaco, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Singapore, South Korea, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom and United States of America.

If your nationality is **not listed above you need to obtain an official letter of invitation** to be able to apply for your visa. Please find a visa support request form ► [here](#). The cut-off date for invitation letter requests is **February 28, 2019**.

Important: Please ensure that your passport has a validity of at least 6 months at the time of travel and to bring copies of your hotel booking, your return flight confirmation as well as your travel insurance with you, in case these should be required by the immigration authorities. Upon arrival all foreign citizens will be asked to complete a migration card. Depending on your visa type and subject to current regulations, the card will be stamped upon arrival at the airport or during the event (if you are applying for visa support through our event partner KAEA). **Visitors must keep their migration card until departure from Kazakhstan when it will be collected and receive an exit stamp by border officials.**



Arrival in Almaty



Almaty International Airport

Taxis ('Komandir' or 'Eco Taxi') are available from a taxi booth outside the arrival hall of the Almaty International Airport at any time. The ride to the Ritz-Carlton will take around 30 minutes. The cost is approximately KZT 3,500 (USD 10).

Public Transport: Bus number 3 runs from the city center to the airport and back, 24/7, every 30 minutes. The cost per ticket per way is KZT 70.

Airport transfer: If you are staying at the the Ritz-Carlton Almaty, an individual airport pick-up / drop-off service can be arranged from KZT 14,000 (approx. USD 40).

Please contact the concierge desk of the Ritz-Carlton Almaty directly at rc.alarz.concierge@ritzcarlton.com.

TAXI 30 min driving distance to the Ritz-Carlton.
The fare by taxi is around KZT 3500 (USD 10).

Forwarding of Promotional Material



In view of the numerous complications and costs that might arise from forwarding materials to Kazakhstan, we strongly recommend that you bring your materials with you to Almaty. This way you will avoid high customs clearance charges and unnecessary delays in delivery. When calculating the amount of promotional materials you are taking with you to Almaty, please keep in mind that you will have a maximum of 18 pre-scheduled appointments plus other meetings during breaks or outside workshop hours that may be arranged.

Some agencies may prefer to receive your information either prior to or after the event (see also the paragraph "Follow Up" at [▶ ICEF Event Procedures: Guidelines for First-Time Participants](#)). You can also upload up to five files with a maximum size of 5MB into Marcom eSchedule PRO and make them available to agents prior to the event. Accepted formats are pdf, doc, docx, xls, xlsx, ppt, pptx, pps, ppsx.

Scheduling Meetings

Scheduling Meetings prior to the Event

Approximately 6 weeks prior to the event you will receive access to the Marcom eSchedule PRO online meeting scheduling system. Marcom eSchedule PRO allows you to select potential partners according to geographical origin, programmes, or date of inclusion in the system, and send personalised meeting requests.

Please note that the **deadline for confirming / requesting meetings is March 27, 9:00 Almaty time.**

If you are using Marcom eSchedule PRO for the first time, we recommend to have a look at the [▶ Getting Started Information](#) or have a look at Marcom's [▶ video tutorials](#).



Scheduling Meetings During the Event

In case your meeting schedule is not full at the beginning of the event, you will still have the possibility to maximise the number of your meetings on the morning of March 29 between 8:00 and 9:20 when additional meetings may be scheduled through personal contacts between participants.

Your Catalogue Entry

Update Your Company Profile

Once you have logged on to Marcom eSchedule PRO for the first time, you will be asked to edit your profile, which you may change at a later date. It is very important that you take the time to enter your institution's description, as participants will use this information before requesting or confirming meetings with you and it will also appear in the event catalogue. If you wish to add your logo and up to two representatives' portrait-style pictures, please upload them into your profile.

Photos and logos should have the highest resolution possible (without exceeding the max. size of 4 MB) and can be uploaded in JPEG, JPG, PNG or GIF format (please make sure the representative's name appears in the file name). If your files have a different format, please use the following [image converter](#).

Please **complete your catalogue entry by March 8, 2019**, to ensure that your up-to-date company profile is included in the printed catalogue.

Collecting Your Badge and Welcome Pack Onsite



Onsite registration will take place on Thursday, March 28, 2019, from 16:00 to 19:00 at the ICEF hospitality and registration desk in the Ballroom Foyer on the ground floor of the Ritz-Carlton Almaty. There you will receive your registration package including your badge, a print-out of your meeting schedule as well as the catalogues.

