

# ALUMNI MAGAZINE

KIMEP UNIVERSITY

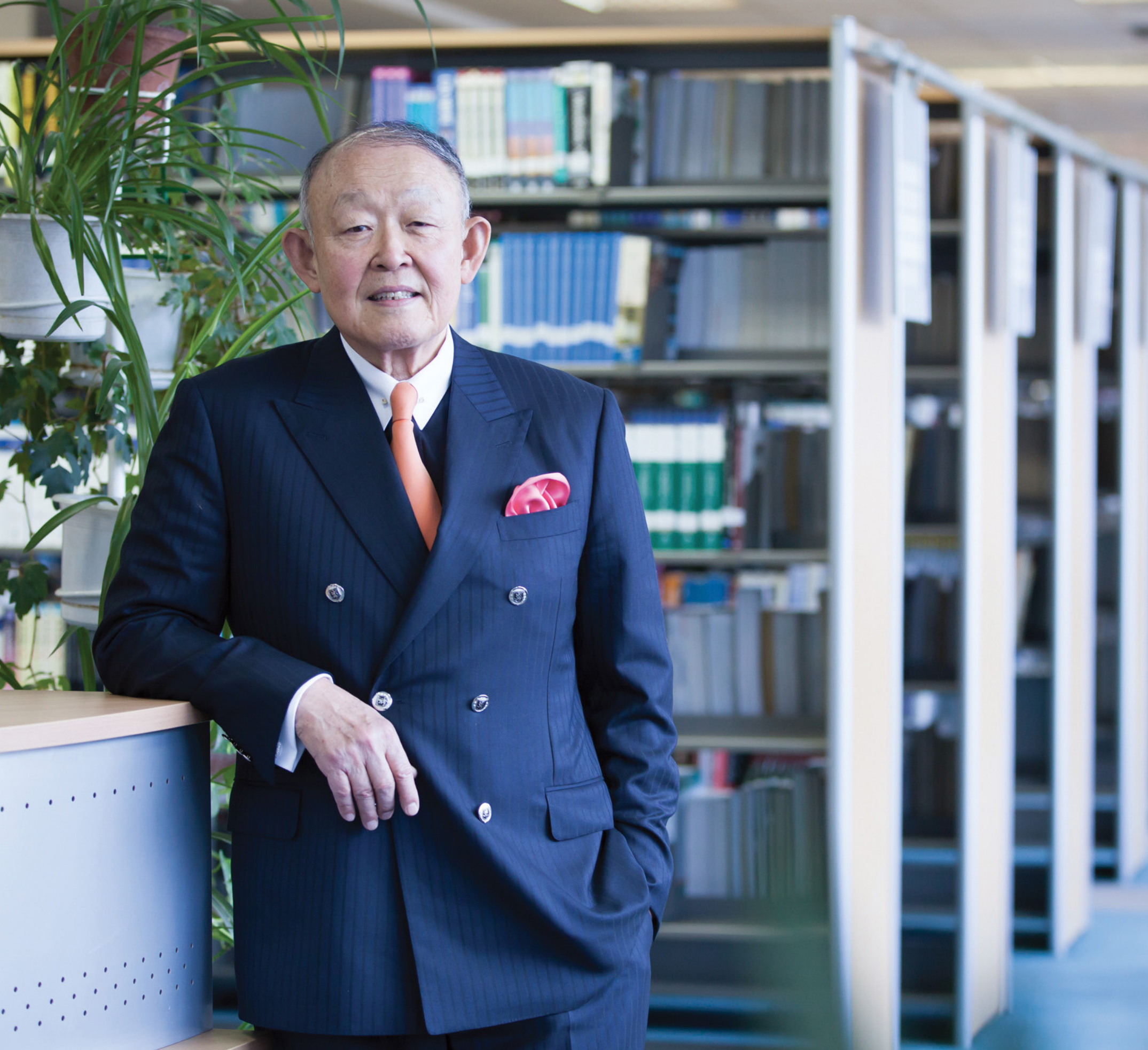
Volume 5 / 2015-2016





## Table of Contents

Message from Dr.Bang	5
<b>ALUMNI CONTRIBUTION</b>	
Gift from Alumni	6
Alumni Shadow	7
Alumni & Taiburyl Campaign	7
<b>FACULTY NOTES</b>	
News from BCB	8
News from Law School	9
News from CSS	9
News from Language Center	10
News from Student Affairs	10
<b>UNIVERSITY NEWS AND EVENTS</b>	
<b>ALUMNI HIGHLIGHT</b>	
An Interview with Nurlan Utenov, MBA 1998	16
An Interview with Saule Kanayeva, BSS&MPA 2008	18
Success Story of Madi Aitimov, BSC 2012	20
Success Story of Nariman Koishibayev BSSPS 2012	21
<b>ALUMNI NEWS</b>	
BCB Alumni Advisory Council	22
Welcome new Alumni Ambassador Azamat Gimranov	22
Alumni on Almaty Marathon - Interview with Yevgeniy Kopaigora	25
<b>ALUMNI REUNION AND EVENTS</b>	
Alumni Reunion in Astana	26
Alumni Networking event	26
KIMEP is a Family Tradition	27
Thank you letter from Temirlan Moldabergenov, Samsung Scholarship holder	29
<b>CONTACT US</b>	30
Alumni Success Story	30
Services for Alumni	30



# Message from Dr. Bang

I hope that you enjoy the articles in this magazine, and that it serves as a fond reminder of your time at KIMEP. The friendships and contacts that you make at KIMEP will last a lifetime and hopefully this magazine will facilitate staying in touch with your friends and classmates. Your continued support and engagement with KIMEP means a great deal to our current students, faculty and staff.

We are entering the twenty-third year since KIMEP University's establishment. Twenty-three years of exceptional teaching, deep commitment to student wellbeing, and a postgraduate employment record that is truly enviable.

In light of adverse economic conditions, KIMEP remains committed to thriving and developing through bold and audacious action. Rather than entrench or yield to these economic circumstances, KIMEP will strengthen from within – exploiting these conditions to our advantage.

Specifically, how will we do this exactly? Firstly, we will improve the quality of the KIMEP education by hiring more high-qualified faculty and consolidating our teaching to maximize learning outcomes. We will continue to invest in the quality of KIMEP's facilities by finishing the dormitory renovations, developing a distance learning center, and upgrading our classrooms. We will improve the quality of our services so that our students are treated accordingly and feel that such services have genuinely improved – that their time at KIMEP is appreciated and valued.

KIMEP University also remains the only higher education institution in Kazakhstan with full international accreditation for all degree programs. For the 10th year in a row, KIMEP has been rated #1 for humanitarian-economic universities by the Independent Kazakhstan Quality Assurance Agency in Education (IQAA RK). Additionally, KIMEP's bachelor and graduate programs continue to be ranked #1 among all universities in Kazakhstan. KIMEP also continues to win intellectual and professional competitions. For example, KIMEP students won the 2015 Changallenge Cup in both English and Russian, which symbolizes that our educational endeavors continuously have real-world applicability and value.

