

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

	In-person Fairs	B2B Meetings with School Counsellors	High School Visits	University Visits	Online Fairs
India Pune Mumbai New Delhi Indian Subcontinent – Bangladesh, India, Nepal, Sri Lanka	25 February 28 February 1 March	28 February 1 March	26 February 27 February 2 March		30 April
Central Asia Tashkent, Uzbekistan Astana, Kazakhstan Almaty, Kazakhstan Bishkek, Kyrgyzstan Aktau, Kazakhstan Atyrau, Kazakhstan Ulaanbaatar, Mongolia Central Asia – Kazakhstan, Kyrgyzstan, Uzbekistan	10 March 14 March 15 March 18 March	10 March 14 March 15 March 18 March	12, 13 March 16 March 19 March 31 March 1 April 15 April	12 March 17 March	25 April
Southeast Asia Hanoi, Vietnam Ho Chi Minh City, Vietnam Bangkok, Thailand Jakarta, Indonesia Medan, Indonesia	21 March 22 March 28 March 29 March	21 March 22 March 27 March 29 March	20 March 23 March 25 March 27 March		
Eurasia Tbilisi, Georgia Istanbul, Türkiye Baku, Azerbaijan	8 April 11 April 12 April	8 April 11 April 12 April	7 April 10 April 13 April		
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	23 April	23 April	20 April 22 April 23 February		12 May 14 May
Europe Madrid, Spain Seville, Spain Valbonne, France Loches, France Sofia, Bulgaria Bucharest, Romania Belgrade, Serbia Rome, Italy Frankfurt, Germany			3 February 4 February 5 February 6 February 11 February 12 February 16 February 19, 20 February 5 March	10 February 13 February	
Latin America Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru Mexico City, Mexico Monterrey, Mexico Bogota, Columbia Medellin, Columbia			TBC June TBC June TBC June TBC June		16 May
Gulf Region Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE					28 April
Price per event, EUR	2790/2450	850	1450	1450	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	B2B Meetings with School Counsellors	High School Visits	University Visits	Online Fairs
Central Asia	6 October 10 October 11 October 14 October	6 October 10 October 11 October 14 October	8, 9 October 12 October 15 October	8 October 13 October	24 November
Eurasia	18 October 21 October	18 October 21 October	19 October 22 October		
Southeast Asia	24 October 25 October 31 October 1 November	24 October 26 October 28 October 31 October 1 November	26 October 30 October 2 November		
India	7 November 8 November 10 November	7 November 8 November 10 November	6 November 9 November 11 November		26 November
Africa	14 November		15, 16 November		17 November
North Africa –					19 November
Türkiye and Mongolia	21 November	21 November	20 November 24 November		
Europe			TBC November TBC November TBC December TBC December TBC December TBC December		
Latin America					28 November
Gulf Region					1 December
Price per event, EUR	2790/2450	850	1450	1450	1200