



Kazakhstan: Education Sector

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July 2015

Summary

- Demand for an international education in the emerging market of Kazakhstan is continuously growing
- Per capita income of \$12,200 and a large disposable income of its urban population make Kazakhstan an attractive market for the U.S. education sector
- Demand for English-language educational services is growing due to a variety of factors
- Out of those enrolled in education institutions, 70% of the overall current 470,000 student population is self-funded. Around 50,000 of them study abroad, of which about 4% or around 2,000 study in the U.S.
- Each year there are approximately 140,000 high school graduates in the country
- The national government is committed to the education sector with \$9.4 billion allocated for 2015-2017
- Education technology, secondary, vocational, and higher education are all priority areas



Market Data

Kazakhstan's population reached 18 million in 2014. 90% of the population has completed secondary or higher education, and there is great importance placed on education both at the Government and household level. Since Kazakhstan's independence in 1991, Kazakhstanis have taken increasing advantage of studying overseas with around 50,000 students currently studying abroad.

134,648 students graduated from high schools in 2014 and, over the next five years, the average rate is forecasted to rise to 200-250,000 students.

Currently, 477,387 students are enrolled in higher education institutions in Kazakhstan. There are 126 universities nationwide. The following table demonstrates student demographics for the largest cities:

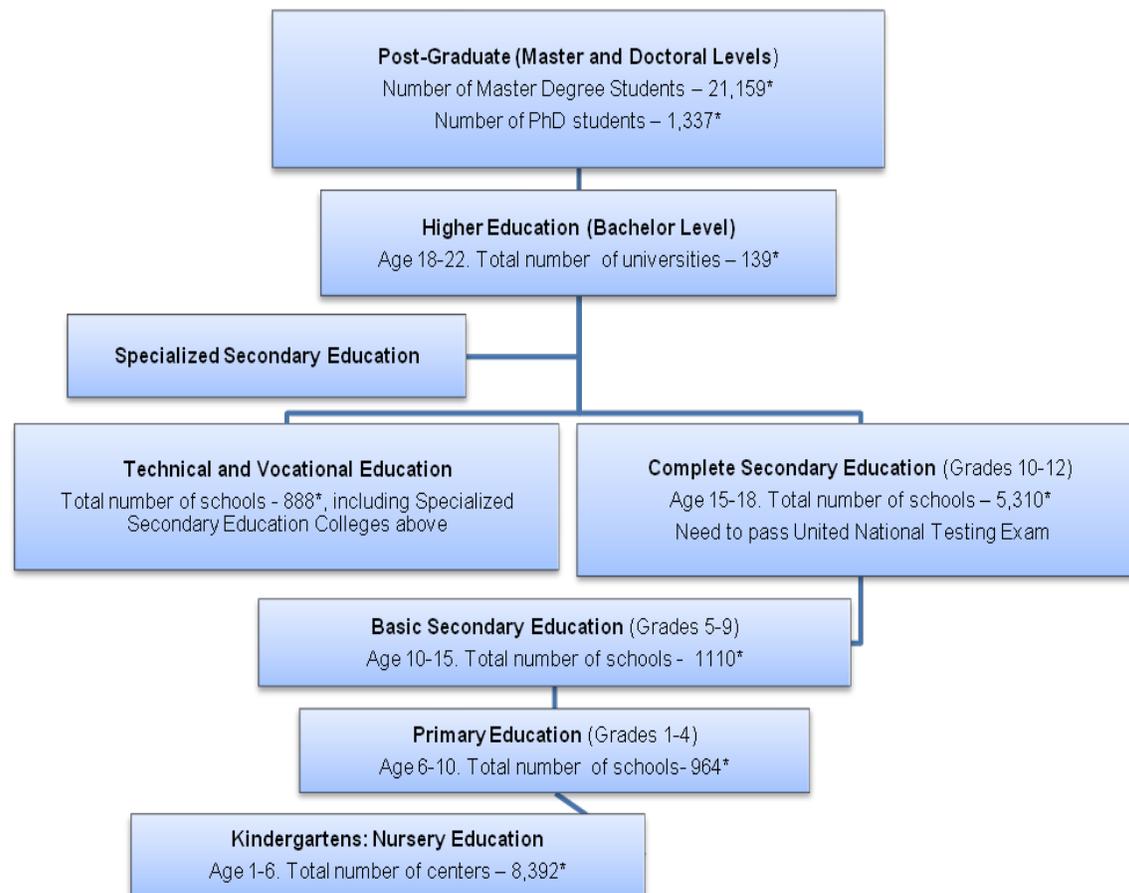
Largest Cities in Kazakhstan	Number of College Students	Number of Universities	% of High School Graduates across Kazakhstan
Almaty	133,736	40	21%
Shymkent	70,121	11	19%
Karaganda	41,123	9	7%
Astana	52,945	14	4%
Aktobe	20,825	6	5%
Atyrau	10,552	3	4%

