

Begin Group Student Recruitment Events

Begin
group
BE IN GROUP

- In-person events
- Online events

Central Asia

Kazakhstan, Kyrgyzstan, Mongolia, Uzbekistan

Indian Subcontinent

Bangladesh, India, Nepal, Sri Lanka

Eurasia

Azerbaijan, Georgia, Türkiye, Ukraine

Europe

Bulgaria, France, Germany, Italy, Romania, Serbia, Spain

Southeast Asia

Indonesia, Thailand, Vietnam

MENA

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

Latin America

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

Sub-Saharan Africa

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

WHO WE ARE

Established in 1999 and based in Germany, Begin Group runs international student recruitment events and tailor-made promotional campaigns worldwide, offering trusted expertise and extensive industry experience to educational institutions seeking global outreach.

WHAT WE DO

- In-person and online student recruitment fairs
- High school visits
- University visits
- B2B meetings with school counsellors
- Webinars, presentations and seminars
- Custom-made events
- Marketing campaigns

WHERE WE WORK

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

In-person/hybrid education fairs

- Lead-generation campaign with 100+ registrations
- In-person and remote participation options
- Contact lists of registered visitors

Online education fairs

- Lead-generation campaign with 100+ registrations
- Individual virtual stand, live chat, presentation and Q&A
- Contact lists (registered visitors, active participants)

High school visits

- Group visits to top international schools
- Direct engagement with students, parents, and counsellors

B2B meetings with school counsellors

- Smart networking with breakfast before Begin Edu Fair
- Focused one-on-one sessions with 5–6 counsellors

University visits

- Group visits to local universities
- Opportunity to present postgraduate programmes and explore collaboration

Custom-made events

- Tailored solutions to meet your objectives
- Flexible in-person and online format options

Fees

In-person/hybrid education fairs	EUR 2790/2450
High school visits	EUR 1450
B2B Meetings with school counsellors	EUR 850
University visits	EUR 1450
Online education fairs	EUR 1200

Begin Group

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

info@begingroup.com
www.begingroup.com

Begin Group Student Recruitment Events. Spring 2026

Package-deal discounts:

10% for 2 events,
20% for 3 and more events

India

Pune
Mumbai
New Delhi

Indian Subcontinent –
Bangladesh, India, Nepal, Sri Lanka

Central Asia

Tashkent, Uzbekistan
Astana, Kazakhstan
Almaty, Kazakhstan
Bishkek, Kyrgyzstan
Aktau, Kazakhstan
Atyrau, Kazakhstan
Ulaanbaatar, Mongolia

Central Asia –
Kazakhstan, Kyrgyzstan, Uzbekistan

Southeast Asia

Hanoi, Vietnam
Ho Chi Minh City, Vietnam
Bangkok, Thailand
Jakarta, Indonesia
Medan, Indonesia

Eurasia

Tbilisi, Georgia
Istanbul, Türkiye
Baku, Azerbaijan

Africa

Alexandria, Egypt
Cairo, Egypt

North Africa –
Algeria, Egypt, Morocco, Tunisia

Sub-Saharan Africa –
Addis Ababa, Ethiopia
Ethiopia, Ghana, Kenya, Nigeria,
Rwanda, South Africa, Tanzania

Europe

Madrid, Spain
Seville, Spain
Valbonne, France
Loches, France
Sofia, Bulgaria
Bucharest, Romania
Belgrade, Serbia
Rome, Italy
Frankfurt, Germany

Latin America

Argentina, Colombia, Costa Rica,
Ecuador, Guatemala, Mexico, Peru
Mexico City, Mexico
Monterrey, Mexico
Bogota, Columbia
Medellin, Columbia

Gulf Region

Bahrain, Kuwait, Oman, Qatar,
Saudi Arabia, UAE

In-person Fairs

25 February
28 February
1 March

10 March
14 March
15 March
18 March

21 March
22 March

28 March
29 March

8 April
11 April
12 April

23 April

2790/2450

B2B Meetings with School Counsellors

28 February
1 March

10 March
14 March
15 March
18 March

21 March
22 March

27 March
29 March

8 April
11 April
12 April

23 April

850

High School Visits

26 February
27 February
2 March

12, 13 March
16 March
19 March
31 March
1 April
15 April

20 March
23 March
25 March
27 March

7 April
10 April
13 April

20 April
22 April

23 February

3 February
4 February
5 February
6 February
11 February
12 February
16 February
19, 20 February
5 March

TBC June
TBC June
TBC June
TBC June

1450

University Visits

12 March
17 March

10 February
13 February

1450

Online Fairs

30 April

25 April

12 May

14 May

16 May

28 April

1200

Begin Group

Student Recruitment Events. Autumn 2026

Package-deal discounts:
10% for 2 events,
20% for 3 and more events

Central Asia

Tashkent, Uzbekistan
 Astana, Kazakhstan
 Almaty, Kazakhstan
 Bishkek, Kyrgyzstan

Central Asia –
 Kazakhstan, Kyrgyzstan, Uzbekistan

Eurasia

Baku, Azerbaijan
 Tbilisi, Georgia

Southeast Asia

Medan, Indonesia
 Jakarta, Indonesia
 Bangkok, Thailand
 Hanoi, Vietnam
 Ho Chi Minh City, Vietnam

India

New Delhi
 Mumbai
 Bangalore

Indian Subcontinent –
 Bangladesh, India, Nepal, Sri Lanka

Africa

Cairo, Egypt

Sub-Saharan Africa –
 Ethiopia, Ghana, Kenya, Nigeria,
 Rwanda, South Africa, Tanzania

North Africa –
 Algeria, Egypt, Morocco, Tunisia

Türkiye and Mongolia

Istanbul, Türkiye
 Ulaanbaatar, Mongolia

Europe

Sofia, Bulgaria
 Bucharest, Romania
 Belgrade, Serbia
 Madrid, Spain
 Seville, Spain
 Ferrara, Italy
 Frankfurt, Germany

Latin America

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

Gulf Region

Bahrain, Kuwait, Oman, Qatar,
 Saudi Arabia, UAE

Price per event, EUR

In-person Fairs

6 October
 10 October
 11 October
 14 October

18 October
 21 October

24 October
 25 October
 31 October
 1 November

7 November
 8 November
 10 November

14 November

21 November

2790/2450

B2B Meetings with School Counsellors

6 October
 10 October
 11 October
 14 October

18 October
 21 October

24 October
 26 October
 28 October
 31 October
 1 November

7 November
 8 November
 10 November

21 November

850

High School Visits

8, 9 October
 12 October
 15 October

19 October
 22 October

26 October
 30 October
 2 November

6 November
 9 November
 11 November

15, 16 November

20 November
 24 November

TBC November
 TBC November
 TBC November
 TBC December
 TBC December
 TBC December
 TBC December

1450

University Visits

8 October
 13 October

1450

Online Fairs

24 November

26 November

17 November

19 November

28 November

1 December

1200