

# Begin Custom-Made Events

## STUDY IN MALAYSIA IN KAZAKHSTAN: A Successful Partnership with Education Malaysia Global Services

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BE IN GROUP

Education  
MALAYSIA  
GLOBAL SERVICES

In Autumn 2025, Begin Group partnered with **Education Malaysia Global Services (EMGS)**, the official organisation under the Ministry of Higher Education Malaysia, to deliver a coordinated Study in Malaysia recruitment campaign in Kazakhstan.

Begin Group was appointed as the exclusive promotional and logistical provider for the **Study in Malaysia Fairs** and accompanying **high school visits**, supporting EMGS's strategic mission to position Malaysia as a leading international education hub and a preferred study destination for globally minded students.

### KEY DATA

**Tour dates:** 19–21 September 2025

**Cities:** Astana, Almaty

**Education fairs:** 2

**High schools visited:** 2 (Almaty)

**Participating institutions:** 11

**Total registrations:** 1,500+

**Attendance:** 300+ visitors per city

### Scope of Collaboration

The project combined two complementary formats:

- In-person Study in Malaysia Fairs in Astana and Almaty
- Targeted high school visits in Almaty, focusing on early engagement with internationally oriented students

This integrated approach ensured both immediate student recruitment outcomes and long-term market positioning.

### Comprehensive event management

Begin Group managed the full project lifecycle, from strategic planning and event design to on-site delivery and post-event reporting. This included venue coordination, targeted advertising and lead-generation campaigns, and full logistical support for participating institutions. As a result, EMGS and exhibitors were able to focus fully on student engagement and institutional visibility.

### Dedicated Promotional Campaign

Campaigns highlighted both the advantages of studying in Malaysia and the specific strengths of participating institutions.

Audience targeting was aligned with programme interests offered by EMGS member institutions, ensuring a pre-qualified and motivated visitor base. In parallel, the campaign strengthened nationwide awareness of Study in Malaysia opportunities, laying the groundwork for sustained interest in Malaysian higher education within the Kazakh market.



## Benefits for Participating Institutions:

- **Strengthened national identity:** The fair format enhanced Malaysia's brand as a leading global study destination
- **Increased brand awareness:** Targeted outreach generated significant interest among potential Malaysian education seekers
- **Qualified leads:** Exhibitors connected with a pre-qualified audience through individual online campaigns and a dedicated landing page, resulting in a database of students ready for personalised follow-up
- **Streamlined execution:** EMGS and participating institutions benefited from Begin Group's expertise, minimising their workload and ensuring efficient event delivery
- **Seamless logistics:** Begin Group's on-site support allowed university representatives to focus exclusively on student engagement
- **Institutional synergy:** The fair encouraged collaboration among the Malaysian institutions, amplifying their collective reach and impact in this region

## Key Features of the Study in Malaysia Fairs:

### Pre-event:

- Custom media plan & landing page
- Promotional campaign
- Localisation of exhibitor profiles
- Pre-event briefings for exhibitors

### Event:

- Premium 4\* and 5\* hotel venues
- QR-based visitor registration
- On-site printing and equipment support
- Interpreters and local assistants
- Transfers and hosted networking dinners

### Post-event:

- Detailed analytical report
- Complete lead database
- Professional video coverage

## List of exhibitors:

- Asia Pacific University of Technology & Innovation (APU)
- INCEIF University
- Sultan Idris Education University (UPSI)
- UNITAR International University
- Universiti Poly-Tech Malaysia (UPTM)
- Universiti Putra Malaysia (UPM)
- Universiti Sultan Zainal Abidin (UniSZA)
- Universiti Teknologi Malaysia (UTM)
- University of Cyberjaya (UoC)
- University of Kuala Lumpur (UniKL)
- Highlands International Boarding School