**Source: Committee on Statistics, Ministry of National Economy of the Republic of Kazakhstan*

The highest concentrations of students at both the high school and college level are in the cities of Almaty, Shymkent, Astana, and Karaganda. Almaty has the largest student population of 133,736 students or 28% of the country's student body. Almaty is the cultural, educational, commercial and financial center of Kazakhstan, thereby increasing future employment opportunities for students.

Educational tuition costs are rising domestically each year. With only 53 public universities in Kazakhstan, competition for entry is intense. Some private universities charge almost as much as foreign institutions in Western Europe and higher than in South East Asia and Eastern Europe, making studying overseas a more attractive option for those who can afford it. The range of tuition fees in Kazakhstan is from \$1,000 to \$15,000 per year, primarily at American-style, English-language universities.

Kazakhstan's Education System



*Source: Kazakhstan Ministry of Education and Sciences

Kazakhstan's education system is comprised of higher secondary school, vocational training, and university education. Students enter higher education at 16 years of age on average. Depending on the course and the track chosen, they can remain in higher education for another 2 to 6 years. There are 7,562 high schools in Kazakhstan.

Upon completing basic secondary education, at the end of the 9th grade, students take exit exams developed by the Ministry of Education and Science. Those who pass may continue their education in high school to obtain a certificate of secondary general education. As high school graduates, students earn the right to apply to higher education institutions and proceed to obtain Bachelor's degrees.

At the age of 20-24 years, 91% of men and 94% of women have completed secondary or higher education. Students who are not university bound or unable to meet high school requirements are often advised by the school faculty to apply to one or two-year technical, vocational, or professional schools. This alternative as a result enables such students to enter the labor market successfully with low-level qualifications. However, the final decision is commonly made by the parents. Students may apply to a more academically rigorous *tekhnikum* or college (three-year technical schools or other specialized secondary education institutions) pedagogical, or pre-medical schools that grant graduates a vocational certificate of general secondary education, and the right to apply to universities for advanced programs of study upon matriculation.

The students who continue their education in high school take the national exit examination, the United National Test (ENT), at the end of the 11th grade at the age of 17-18. Students who successfully pass with 50 points out of 125 are then allowed to apply to local universities and other higher educational institutions. Students that apply for state-funded scholarships for studying abroad are required to pass this exam along with those wishing to study in Kazakhstan. The ENT is not obligatory for those students applying for foreign universities on a self-funded basis. 134,648 students graduated from Kazakhstani high schools and 87,564 or 65% completed the ENT in 2014.

There is a total of 775 technical, vocational and specialized secondary education institutions in Kazakhstan of which 448 are public; 327 private; and 52 administered under the aegis of universities. Whether general or vocational, higher secondary education is provided free of charge, as it is included in the national budget allocated to education. University education is partly state-funded, although private universities charge full tuition fees.

Local High Schools

Local government also invests heavily in English language schools in an effort to change the local business language from Russian to the more internationally accepted English, which will better integrate the country into the global economy. [Nazarbayev Intellectual Schools \(NIS\)](#) for talented and gifted children offer tri-lingual education in English along with Russian and Kazakh. NIS are a part of a wider program of educational reform, which includes the establishment of Nazarbayev University, the Center for Educational Excellence and further initiatives to focus on teacher training and development. Nazarbayev Intellectual Schools are a group of 17 existing schools in Kazakhstan which will grow to 20 by 2015. The schools are currently located in major cities such as Almaty, Astana, Shymkent, Karaganda, Uralsk, Semey, Kokshetau, Ust-Kamenogorsk, and Taldykorgan among others. Most NIS schools are for children of aged between 12 to 18. Winning enrollment at a Nazarbayev school is a high-profile achievement as after the 6th grade, tuition and supplemental fees are covered by state grants. A new reform is initiated for senior high school classes to be taught in English, resembling the education systems in Malaysia and Singapore.

The most recent, and the first British independent school in Central Asia, is Haileybury Almaty and Astana. Quality Schools International (QSI), based on the American system, has certified four schools in Kazakhstan, meeting the needs of both the transient expatriate population and local Kazakhstani families who want their children to have a Western-style education and become fluent in English. The average tuition rates at these schools range from \$15,000 to \$25,000 per year.

