

Begin Group Student Recruitment Events

Begin
group
BE IN GROUP

begingroup.com



- Offline events
- Online events

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

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)

NET24 educator - agent workshops ●

- Pre-scheduled B2B meetings with verified student recruitment agents
- Presentation sessions with industry experts

Fees

Offline/hybrid education fairs	EUR 2490/2200
Custom-made events	on demand
High school tours	EUR 1200
Online education fairs	EUR 1200
NET24 educator - agent workshops	EUR 2200/4500

Begin Group Student Recruitment Events

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Offline edu fairs

Spring
2024

Central Asia

20 Feb. Bishkek, Kyrgyzstan
22 Feb. Tashkent, Uzbekistan
24 Feb. Almaty, Kazakhstan
25 Feb. Astana, Kazakhstan

MENA + Türkiye

1 Mar. Istanbul, Türkiye
2 Mar. Cairo, Egypt

Eurasia

9 Mar. Tbilisi, Georgia
10 Mar. Baku, Azerbaijan

India

16 Mar. New Delhi
17 Mar. Mumbai
19 Mar. Bangalore

Southeast Asia

23 Mar. Jakarta, Indonesia
24 Mar. Surabaya, Indonesia
30 Mar. Hanoi, Vietnam
31 Mar. Ho Chi Minh City, Vietnam

EUR 2490/2200

Additional events

Central Asia

19 Feb. Bishkek, Kyrgyzstan. High School Tour
23 Feb. Almaty, Kazakhstan. High School Tour
26 Feb. Astana, Kazakhstan. High School Tour

MENA + Türkiye

26–29 Feb. Istanbul, Türkiye. 9th Annual Eurasia Higher Education Summit (B2B)
1 Mar. Istanbul, Türkiye. NET24 Workshop (B2B)
3 Mar. Cairo, Egypt. High School Tour

Eurasia

11 Mar. Baku, Azerbaijan. High School Tour

Southeast Asia

22 Mar. Jakarta, Indonesia. High School Tour
25 Mar. Surabaya, Indonesia. High School Tour

Sub-Saharan Africa

16 May. Kigali, Rwanda. NET24 Workshop (B2B)

High School Tours
NET24 Workshops

EUR 1200
EUR 2000/2500

Online edu fairs

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

6 Apr. Latin America
(Argentina, Colombia, Costa Rica,
Ecuador, Guatemala, Mexico, Peru)

16 Apr. Sub-Saharan Africa
(Ethiopia, Ghana, Kenya, Nigeria,
Rwanda, South Africa, Tanzania)

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

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

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

EUR 1200

Offline edu fairs

Autumn
2024

Central Asia

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

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

Southeast Asia

29 Oct. Surabaya, Indonesia
31 Oct. Jakarta, Indonesia
9 Nov. Hanoi, Vietnam
10 Nov. Ho Chi Minh City, Vietnam

EUR 2490/2200

Additional events

Central Asia

4 Oct. Astana, Kazakhstan. NET24 Workshop (B2B)
3–4 Oct. Astana, Kazakhstan. High School Tour
7 Oct. Almaty, Kazakhstan. High School Tour
9 Oct. Bishkek, Kyrgyzstan. High School Tour

Eurasia + Türkiye

11 Oct. Baku, Azerbaijan. High School Tour
29–30 Oct. Warsaw, Poland. NET24 Global Conference (B2B)

MENA

24 Oct. Cairo, Egypt. High School Tour

Southeast Asia

28 Oct. Surabaya, Indonesia. High School Tour
1 Nov. Jakarta, Indonesia. High School Tour
4 Nov. Surabaya, Indonesia. NET24 Workshop (B2B)
11 Nov. Ho Chi Minh City, Vietnam.
NET24 Workshop (B2B)

High School Tours
NET24 Workshops

EUR 1200
EUR 2500/3500

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

India

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

MENA

14 Mar. Cairo, Egypt
16 Mar. Casablanca, Morocco

Southeast Asia

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

Eurasia + Türkiye

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

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

MENA

13 Mar. Cairo, Egypt. 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

Eurasia + Türkiye

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

High School Tours
NET24 Workshops

EUR 1200
EUR 2000/2500

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

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