

Begin Group Student Recruitment Events

**Begin
roup**
BE IN GROUP
beginngroup.com



Central Asia

Kazakhstan, Kyrgyzstan, Uzbekistan

Indian Subcontinent

Bangladesh, India, Nepal, Sri Lanka

Southeast Asia

Indonesia, Vietnam

Eurasia

Azerbaijan, Georgia, Ukraine

MENA + Türkiye

Algeria, Bahrain, Egypt, Kuwait, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, Türkiye, UAE

Sub-Saharan Africa

Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania

Latin America

Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru

- Offline events
- Online events

WHO WE ARE

Established in 1999 and based in Germany, Begin Group runs international student recruitment fairs, promotional campaigns, high school tours, custom-made student recruitment events worldwide.

WHAT WE DO

- Student recruitment fairs
- Custom-made promotional campaigns
- High school tours
- Webinars, presentations and seminars
- Digital services for custom student recruitment events

WHERE WE WORK

- Europe, Asia, Africa & Americas
- 37 countries
- 7 regions
- 4 continents

Offline/hybrid education fairs ●

- Pre-fair lead-generation campaign with 100+ registrations
- Exhibitor space at a 5-star venue
- In-person and remote participation options
- Contact lists of registered visitors
- Full logistical and organisational support

Custom-made events ●●

- Lead-generation campaigns with unique content
- Offline and online tailor-made event formats
- Contact lists of registered visitors
- Technical, logistical and organisational support

High school tours ●

- Group visits to top local schools
- Varied event formats (mini-fair/information session with Q&A)

Online education fairs ●

- Pre-fair lead-generation campaign with 100+ registrations
- Individual virtual stand
- Personal live chat, Zoom presentation and Q&A session
- Contact lists (registered visitors, active participants)

Fees

Offline/hybrid education fairs	EUR 2490/2200
Custom-made events	on demand
High school tours	EUR 1200
Online education fairs	EUR 1200

Begin Group Student Recruitment Events

Offline edu fairs

Autumn
2024

Central Asia

2 Oct. Tashkent, Uzbekistan
5 Oct. Astana, Kazakhstan
6 Oct. Almaty, Kazakhstan
8 Oct. Bishkek, Kyrgyzstan

Southeast Asia

4 Nov. Jakarta, Indonesia
7 Nov. Surabaya, Indonesia
9 Nov. Hanoi, Vietnam
10 Nov. Ho Chi Minh City, Vietnam

Eurasia + Türkiye

10 Oct. Tbilisi, Georgia
12 Oct. Baku, Azerbaijan
13 Oct. Istanbul, Türkiye
15 Oct. Kyiv, Ukraine

India

19 Oct. New Delhi
20 Oct. Mumbai
22 Oct. Bangalore

MENA

26 Oct. Cairo, Egypt

EUR 2490/2200

Additional events

Central Asia

3–4 Oct. Astana, Kazakhstan. High School Tour
7 Oct. Almaty, Kazakhstan. High School Tour
9 Oct. Bishkek, Kyrgyzstan. High School Tour

Eurasia + Türkiye

9 Oct. Tbilisi, Georgia. High School Tour
11 Oct. Baku, Azerbaijan. High School Tour
14 Oct. Istanbul, Türkiye. High School Tour

MENA

24 Oct. Cairo, Egypt. High School Tour

Southeast Asia

1 Nov. Jakarta, Indonesia. High School Tour
5 Nov. Jakarta, Indonesia. High School Tour
6 Nov. Surabaya, Indonesia. High School Tour

High School Tours

EUR 1200

Online edu fairs

12 Nov. Sub-Saharan Africa
(Ethiopia, Ghana, Kenya, Nigeria,
Rwanda, South Africa, Tanzania)

14 Nov. North Africa
(Algeria, Egypt, Morocco, Tunisia)

19 Nov. Central Asia
(Kazakhstan, Kyrgyzstan,
Uzbekistan)

23 Nov. Latin America
(Argentina, Colombia, Costa Rica,
Ecuador, Guatemala, Mexico, Peru)

26 Nov. Indian Subcontinent
(Bangladesh, India, Nepal,
Sri Lanka)

28 Nov. Gulf Region
(Bahrain, Kuwait, Oman, Qatar,
Saudi Arabia, UAE)

EUR 1200

Offline edu fairs

Spring
2025

Central Asia

26 Feb. Tashkent, Uzbekistan
1 Mar. Astana, Kazakhstan
2 Mar. Almaty, Kazakhstan
4 Mar. Bishkek, Kyrgyzstan

MENA

9 Apr. Cairo, Egypt

Eurasia + Türkiye

12 Apr. Istanbul, Türkiye
13 Apr. Baku, Azerbaijan
15 Apr. Tbilisi, Georgia

India

8 Mar. New Delhi
9 Mar. Mumbai
11 Mar. Bangalore

Southeast Asia

29 Mar. Hanoi, Vietnam
30 Mar. Ho Chi Minh City
5 Apr. Jakarta, Indonesia
6 Apr. Surabaya, Indonesia

EUR 2490/2200

Additional events

Central Asia

28 Feb. Astana, Kazakhstan. High School Tour
3 Mar. Almaty, Kazakhstan. High School Tour
5 Mar. Bishkek, Kyrgyzstan. High School Tour

Southeast Asia

27 Mar. Hanoi, Vietnam. High School Tour
31 Mar. Ho Chi Minh City, Vietnam. High School Tour
4 Apr. Jakarta, Indonesia. High School Tour
7 Apr. Surabaya, Indonesia. High School Tour

MENA

10 Apr. Cairo, Egypt. High School Tour

Eurasia + Türkiye

11 Apr. Istanbul, Türkiye. High School Tour
14 Apr. Baku, Azerbaijan. High School Tour

High School Tours

EUR 1200

Online edu fairs

19 Mar. Sub-Saharan Africa
(Ethiopia, Ghana, Kenya, Nigeria,
Rwanda, South Africa, Tanzania)

22 Mar. Latin America
(Argentina, Colombia, Costa Rica,
Ecuador, Guatemala, Mexico, Peru)

22 Apr. Indian Subcontinent
(Bangladesh, India, Nepal,
Sri Lanka)

24 Apr. North Africa
(Algeria, Egypt, Morocco, Tunisia)

26 Apr. Central Asia
(Kazakhstan, Kyrgyzstan,
Uzbekistan)

29 Apr. Gulf Region
(Bahrain, Kuwait, Oman, Qatar,
Saudi Arabia, UAE)

EUR 1200

Package-deal discounts

10% for 2 fairs

20% for 3 and more fairs

Begin Group

Breite Str. 9, 14199 Berlin, Germany
+49 (30) 3080-7313

info@begin-group.com
www.begin-group.com