The following table lists top private high schools in Astana and Almaty, Kazakhstan. The official high school exit exam scores change every year. Min. 50, max. 125 in 2014/15.

Kazakhstan Top High Schools

#	High School Name	Number of Students (2014-2015)	Tuition Fee (per year)	Approx. Revenue (per year)	Average ENT exit exam result
1	Haileybury (Almaty)	575	\$25,000	\$14.6 million	N/A
2	Haileybury (Astana)	430	\$18,000	\$8 million	N/A
3	Miras International School (Astana)	370	\$19,800	\$7.5 million	99.4
4	TAMOS Education (Almaty)	1,185	\$5,600	\$6.7 million	100.35
5	Galaxy International School (Almaty)	512	\$10,000	\$5.1 million	N/A
6	Dostar International School (Almaty)	717	\$6,300	\$4.5 million	101.11
7	Nur Orda International School (Astana)	342	\$10,800	\$3.8 million	N/A
8	Nur Orda Kazakh-Turkish High School (Astana)	320	\$7,200	\$2.3 million	100.67
9	Turan School (Almaty)	450	\$5,100	\$2.3 million	N/A
10	Economic Lyceum (Astana)	589	\$3,200	\$2 million	92
11	Kazakh-Turkish High School for Girls (Almaty)	339	\$5,400	\$1.8 million	104.22
12	New School (Almaty)	282	\$5,400	\$1.5 million	93.6
13	UNESCO Associated School at Kazakh-American University (Almaty)	254	\$4,100	\$1 million	N/A
14	Samai School (Almaty)	150	\$3,800	\$580,000	78.3
15	Blue Sail School (Almaty)	105	\$4,300	\$460,000	67.6

Source: *Forbes Kazakhstan – issue 2014; 2015*

Local Technical and Vocational Schools

The Government of Kazakhstan is working closely with the World Bank on multiple education reforms. A Technical and Vocational Education Modernization Project, which became effective in 2011, is aimed at raising the efficiency, quality, and relevance of technical and vocational education (TVE) through an improved policy framework and institutional capacity. As a result, a national qualifications framework and occupational standards have been developed, linking the needs of industries with education programs. Twenty-seven TVE colleges received grants on a competitive basis to enhance institutional development and teacher training and to introduce a competency-based curriculum. By the end of 2013, the second round of grants will allow 41 colleges in nine regions of the country to enhance their institutional capacity, teacher training, and modular-based curriculum. The results of these programs will be available later in 2015.

Local Universities

The Government reform on the “optimization” of higher education in Kazakhstan. According to the Ministry of Education and Science, the number of higher educational facilities within 3-4 years will be limited to 100. The number of mostly private universities decreased from 150 in 2010-2011 to 126 in 2014-2015. This reform attempts to resolve the disproportionate gap between degrees offered by the local universities and market demand for such degrees. The reform also tightens licensing regulations and qualification requirements of the local universities in order to assure higher program quality and adherence to international standards. Additionally, slightly more than 70% of students are self-funded and just 27% are on state scholarships while less than 2% are on government procurement programs.

Government Commitment to the Education Sector

Over the next 10 years, Kazakhstan is embarking on further major reforms across all education levels. These reform efforts began as early as 1990s with creation of the *Bolashak* (in Kazakh, “Future”) Scholarship program which annually sends qualifying college and graduate students to study abroad. The major provision is that recipients must return and work in Kazakhstan for five years upon completion of their education. Each year, there are over 1,000 *Bolashak* Scholars. Moreover, the Government is currently pursuing a program to adopt a credit-system which would allow students to study abroad.

As delineated in the State Program on Education Development for 2011–2020, the Government plans to achieve universal preschool education by 2020, complete the transition to a 12-year secondary school model, introduce a per capita financing plan, as well as establish a Board of Trustees at the secondary level. In 2010, Kazakhstan joined the Bologna Process, a stepping stone toward establishing a three-level degree system of higher education in accordance with international standards. National universities will be granted autonomy through 2015. Improving the quality of training and increasing funding at all levels, including that of higher and postgraduate education, are among the remaining challenges, together with further systemic reforms.