Participants arriving after the registration period stated above can register on Friday, March 29, 2019 from 08:00 onwards.

As the event is a protected trading environment, **anyone not wearing a badge may not be admitted**. Please also understand that for the same reason we cannot allow non-registered family, friends or staff to enter the meeting hall.

If you are new to ICEF Events, please have a look at the [ICEF Event Procedures: Guidelines for First-Time Participants](#) with further useful event information.

Please refer to the [Event Programme](#) for further details

ICEF Central Asia Focus

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



Ritz-Carlton Almaty • March 28 - 29, 2019

Event Programme

Thursday, March 28, 2019		
16:00 – 19:00	Registration	Ballroom Foyer
16:30 – 17:30	Seminar session I	Ballroom 2
17:30 – 18:00	Refreshment break	Ballroom 2
18:00 – 19:00	Seminar session II	Ballroom 2
19:00 – 21:00	Welcome reception	Ballroom 1
Friday, March 29, 2019		
08:00 – 09:20	Registration and welcome coffee	Ballroom 3 & 4
09:20 – 11:00	Business meetings (4 x 25 minutes)	Ballroom 3 & 4
11:00 – 11:20	Refreshment break	Ballroom 3 & 4
11:20 – 13:00	Business meetings (4 x 25 minutes)	Ballroom 3 & 4
13:00 – 14:20	Networking Lunch	Ballroom 1 & 2
14:20 – 16:00	Business meetings (4 x 25 minutes)	Ballroom 3 & 4
16:00 – 16:20	Refreshment break	Ballroom 3 & 4
16:20 – 18:50	Business meetings (6 x 25 minutes)	Ballroom 3 & 4
19:00	Meeting hall closes	
19:30 – 22:30	Dinner reception	Ballroom 1 & 2

Meeting and Display Tables



Educators will be able to access their meeting tables from 08:00 on Friday, March 29, 2019.

Meeting tables

Each meeting table will be covered with a table cloth and will have access to an electricity outlet. Table signage with name and logo of each institution will be provided.



Service Providers will be able to access their meeting tables from 08:00 on Friday, March 29, 2019.

Display tables

Each display table will be covered with a table cloth and will have access to an electricity outlet. Table signage with name and logo of each institution as well as a literature display rack will be provided.

Seminars

Recognising the importance of market trends and their impact on student enrolments, a number of seminars will be held on Thursday, March 28, 2019, between 16:30 and 19:00.



A full programme overview will be available shortly.

Refreshments and Lunch



Refreshments will be served on March 28 at 17:30 and on March 29 at 08:00, 11:00 and 16:00. Coffee, tea and water will be available throughout the day.

Lunch will be provided from 13:00 to 14:20 on March 29 in Ballroom 1 & 2.

Evening Networking Receptions

Welcome reception

Thursday, March 28, from 19:00 to 21:00 in Ballroom 1.

Dinner reception

Friday, March 29, from 19:30 to 22:00 in Ballroom 1 & 2.

The dress code for both receptions is smart casual. Please note that participants not wearing their badge may not be admitted.



Almaty - General Information



With a population of 1.7 million, Almaty is Kazakhstan's largest city accounting for 9% of the country's total population. Almaty was the capital of the country until it was moved to Astana in 1997. Located in the mountainous area of southern Kazakhstan, Almaty still is the country's major commercial and cultural centre and is considered to be 'the bridge between Asia and Europe' with a huge relevance in Central Asia.

Quick facts:

Time Zone: Almaty is 6 hours ahead of GMT.

Currency: The official currency is the Kazakhstani Tenge (KZT). For current exchange rates please see [▶www.x-rates.com](http://www.x-rates.com). Credit cards are accepted in international hotels, malls and bigger restaurants, in small shops and restaurants it is advisable to pay in cash.

Languages: Kazakh and Russian. English is widely spoken.

Climate: Temperatures in March vary between -1 and 9 °C.

Electricity: 220 volts.

Plug type: European Plug (Type C and F) is a European two-pin rectangular blade plug. Please bring your own adaptors, if necessary!



More information about Almaty can be found at [▶www.almaty-kazakhstan.net/](http://www.almaty-kazakhstan.net/).

If you have any questions prior to the workshop, please do not hesitate to contact us.

We look forward to welcoming you to Almaty!

Kind regards,

Hasda Reks

