

Begin Group Student Recruitment Events 2025

Begin
group
BE IN GROUP

begingroup.com

Central Asia

Kazakhstan, Kyrgyzstan,
Uzbekistan, Mongolia

Indian Subcontinent

Bangladesh, India, Nepal,
Sri Lanka

Southeast Asia

Indonesia, Vietnam

Eurasia

Azerbaijan, Georgia, Türkiye,
Ukraine

Europe

Italy, Romania, Bulgaria, Serbia

MENA

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

Sub-Saharan Africa

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

Latin America

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

● Offline events

● Online events

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
- B2B meetings with school counsellors
- High school university fairs
- 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
- Schools that match your institution's profile

B2B meetings with school counsellors ●

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

High school university fairs ●

- Direct engagement with students, parents, and counsellors
- 150–250 attendees in a focused, high-impact setting

Custom-made events ●●

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

Fees

In-person/hybrid education fairs	EUR 2490/2200
High school visits	EUR 1200
B2B Meetings with school counsellors	EUR 700
High school university fairs	EUR 1450
Online education fairs	EUR 1200

Begin Group

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Begin Group Student Recruitment Events. Spring 2025

	In-person Fairs	B2B Meetings with School Counsellors	High School Visits/Fairs	Online Fairs
Central Asia Central Asia – Kazakhstan, Kyrgyzstan, Uzbekistan				26 April
India Indian Subcontinent – Bangladesh, India, Nepal, Sri Lanka				22 April
Southeast Asia Jakarta, Indonesia Hanoi, Vietnam Ho Chi Minh City, Vietnam	2 April 5 April 6 April	2 April 5 April 6 April	4 April 8 April	
Africa Cairo, Egypt North Africa – Algeria, Egypt, Morocco, Tunisia Sub-Saharan Africa – Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania	9 April	9 April	10 April	24 April 15 May
Eurasia Istanbul, Türkiye Baku, Azerbaijan Tbilisi, Georgia	12 April 13 April 16 April	12 April 13 April 16 April	11 April 14 April 17 April	
Europe Turin, Italy Ferrara, Italy Sofia, Bulgaria Bucharest, Romania Belgrade, Serbia			29 April 30 April 2 June 3 June 5 June	
Latin America Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru				17 May
Gulf Region Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE				29 April
Price per event, EUR	2490/2200	700	1200/1450	1200

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

Begin Group Student Recruitment Events. Autumn 2025

	In-person Fairs	B2B Meetings with School Counsellors	High School Visits/Fairs	Online Fairs
Central Asia Ulaanbaatar, Mongolia Tashkent, Uzbekistan Astana, Kazakhstan Almaty, Kazakhstan Bishkek, Kyrgyzstan Central Asia – Kazakhstan, Kyrgyzstan, Uzbekistan	8 October 11 October 12 October 15 October	8 October 11 October 12 October 15 October	6 October 10 October 13 October 16 October	25 November
Eurasia Tbilisi, Georgia Baku, Azerbaijan Istanbul, Türkiye	18 October 19 October 22 October	18 October 19 October 22 October	17 October 20 October 23 October	
Southeast Asia Surabaya, Indonesia Jakarta, Indonesia Bangkok, Thailand Hanoi, Vietnam Ho Chi Minh City, Vietnam	25 October 26 October 1 November 2 November	25 October 26 October 1 November 2 November	27 October 29 October 31 October 3 November	
India New Delhi Mumbai Bangalore Indian Subcontinent – Bangladesh, India, Nepal, Sri Lanka	8 November 9 November 11 November	8 November 9 November 11 November	7 November 10 November 12 November	27 November
Africa Cairo, Egypt Sub-Saharan Africa – Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania North Africa – Algeria, Egypt, Morocco, Tunisia	15 November	15 November	16 November	18 November 20 November
Europe Turin, Italy Ferrara, Italy Sofia, Bulgaria Bucharest, Romania Belgrade, Serbia			TBC TBC TBC TBC TBC	
Latin America Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru				29 November
Gulf Region Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE				2 December
Price per event, EUR	2490/2200	700	1200/1450	1200

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

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/Fairs	Online Fairs
India Pune New Delhi Mumbai 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 Shymkent, Kazakhstan Astana, Kazakhstan Almaty, Kazakhstan Bishkek, Kyrgyzstan Aktau, Kazakhstan Atyrau, Kazakhstan Central Asia – Kazakhstan, Kyrgyzstan, Uzbekistan	10 March 14 March 15 March 17 March	10 March 14 March 15 March 17 March	12 March 13 March 16 March 18 March 15 April 16 April	25 April
Southeast Asia Hanoi, Vietnam Ho Chi Minh City, Vietnam Bangkok, Thailand Jakarta, Indonesia Medan/Surabaya, Indonesia	21 March 22 March 28 March 29 March	21 March 22 March 28 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 Cairo, Egypt North Africa – Algeria, Egypt, Morocco, Tunisia Sub-Saharan Africa – Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania	23 April	23 April	22 April	12 May 14 May
Europe Turin, Italy Ferrara, Italy Vilnius, Lithuania Riga, Latvia Tallinn, Estonia Sofia, Bulgaria Bucharest, Romania Belgrade, Serbia			TBC April TBC April TBC May TBC May TBC May TBC June TBC June TBC June	
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	2490/2200	700	1200/1450	1200