Market Demand

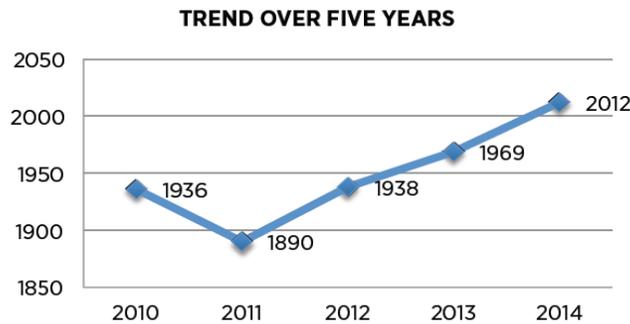
Education in the U.S. is generally viewed as a prestigious experience that offers a high quality of education, increasing employment opportunities in both Kazakhstan and globally. An increasing demand for U.S. higher education can be attributed to strong study abroad interests, the experience of living in the United States, general safety, broadening of one’s horizons, cultural experiences and in-country travel as well as wider choice of specializations, better academic and extra-curricular activities, and the importance of courses conducted exclusively in English.

The following is a breakdown of Kazakhstani students in the U.S. by academic level:

Academic Year / Degree % of total	Undergraduate approx. 67%	Graduate approx. 15%	Non-degree approx. 14%	Optional Practical Training approx. 4%	Total 100%
2011/12	1,241	399	259	79	1,938
2012/13	1,355	343	187	84	1,969
2013/14	1,344	310	271	87	2,012
% change	-0.8%	-9.6%	44.9%	3.6%	2.2%

Source: Open Doors Data

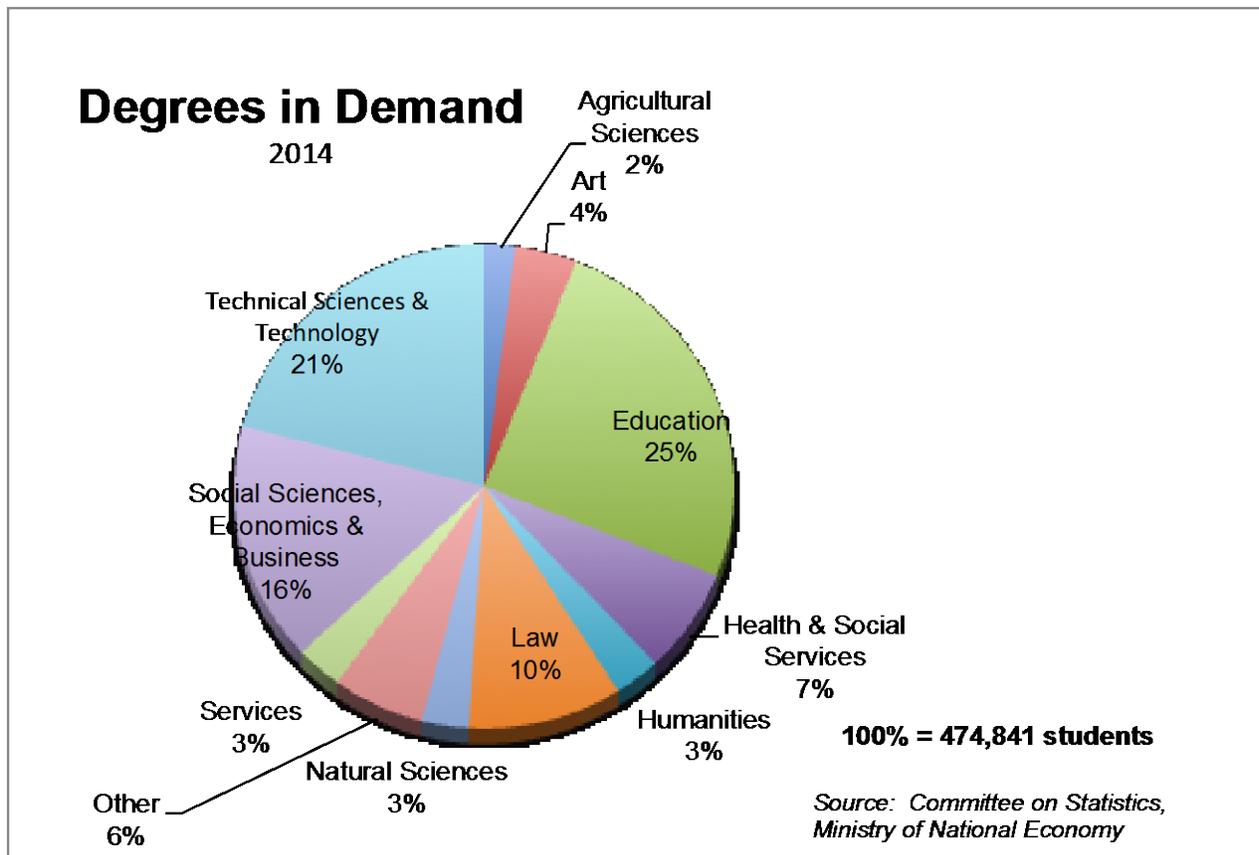
KAZAKHSTAN STUDENTS IN U.S.