Our commitment to preparing the next wave of global leaders remains steadfast. If we work together we can not only survive, but thrive in the years ahead. This isn't just rhetoric; we have the financial and physical means to do this. We will not cave in. We will not break under the duress of a hostile environment. On the contrary, we will improve our education, improve our faculty, improve our services, improve our facilities... and make undeniable the impact and significance of a KIMEP degree.

Yours sincerely,

Chan Young Bang, Ph.D

# ALUMNI CONTRIBUTION

## Gift from Alumni

### KIMEP Alumni Association presented a symbolic bench

It is always a great pleasure to attend KIMEP University Graduation Ceremony. You see crowds of graduates in black gowns, happy parents and even grandparents, lots of flowers and flashing lights of thousands of cameras.

As usually the weather was sunny which further highlighted the brightness of the moment in the lives of future leaders – young, wild and free... Free to decide which way to go, what path to choose.

And if for graduates this time is a beginning of a new period in their lives, for those who graduated long before it is a place from which to measure what they have actually done. A good opportunity to meet each other and share experience.

KIMEP Alumni Association, by initiative of KIMEP Astana Alumni Chapter decided to use Graduation as the time to congratulate all graduates, express deep gratitude to their favourite university and present a symbolic bench. This bench shows that even after graduation KIMEP comprises a major part of their lives. Association members still remember their bright university days and this present is just a small symbol how valuable KIMEP University is.  
Aigerim Zhanarova, BSc 2012



## Alumni Shadow

### Inside SNC. My job shadow experience.

by Aisha Yerkebulan

When I was asked to be the first participant of KIMEP's brand new "Job Shadow" project, I had no idea what to expect. I knew I would be following around and watching the day of SNC magazine publisher Kamila Lukpanova and that's about it. Google taught me that Job Shadowing is a common practice in western countries. It is created to help students understand what particular jobs look like in real life. However, you can never fully prepare just by reading what's on the Internet.

On Thursday, April 23 I arrived at the SNC office. Kamila was still at a meeting, so the first person I met was SNC producer Dana. She gave me a little overview of the working space and virtually introduced me to SNC team. I was surprised that by 11 a.m. the office was still almost empty.

