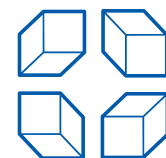


ICEF Central Asia Focus

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



ICEF
Events



Ritz-Carlton Almaty • March 28 - 29, 2019

Seminar Programme • March 28, 2019

	Seminar Room: Ballroom 2
16:30 – 17:30	<p>Recruiting from Central Asia and the Caucasus - Azerbaijan, the Kyrgyz Republic and Uzbekistan</p> <p>Farid Abbasov, Director, Go and Study, Azerbaijan</p> <p>Bolushbek Abdyzhaparov, General Director, World of Education, Kyrgyz Republic</p> <p>Laziz Karshiboev, International Relations Manager, EVA CONSULTING, Uzbekistan</p> <p><i>Moderator:</i> Sergey Krasnyanskiy, 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>Internet vs. Agent! Will the Internet Become the Best Agent in Central Asia?</p> <p>Olga Karpushenko, General Director, OK STUDY and Member of KAEA (Kazakhstan Association of Educational Agents), Kazakhstan</p> <p><i>Audience: All</i></p>

Room: Ballroom 2

16:30 - 17:30

Recruiting from Central Asia and the Caucasus - Azerbaijan, the Kyrgyz Republic and Uzbekistan

Farid Abbasov, Bolushbek Abdyzhaparov, Laziz Karshiboev & Sergey Krasnyanskiy

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



Farid Abbasov
*Director,
Go and Study,
Azerbaijan*

Farid achieved two Master of Science degrees in Finance and Banking, Advanced Economics and Politics: one from Tor Vergata University, Italy and the other from La Sapienza University, Italy.

Farid started his career in the Embassy of Azerbaijan in Rome. He has working experience in the European Parliament, Belgium and the United Nations IFAD (International Fund for Agricultural Development), Italy.

Since 2013 he is the Director of Go and Study and Co-founder of Centro Italiano Baku, Azerbaijan.



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

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

Bolushbek is well-known in the education recruitment industry in Central Asia. He is 35 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. Prior to 2017 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 an ‘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 another 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. Since 2012 he holds the position of Director CIS and manages Russia, parts of Eastern Europe, Central Asia and the Caucasus.

Room: Ballroom 2

18:00 - 19:00

Internet vs. Agent! Will the Internet Become the Best Agent in Central Asia?

Olga Karpushenko

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

The fundamental question will be to identify the pros and cons of the growing role of the internet in the agency market of Central Asia, and to highlight at the same time the advantages of working with local agents.

► Speaker



Olga Karpushenko

General Director,

OK STUDY,

*and Member of KAEA (Kazakhstan Association of Educational Agents),
Kazakhstan*

Olga Karpushenko is the General Director of OK STUDY, and also an active, young and ambitious member of KAEA (Kazakhstan Association of Agencies) since 2018.

Olga has been involved in education since 1998 starting as an English teacher and the growing professionally into a leader of the company. Having met and exceeded goals of the previous, the employers of OK STUDY managerial team have decided that they could do better, and provide service of a higher quality. That is how OK STUDY was opened under Olga's supervision and started recruiting students independently.

OK STUDY has established partnerships with leading institutions in the UK, USA and Canada. The team actively participates in partner seminars, educational fairs, workshops and webinars. OK STUDY takes regular independent trips to visit partner institutions in order to develop professionally and explore new opportunities.

The team of OK STUDY are real experts in product promotion, marketing and sales. This company is really passionate about education and customer satisfaction and can bring the value of education abroad to a very high level.