The pie chart below shows the degrees that were in demand in 2014 among the overall **474,841 students** enrolled in higher education institutions in Kazakhstan.

Demand among students was gearing towards business, humanities and social studies with some increase in technical education.

- Business/Management, Humanities/Social Sciences: 15-20% with 91,609 students in 2014-2015
- Technical/Engineering: 20% with 102,671 students in 2014-2015



Based on skills gap analysis and the Government push towards establishing a new generation of professional managers and skilled engineers and technicians, the number of students choosing these professions is expected to remain at the same high level. The 2-3 year colleges providing vocational education with a potential to move to a university are mostly focused on providing education for transportation, communication, construction and agricultural sector technicians. Some others sectors include pre-medical, nursing schools and kindergarten teachers' schools.

Best Prospects

Higher education is not fine-tuned in order to reflect more accurately the needs of the labor market. Major multinationals on the scene from the mid-1990s regularly noted a “skills gap.” A potential skills gap might include an insufficient supply of up-to-date technicians, engineers, scientists and professional managers, which may indicate an increasing demand in education for related degrees. Due to the strong market demand in Kazakhstan for technical, engineering and business management degrees, American institutions are traditionally most attractive to Kazakhstani students. The country’s 2050 Strategic Development Plan which includes the adaptation of the education system to the current socio-economic environment also creates opportunities for U.S. higher education institutions and education technology sectors.

U.S. Higher Education

The local government reform to tighten licensing regulations and qualification requirements of the local universities in order to improve education quality in the country offers opportunities for U.S. higher educational institutions to enter this market. At the moment, fewer than 5% of potential Kazakhstani applicants are studying in the U.S. and out of 50,000 students studying overseas, more than 80% are self-funded.

Education Technology

- Introduction of new reforms and procurement of high-quality school technologies
- More than 200 new schools are planned to be built in the next two years
- \$1.6 million has been budgeted for building and reconstructing education facilities in 2015-2017
- Over 50% of Kazakhstani educational institutions will join e-learning projects in 2015 and 90% by 2020 with a budget of \$80,000 for 2015-2017

Government reforms include the adoption of the 12-year education model, construction of new schools and kindergartens, modernization of vocational and technical education, e-learning education projects and professional development systems for teachers.

U.S. Community Colleges

Vocational education is underdeveloped as many such colleges and technical training schools were closed or reformed in the 1990s. They prepared students for skilled professions when they were unable or unwilling to pursue higher education. During the Soviet years, the system was subsidized by both enterprises and the state. As plants and factories were privatized following Kazakhstan’s independence, their new owners cut the spending of money on vocational education and the system began to crumble. These colleges used to train 150,000 young people in 160 specialties. This number is currently down to 60,000 students per year. Despite the current attempts and Government investment into reforming technical and vocational institutions, there is a high demand and potential for U.S. community colleges to take over this niche.

Short-term Mobility

Another key plank in Kazakhstan’s internationalization strategy has been the deepening of an academic mobility initiative, primarily within Europe. Kazakhstan became a signatory to the Bologna Process in 2010 and has since ramped up efforts to encourage outbound mobility within the education sector. One core strategy has been the introduction of the Academic Mobility Scholarship program in 2011. The program aims to support 300 students at state or national universities to complete part of their Master’s degree abroad at an institutional partner university. Most have, so far, chosen to study in Russian-speaking CIS countries, but the broadening of this program aims to direct students further afield. By 2020, the government hopes that at least 20% of learners will spend at least one academic study period abroad. The Law on Education (1999) provides a general framework for higher education development in Kazakhstan. In 2004, a new law was passed to strengthen the integrity of this system. It also increased technical requirements at universities, paved the way for the introduction of doctoral degrees, and introduced new university management practices. A subsequent amendment in 2007 was adopted to further reform the tertiary system and bring the Kazakh higher education system into the Bologna Process, most notably aligning Kazakh qualifications with European Bachelor’s, Master’s, and doctoral degree standards. According to the budget plan for 2015-2017, around \$3.5 million is allocated for Academic Mobility Program.

The Bolashak Scholarship

The *Bolashak* is a national government scholarship established in 1993. It aims to assist talented young people in obtaining quality education abroad. The scholarship covers all costs related to education including tuition and fees, costs of travel, and a living stipend. The program requires all Bolashak recipients to return to Kazakhstan upon completing their education and work for five years in Kazakhstan. Since 1993 over 11,000 Kazakhstani students became Bolashak Scholarship recipients with a capacity of 1,000 scholarship recipients a year. From 2011, the

program provides scholarships for Master's and doctoral programs only. The most popular countries for study are the U.S., U.K., Germany and Russia. The United States is represented with 47 education institutions out of a total 229 Bolashak affiliations worldwide.

