

ICEF Ukraine Focus

For international education and service providers to meet with student recruitment agents from Ukraine



Hotel InterContinental, Kiev • March 23 - 24, 2020

Seminar Programme • March 23, 2020

	Seminar Room: Golden Gate
16:30 – 17:30	<p>Update on the Ukrainian Study Abroad Market 2020: Best Practices and Trends</p> <p>Natalia Tarchenko, CEO and Co-Founder, DEC Education, Ukraine</p> <p><i>Audience: All</i></p>
17:30 – 18:00	<p><i>Coffee Break</i></p>
18:00 – 19:00	<p>Panel Presentation: Visa Policy Updates from Canada, Germany and USA</p> <p>Charles Olivier Fiola, Senior Migration Officer, Embassy of Canada, Ukraine</p> <p>Christoph Tannenberger, Head of the Visa Section, German Embassy, Ukraine</p> <p>Eric G. Morin, Consul, US Embassy, Ukraine</p> <p><i>Moderator:</i> Sergey Krasnyanskiy, Director CIS, ICEF, Russia</p> <p><i>Audience: All</i></p>

Room: Golden Gate

16:30 - 17:30

Update on the Ukrainian Study Abroad Market 2020: Best Practices and Trends

Natalia Tarchenko

Audience: All

► Session description

This presentation will guide you through last year's changes in the motivation that drives Ukrainian students when choosing education courses in the US, Canada, UK and other European countries from the perspective of a leading Ukrainian agency.

DEC has been an expert in education trends and opportunities for more than 20 years.

1. How "DEC Group" works with families in multi-way life-long learning development approach
 - Never-ending cooperation with customers and partners
 - Experience in using marketing instruments
 - What marketing tools we use to promote universities and their programmes? How do fairs and meetings help to get students? We will also show the transformation of our agency in these fields.
2. Preferences and trends in countries, faculties
 - Who is a client of an educational agency in Ukraine now?
 - What challenges do we face right now?
 - Real stories about educational strategies for students and families
 - B2B opportunities in 2020.

► Speaker



Natalia Tarchenko
*CEO and Co-Founder,
DEC Education,
Ukraine*

Natalia is an alternative education specialist, CEO and co-founder of the DEC group of companies, and mother of three children. Natalia obtained an MBA degree in France at Grenoble Graduate School of Business.

She has been working in the field of education for more than 19 years.

Natalia is one of the top 100 successful women in Ukraine according to the "New Time" magazine. Natalia is at the head of the DEC group of companies, which unites companies offering educational services for children and adults in Ukraine and abroad. The group includes the education abroad company (DEC Education), the network of English language schools (DEC School), the innovative camp for children (DEC Camp) and a new format school (DEC Life School).

The philosophy of all DEC companies is lifelong learning. The company believes that a person must learn and develop during a lifetime. Therefore, all that DEC does is intended to make sure that the child learns to learn and does it with pleasure.

Room: Golden Gate

18:00 - 19:00

Panel Presentation: Visa Policy Updates from Canada, Germany and USA

Charles Olivier Fiola, Christoph Tannenberger, Eric G. Morin & Sergey Krasnyanskiy

Audience: All

► Session description

Join this session to learn about the motives that drive Ukrainian students when choosing education in Canada, Germany and the US.

Following a short presentation on the visa policy for each country, there will be an opportunity for questions and answers and a discussion with the panel members.

► Speakers



Charles Olivier Fiola
*Senior Migration Officer,
Embassy of Canada,
Ukraine*

Mr. Fiola is an expert Migration Official from Canada, having served his country in several embassies around the world. He will be explaining the process of obtaining a study permit from Canada.



Christoph Tannenberger
*Head of the Visa Section,
German Embassy,
Ukraine*

Christoph Tannenberger joined the Foreign Office in 1994, since then he has been posted to the Federal Foreign Office Bonn (training at the Diplomatic School, later Protocol Section) and in different roles at several consulates in France, Russia, USA, Germany, Turkey and Greece.

Since July 2018 he is in the Consular Section at the German Embassy Kyiv, since March 2019 the Head of the Visa Section.

Room: Golden Gate

Eric G. Morin
*Consul,
US Embassy,
Ukraine*

Mr. Eric G. Morin is a Consul at the US Embassy in Kiev, Ukraine where he supervises the Non-Immigrant Visa Unit. He has over 15 years' experience adjudicating visas in Consular sections in Afghanistan, Venezuela, Azerbaijan, Russia, and the Philippines; and has served in the Bureau of Consular Affairs in Washington D.C.

Before joining he Department of State he served as a US Peace Corps volunteer in Uzbekistan from 1998-2000. He graduated from the University of West Florida with a Master's Degree in Business Administration and a B.A. in International Studies.

► 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.