ICEF Central Asia Focus
April 1 - 2, 2020

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
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## Hotel Accommodation

### The Ritz-Carlton Almaty

#### Rates

We are pleased to offer you the preferential rates of EUR 190 per single / EUR 220 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 28 (check-in) to April 4 (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 10, 2020**.

#### 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](http://www.ritzcarlton.com/en/hotels/kazakhstan/almaty).

## Visa Requirements

Nationals of a number of countries and regions that have visa exemption arrangements with Kazakhstan may visit the country without a visa for a certain period of time. Please see [Visa regime of the Republic of Kazakhstan for foreign citizens](http://mfa.gov.kz/en/content/zelausim-posetit-rk).

If 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 **March 2, 2020**.


**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 4,000 (USD 10).

**Public transport:** Every 10 minutes and 7 days a week, bus number 92 runs from the airport to the city centre and back, approximately between 5:30 and midnight. The cost per ticket per way is KZT 150 and can be purchased in cash on the bus.

**Airport transfer:** If you are staying at the Ritz-Carlton Almaty, an individual airport pick-up / drop-off service can be arranged from KZT 14,000 (approx. USD 40) per way. Please contact the concierge desk of the Ritz-Carlton Almaty directly at rc.alarz.concierge@ritzcarlton.com.

## 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 event 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.

## Advertising and Sponsorship Opportunities

Our advertising and sponsorship opportunities help build your brand and grow your business. Advertising at the ICEF Central Asia Focus and other ICEF events provides significant international exposure for your organisation, increasing your brand visibility and networking potential.

See our ►website to view and reserve sponsorship items or contact your sales representative to build a customised package.
**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 31, 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 as well as ►Scheduling Meetings – Useful Hints & Tips or view the ►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 April 2 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 12, 2020, to ensure that your up-to-date company profile is included in the printed catalogue.
Recognising the importance of market trends and their impact on student enrolments, a number of seminars will be held on Wednesday, April 2, 2020, between 16:30 and 19:00.

A full programme overview will be available shortly.
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 Nur-Sultan (formerly 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 April vary between 0 and 15 °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 event, please do not hesitate to contact us.

We look forward to welcoming you to Almaty!

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**Refreshments and Lunch**

Refreshments will be served on April 1 at 17:30 and on April 2 at 8:00, 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 April 2 in Ballroom 1 & 2.

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**Evening Networking Receptions**

**Welcome reception**

Wednesday, April 1, from 19:00 to 21:00 in Ballroom 1.

**Dinner**

Thursday, April 2, from 19:30 to 22:30 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.

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**Kind regards,**

Marlene Bauz