Key Suppliers and Competition to U.S. Education

Overall, there are approximately 50,000 self-funded Kazakhstani students studying overseas. In 2014, there were 35,106 people studying in Russia, 4,357 in Kyrgyzstan, 2,012 in the U.S., 1,884 in the U.K., and 645 in Malaysia. The rest are studying in other countries including Australia, Canada, Czech Republic, Germany, Japan, Netherlands, Poland, Singapore, South Korea, Sweden, Switzerland, Turkey and other European countries. Only 10% of all the students studying abroad are awarded with the Bolashak Scholarship, the rest are self-funded. Currently, fewer than 5% of potential Kazakhstan applicants are studying in the U.S. The United Kingdom is a close second to the United States, as are other European Union members like Germany and France while Eastern European countries such as the Czech Republic and Poland are gaining in popularity.

Kazakhstani Students Abroad in 2014-2015

Destination Country	Number of students abroad	% of KZ students abroad
Russia	35,106	71.82
Kyrgyzstan	4,357	8.91
United States	1,884	3.85
United Kingdom	1,725	3.52
Czech Republic	1,174	2.40
Turkey	851 (10)	
Germany	695	1.42
Malaysia	645	1.31
Others destinations	3,279	6.70
Overall:	48,875	100 %

Source: Open Source Information UNESCO

Student fairs in Kazakhstan are more common and better attended in the last few years. There is a small percentage of U.S. schools participating in these fairs. U.K., Germany, France, Czech Republic, Canada, Malaysia are among some of the active promoters of their education services in the market.

Closeness and common language might be the key factors for Russia attracting 70% of Kazakhstan students pursuing higher education abroad. In Kazakhstan, Turkey, Germany and France stand aside with some secondary schools that teach in German and French as well as Turkish schools teaching in English. Kyrgyzstan's two major institutions, Organization for Security and Cooperation in Europe (OSCE) Academy and American University are popular with students from Kazakhstan. Although, China is not reflected in Open Source data above, around 11,000 Kazakhstan students study in China with medicine being the most popular major degree. If a student is interested in studying business administration, they most frequently go to American schools. The U.S. and the U.K. also top the list for students wishing to study information technology, while students attending Russian institutions usually major in medicine, space technologies or aviation.



Prospective Buyers

Evolving Middle Class in Kazakhstan

Unlike the rest of Central Asia, Kazakhstan's per-capita GDP has rocketed up in the last five years, creating burgeoning middle- and upper-class youth eager to travel and study abroad. In addition, government policy encourages this and has also dramatically increased English-language education nationwide over the past decade.

The rising disposable income nurtured and helped develop a steadily emerging middle class, accounting for around 25-40% of the 17.4 million population or around 4-5 million people. As the disposable incomes levels are high with over 40% of household income, industry experts estimate a continued growth in non-essential or luxury sectors.

As consumers, Kazakhstan's middle class is increasingly affluent, partly because of the trickle down from the nation's lucrative oil exports, and a booming retail sector including luxury retail chains like Saks Fifth Avenue which opened their first mall in Almaty last year. Though they still trail far behind the average household income of Americans, consumers in Kazakhstan tend to have a large portion of their money for discretionary spending and are unburdened by the hangover of consumer debt that affects purchasing power in the developed world. Nor do Kazakhstan citizens have high medical bills because the health care system, if flawed, is largely socialized. The income tax is a flat 10 percent. A majority of Kazakhstanis own property mortgage-free, a remnant of the mass privatization of apartments in the 1990s.

Access to quality higher education is no less a major aspiration of the middle class. While Kazakhstan's post-Soviet legacy includes an excellent university system, many middle-class Kazakhs view foreign education as an essential component of a prosperous existence, quite aside from any question of prestige.

With economic growth and increased international trade comes a demand for English. Parents who cannot speak English often insist that their children learn it. Catering to meet this demand, we had mentioned several international schools located in Kazakhstan's main cities of Astana, Almaty and Atyrau and spreading to other regions. With a rough average capacity of 1,000 students per school, we estimate 25-30,000 potential graduates with high English language proficiency per annum. Those students are prime candidates to continue their education in the United States.

