

SINCE 2017
ief2026.com



CERA

Қазақстан Республикасы
Ағарту және Ғылым Министрлігі



BOLASHAQ
DEVELOPMENT
FUND



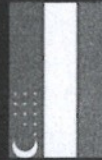
INTERNATIONAL
EDUCATION FAIR

International Education Fair (IEF 2026)

BY BOLASHAQ DEVELOPMENT FUND (BDF) & CENTRAL ASIAN
EDUCATION AND REPRESENTATION ALLIANCE (CERA)

17 - 24 OCTOBER

ASTANA → ALMATY → BISHKEK → TASHKENT → BAKU



IEF 2017

July
Visitors - 40 000+
Representatives from
25 countries

Participating universities - 60

IEF 2018

January
Visitors - 50,000+
Representatives from
30 countries

Participating universities - 80

IEF 2018

November
Visitors - 60,000+
Representatives from
40 countries

Participating universities - 200

IEF 2019

October
Visitors - 60,000+
Representatives from
50 countries

Participating universities - 300

IEF 2021

March (online)
Visitors - 11,000+
Representatives from
50 countries

Participating universities - 60

IEF 2022

April (online)
Visitors - 3,000+
Representatives from
30 countries

Participating universities - 60

IEF 2022

September
Visitors - 55,000+
Representatives from
53 countries

Participating universities - 50

IEF 2023

March
Visitors - 25,000+
Representatives from
30 countries

Participating universities - 53

IEF 2023

October
Visitors - 32,000+
Representatives from
40 countries

Participating universities - 60

IEF 2024

October
Visitors - 25,000+
Representatives from
25 countries

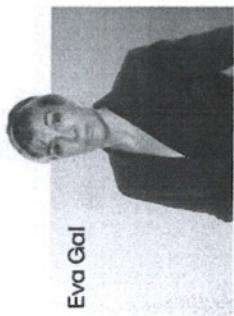
Participating universities - 40

IEF 2025

March & October
Visitors - 50,000+
Representatives from
35 countries

Participating universities - 100

VOICES OF TRUST



Eva Gal

International Key Account Manager
at Metropolitan University

"IEF was a very positive surprise for us. We usually join smaller agency-based fairs, but this one had a completely different scale and energy. The visitors were genuinely interested, many came with their documents and clear study plans. It felt like meeting future students, not just visitors."

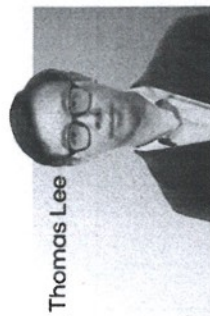
The organization was smooth and professional, with great attention to both universities and participants."



Nuri Tinaz

Director General of Office
for International Education,
Marmara University

"Our office has been taking part in IEF fairs every year since 2019. Over this time, we've also met the Bolashag Development Fund team at other international events such as EURIE and ICEF. What began as collaboration has grown into a long-term partnership and friendship that brings real results. I truly appreciate the team's professionalism and ongoing support in student recruitment."



Thomas Lee

Acting Director of International
Affairs Office at Hong Kong
Metropolitan University

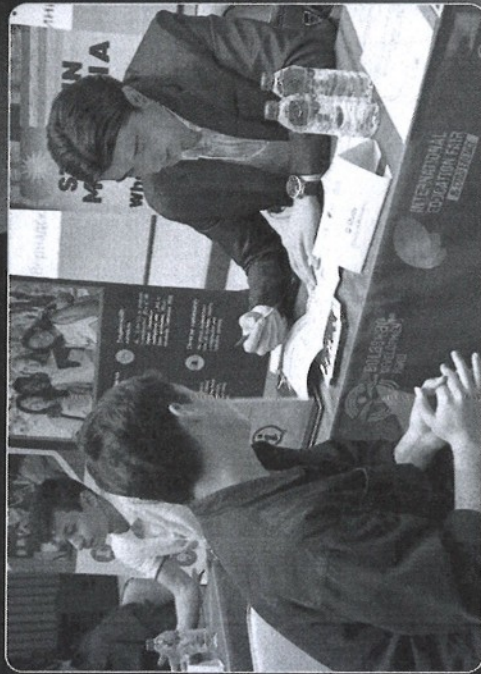
"We carefully reviewed different fairs in Central Asia before choosing IEF, and it proved to be a great decision. The event was well-organized, communication was clear, and every detail was handled efficiently."

