

STUDY DUBAI IN CENTRAL ASIA

In October 2025, Begin Group hosted **Study Dubai** as a featured country block during the Begin Central Asia Tour across **Tashkent, Astana, Almaty, and Bishkek**.

A delegation of **14 participating institutions from Dubai** took part in a multi-format recruitment initiative designed to strengthen Dubai's visibility among prospective students, parents, counsellors, and regional academic partners.

The project combined **Begin Edu Fairs, High School Visits, B2B Meetings with school counsellors, and University Meetings**, offering a comprehensive platform for targeted promotion and long-term engagement in one of the world's most dynamic education markets.

KEY FIGURES

- 4** Begin Edu Fairs
- 9** High School Visits
- 172** one-on-one meetings with school counsellors
- 20+** counsellors met
- 5** university meetings
- 55+** hours of direct outreach

Comprehensive event management

Begin Group ensured seamless coordination and full-service support throughout the project, including:

Pre-event

- Customised promotional campaign for Study Dubai and each institution across all four cities
- Localisation of communication materials for Central Asian audiences
- Dedicated Study Dubai branding during fair presentations
- Coordination with local schools and universities for tailored visits
- Detailed logistical planning for the delegation

During the events

- Dedicated Study Dubai exhibition zones at each fair
- Full registration system with QR-coded entry and lead collection
- Study Dubai presentations during Begin Edu Fairs
- Coordinated high school visits in Kazakhstan and Kyrgyzstan
- Structured B2B meeting sessions with school counsellors
- On-site organisational and technical support
- Local interpreters/assistants

Post-event

- Comprehensive lead lists from all cities
- Full photo and video coverage
- Summary report with insights and recommendations
- Follow-up support for continued engagement in Central Asia



Begin Edu Fairs

Begin Edu Fairs offered high student traffic and clear visibility for Study Dubai. Representatives met motivated visitors, registered specifically for Dubai institutions and collected qualified leads through the QR-based registration system.

High School Visits

High School Visits enabled direct communication with students in selected international schools. These visits helped introduce Dubai as a study destination and allowed personalised discussions with students and counsellors.

B2B Meetings with School Counsellors

B2B Meetings provided focused one-on-one conversations with counsellors from leading schools. The sessions supported productive exchanges on admissions requirements, school curricula, and future cooperation opportunities.

University Meetings

University meetings allowed the delegation to engage with senior staff at major universities, explore partnership opportunities, and learn more about local academic environments. These interactions strengthened institutional links and opened pathways for collaboration.

Begin Edu Fairs in numbers:

Tashkent: 4,317 registrations • 1,115 attendees

Astana: 4,120 registrations • 1,088 attendees

Almaty: 3,817 registrations • 953 attendees

Bishkek: 2,997 registrations • 867 attendees



Summary & Key Insights

- Study Dubai's presence across four cities significantly increased Dubai's visibility in Central Asia.
- Students expressed strong interest in undergraduate and postgraduate programmes taught in English.
- Counsellors highlighted Dubai's safety, multicultural atmosphere, and proximity as major strengths.
- The tour strengthened relationships with local schools and universities, supporting longer-term recruitment initiatives.
- High attendance and strong engagement confirmed Central Asia as a strategic market for future Study Dubai activities.

// Thank you and the entire Begin Group team for the excellent organisation and coordination of the Central Asia Tour across Tashkent, Astana, Almaty, and Bishkek. The events were very well managed, and we truly appreciate the professionalism and support extended to all participating institutions throughout the journey.

We are grateful for the visitor data and leads shared. It was a valuable opportunity to engage directly with students, families, and partners in the region.

Study Dubai