Kazakhstan Student Profile

Kazakhstani students are mostly mature, and thus certain about what they want than students in other markets. According to UNESCO, Kazakhstani student literacy rates are very high and average at 94% compared to other middle-to-high income countries and 92% compared globally. With heavy investment levels in education and the introduction of new government reforms, student academic performances grew by 15-20%.

In 2010, Kazakhstan ranked first on the UNESCO Education for All (EFA) Development Index by achieving universal primary education (99 percent), adult literacy (99.6 percent), gender parity (99.3 percent), and a close to 100 percent progression rate to grade 5. Public expenditures on education have been on the rise, with 4.2 percent of GDP in 2012. For the first time, Kazakhstan participated in the Trends in International Mathematics and Science Study (TIMSS) in 2007 and twice in the Program for International Student Assessment (PISA) in 2009 and 2012. Kazakh 4th-grade students scored relatively high in both mathematics (5th place) and science (11th place) on the TIMSS.

U.S. Five-year Visa Regulation for the Kazakhstani Citizens

Starting from August 1, 2013 the United States began issuing the first-ever five-year visas to citizens of Kazakhstan for travel to the United States. That fact is a great benefit for the future student willing to study in the U.S. as it will reduce their travel costs and encourage parents and relatives to visit. This is generally viewed to have a positive impact on U.S. Education.

Market Entry

Networking is key to successfully entering the country and effectively recruitment include education agents and institutional alliances that cooperate with school guidance counselors. According to Professional International Educational Resources, twenty-one educational agencies operate in the territory of Kazakhstan. Other activities, such as attending schools, student fairs, holding seminars, and advertising campaigns, also became very important to

develop the recruitment in the country. Thus, college guidebooks and catalogs could be designed to introduce students the US educational institutions. Parents as a target are an important segment of the existing market. Marketing materials need to be created to speak to parents, and advertised at city business center offices such as Nurlu Tau, Esentai Tower and Almaty Towers. Internet and social networks are rapidly growing in Kazakhstan. The number of national users recently approached 10 million people. More than 3 million citizens are active users of different kinds of social networks, which can be used as the main tool to promote the university, record consumer trends and to create an effective feedback system to the potential audience. Russian language is a common language and a one-page brochure, if not a full booklet are a recommended for recruitment strategy and catering to the parents who are usually non-English speakers.

Market Issues & Obstacles

The launch of the [Nazarbayev University](#) has decreased the funding for Bolashak scholarships. As a result, from 2011, the program provides scholarships for Master's and Doctoral programs only. As mentioned above, the new Nazarbayev University is based in Astana and aims to bring world-class education to Kazakhstanis rather than sending students abroad. Accordingly, Nazarbayev University focuses heavily on engineering and technocratic skills and less of the perspective-broadening liberal arts curriculum of Western education.

Competition from other countries, admissions deadlines, fees and policies, current recruitment tactics, testing availability, perceived visa difficulty, access to high schools for recruitment and lack of institutional relationships severely hampers growth of enrollment in the U.S. Interestingly, when compared to similar-income countries, Kazakhstan does well per capita and this data clearly dispels the notions that geography, English ability or income are barriers, or even major factors, for Kazakhstanis to pursue U.S. higher education.

Most universities charge in the \$50 to \$200 range for an application. The individual cost may not be a problem but the cost can add up quickly, given that students likely to apply to multiple colleges and often their plans do change. The application fees become a barrier for recruitment by U.S. schools. For instance, most other foreign universities, notably the U.K., do not have admissions fees. Thus, offering of an application fee waiver would help penetrate an existing market and induce a greater number of students to apply.

Safety is also a common concern for parents of Kazakhstani students. Due to the distance, students and their parents have heightened concerns about it.

Another obstacle is copies of transcripts in English. Some universities in Kazakhstan provide transcripts in Russian and Kazakh only, but it is possible to submit official and notarized English translations. Another hurdle is the TOEFL English proficiency exam and additional tests for various graduate degrees, such as GRE, GMAT, and SAT. Generally, students do well at these tests but can still lack English language proficiency for academic studies. Offering conditional admission prior to ESL test results come in or offering English language test either upon arrival on campus or online prior to students enrollment could be possible consideration for schools with tight enrollment deadlines.

Admissions deadline for U.S. universities are also different, and depend on whether students are applying for scholarships or not, which present additional deadlines and documentation. In general, most deadlines do not fit with the Kazakhstani academic year. While some Universities have rolling admissions programs, these are not widely known or publicized. The U.S. educational institutions need to promote the opportunities on training and working in the U.S. at Kazakhstani universities since students who are interested and eager to apply are not aware of it.