REGULAR PARTICIPANTS OF IEF



ADDITIONAL 5% DISCOUNT FOR REGULAR PARTICIPANTS

INTERNATIONAL EDUCATION FAIR 2026 - EDUCATING FOR A CAREER-DRIVEN TOMORROW



International Education Fair



Main stage: Future Talks



Career Fair: Talent Roadshow

IEF 2026 COMBINES AN INTERNATIONAL EDUCATION FAIR AND A CAREER FAIR UNDER ONE ROOF, BUILDING A DIRECT BRIDGE BETWEEN ACADEMIC PATHWAYS AND REAL-WORLD CAREER OPPORTUNITIES ACROSS KAZAKHSTAN, AZERBAIJAN, AND UZBEKISTAN

AUDIENCE OF IEF

38%

School Graduates

18%

Bachelor's Degree
Holders Seeking
a Master's Degree

14%

Master's Students
or PhD Seekers

8%

School Representatives
and College Counselors

22%

Career and Internship
Seekers

TOP AREAS OF INTEREST

28%

Business & Management

25%

IT & Engineering

15%

Medicine

10%

Hospitality

14%

Other

Estimated number of visitors in each city: 5000

MARKETING CAMPAIGN

We collaborate with government bodies and the Ministry of Education to organize career guidance events in both online and offline formats. Our outreach includes public and private schools across Astana, Almaty, Tashkent, and Bishkek. We also run active promotion across Instagram, TikTok, YouTube, Facebook, and Telegram to reach the right student audience.

Instagram: @ief.admissions - 87 600 00 followers

Telegram: @ief.admissions - 1485 followers

E-mail- marketing - more that 79 000 leads

Visitor registration is managed via QR forms integrated with our CRM. Badge scanning at the event ensures accurate attendance tracking. All data is easily exported in Excel/CSV format, with 95% of contacts verified and suitable for follow-up communication.



Squadim
Instagram: 526k



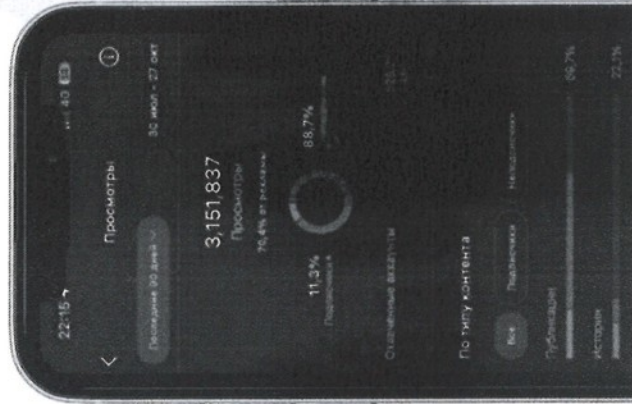
Squadim Astana
Instagram: 474k



Squadim Shymkent
Instagram: 180k



Digest - Uzbekistan News
Telegram: 100k



COMMUNICATION & OUTREACH PARTNERS

As part of the exhibition, we implement a comprehensive marketing strategy in each host city.

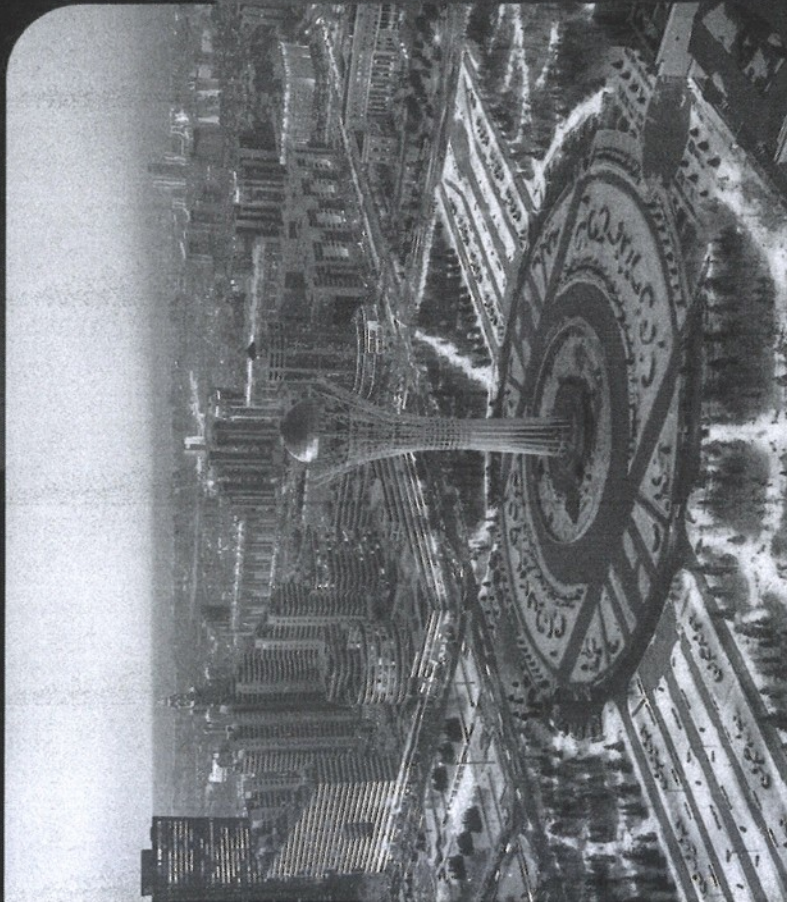
We leverage all key outreach channels:

- outdoor advertising (billboards, LED screens)
- public transport placements (buses)
- media coverage
- collaborations with micro-influencers

This approach allows us to maximize audience reach, increase event awareness and attract a highly targeted audience in every city.



CONTACTS



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Bolashaq Development Fund

Central Asian Education & Representation Alliance (CERA)