Trade Events

U.S. Education Fairs Organized by EducationUSA

Location: Astana, Aktobe, Almaty

Date: October 2015

The EducationUSA Event Calendar may be found here:

<http://www.educationusa.info/students-fairs.php?id=143>

U.S. Commercial Service Virtual Agent Education Fair

Date: 2016

Location: Virtual with vetted education agents gathered at the U.S. Consulate in Almaty

Registration fee: \$650

For more information, please contact: U.S. Commercial Service

Aliya.Shaikhina@trade.gov

Organized by the U.S. Commercial Service, Virtual Education Agent Events allows U.S. schools to showcase themselves to education agents using a PowerPoint presentation on a webinar platform. U.S. colleges and universities make a 10-minute presentation to a group of pre-vetted agents, who would be gathered at the U.S. Consulate in Almaty to listen in and answer any questions. This is an excellent opportunity to recruit international students via agents without having to set a foot on a plane.

U.S. Consulate/Mission Education Fair

Dates: April 2016

Location: Almaty & Astana - TBC, Kazakhstan, U.S. Consulate/Mission

Registration fee: \$750

Organized by the U.S. Commercial Service and the Public Affairs Office at the U.S. Consulate General, U.S. colleges and universities have the opportunity to recruit Kazakh students at a \$750 registration fee covering a booth two city fairs. The fee also, includes marketing and advertising of the fairs; limited local printing of recruitment materials; and facilitation of domestic air travel and discounted lodging arrangements.

Various International Education Fairs:

organized by local Education agents individually with their foreign partners

Begin Group Fair Astana

Date: September 2015

Location: Astana

Website: www.begingroup.com

Globus Education Fair

Date: February 2016 (annually)

Location: Astana, Almaty, Atyrau, Aktau

Website: www.globus-almaty.com

A2 International Fair

Date: September 22-24, 2015 (annually)

Location: Almaty and Astana

Website: www.a2fairs.com

Linden Tours for Boarding Schools

Date: April 2016

Location: Rixos Hotel, Almaty, Kazakhstan

www.boardingschooltours.com

Other Education sector trade events:

Education Technology 2016

Astana, Kazakhstan

April 8-10, 2016

Organizer: World DIDAC

Website: www.worlddidac-astana.com

Education and Career 2016

Location: Almaty, Kazakhstan

Date: April 2016

Organizer: Atakent Expo

Website: www.atakentexpo.kz

Resources & Contacts

Below are some useful contacts and resources regarding international education in general and education in Kazakhstan specifically.

U.S. Commercial Service Education Team Home Page: www.export.gov/industry/education/index.asp

American Councils for International Education <http://www.americancouncils.org/>

American Councils administers EducationUSA Advising Centers (EACs) throughout Eurasia. These centers are part of the U.S. State Department supported EducationUSA Advising Center network and exist to:

- Provide accurate, unbiased information about all accredited U.S. higher education institutions
- Make appropriate and accurate materials available for researching educational programs in the US
- Advise students about applying independently to US higher education institutions
- Provide information on study- and research-abroad opportunities

EACs maintain libraries of written, audio-visual, and CD-ROM resources (including ETS test preparation materials) and translate some materials into local languages. Lectures, seminars, and counseling services are also delivered.

EducationUSA Advising Centers – Kazakhstan <http://www.educationusa.info/Kazakhstan>

EducationUSA is a global network of more than 400 advising centers supported by the Bureau of Educational and Cultural Affairs at the U.S. Department of State. There are 5 Advising Centers in Kazakhstan.

Opportunity Grant Program http://kazakhstan.usembassy.gov/opportunity_grants.html

The Opportunity Program, funded by the U.S. Department of State, is designed to support the application process to U.S. higher education institutions for students who are unable to cover expenses related to the application process but who are highly competitive for full financial aid

Other helpful links and information resources:

- Ministry of Education and Science of the Republic of Kazakhstan www.edu.gov.kz/en
- Bolashak Scholarship Program www.bolashak.gov.kz
- World Bank (Technical and Vocational Education Project 2011) www.worldbank.org
- Open Source Information (UNESCO) www.unesco.org
- Professional International Educational Resources www.pieronline.org/
- Nazarbayev Intellectual Schools www.nis.edu.kz/en
- Nazarbayev University in Astana www.nu.edukz/en

For More Information

The U.S. Commercial Service in **Almaty, Kazakhstan** can be contacted via e-mail at: Aliya Shaikhina aliya.shaikhina@trade.gov; Phone: +7 (727) 250 7612 ext. 6491; Fax: +7 (727) 250 0777; or visit our website: www.export.gov/kazakhstan.

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