When I thought of fashion magazines before, all I could imagine were images from "Devil wears Prada", in which all employees waited for the arrival of the boss in fear. However, what I witnessed in SNC is completely different. There isn't any strict dress-code or intense relationship among workers. It is an absolutely free environment, where people enjoy working together on something they are passionate about.

When Kamila arrived, she greeted everyone as friends and instantly turned on her laptop to check her latest emails. She told me that her typical work day is all about answering phone calls and emails, as well as attending meetings. As much as she tried to spare some time for decent conversation with me, she had multiple other things to do, but it was something I was more or less prepared for.

As a shadow, a student is expected to see the real day of a real person. I didn't get two or three hours dedicated specially to me. Instead, I had a chance to get the best insight into a day working at a fashion magazine. A day when half of the editorial office was out at photoshoots. A day when the publisher had almost no free time. A day when the relaxing atmosphere of the office was somehow weirdly correlated with never-ending problems on the phone.

I saw all members of the SNC team discussing business plans or problems regarding the latest issue, but it did not seem like work. I guess it is something that I did not understand before. I had heard the term 'enjoying my work' a hundred times. However, I never actually saw it with my own eyes. I guess now I have.

During my day at SNC, I managed to talk to the editor, advertising manager, producer, and marketing manager. They explained to me some specifics of their work, but the one thing that stuck in my mind is that everyone said "I love my job."

## Alumni & Taiburyl Campaign

### Empowering the Next Generation of KIMEP Students!

On May 18th, the Class of 2005, under the leadership of Aigul Barmagambetova, raised 247,000 KZT for Taiburyl, an organization committed to supporting and developing the intellectual potential of Kazakhstan's students, academics, and researchers. This money will be used to support KIMEP University students.

Making a world-class education accessible to more students is an honorable cause. The Class of 2005 seeks to provide this opportunity to future KIMEP students by raising funds to be used for scholarships. Their efforts on May 18th are the first of many as this class seeks to raise a total of 1,600,000 KZT to completely fund a merited fourth-year student. The Class of 2005 is inspiring new levels of philanthropy at KIMEP University.

On October, 30 five the most active and successful forth year students of KIMEP University were awarded with Rakhmet Scholarship on the Awarding Ceremony. Zhunuskulova Aliya, Jambulatov Bexultan, Assemova Ayakoz, Amanova Nauryzgul, and Zhunussov Adilzhan were happy to become the next Scholarship holders provided by KIMEP Alumni.

KIMEP University is proud of its alumni and the culture of philanthropy they support. Thank you to Aigul Barmagambetova and the Class of 2005 for empowering the next generation of KIMEP students!

For ways to contribute to this worthy cause, please contact KIMEP's Corporate Development Department at [cdd@kimep.kz](mailto:cdd@kimep.kz) or +7 727 270 42 26.

In addition to scholarships and support for faculty, there are dozens of ways to support KIMEP University. Whether you would like to enhance the library's collection of academic resources, contribute seed funds for KIMEP's research centers or assist our students in achieving their dreams of participating in international conferences, a range of opportunities exist to support the institution. Your gift can be named after your company, your class, or however else you would like to capture your contribution to KIMEP. Corporate Development Department staff can assist you with your personalized gift to improve KIMEP's services for faculty, students and the community.





# FACULTY NOTES

## News from BCB

As the best business school in Central Asia, BCB is proud of its position as a thought leader in global business, pioneering scholarship and breaking new ground in the world of practice.

In July 2014, Independent Kazakhstan Quality Assurance Agency (IQAA) in Education ranked KIMEP University as number one in the category of “Business and Economics” for both Bachelor and Masters programs. In 2013, KIMEP was also ranked as number one by the IQAA and has become the first university accredited by Agency for Quality Assurance and Accreditation Austria(AQAAA). Over the past several months, we have continued to engage our students in unique experiential learning programs and to explore business as a tool for strengthening communities in Kazakhstan and abroad. Our BCB students demonstrated excellent performance and dominated in many international case competitions. Through a broad international exchange program, BCB students also have access perspective-

broadening opportunities to various nations such as the UK, the USA, France, Netherlands, Germany, Austria, South Korea, Hong Kong, Singapore, and many other countries. In every April, BCB organizes KIRC (KIMEP International Research Conference) to explore emerging trends and best practices in business and economics for Kazakhstan and Central Asia. Our BCB faculty, who have been educated at major western universities in countries such as USA, UK, France, etc., are committed to being the best in terms of Central Asia Business Research, continue to put forth thought-provoking research by publishing professional articles in many top-tier international journals. Recently, the MBA program established a new concentration in Logistics/ Global Supply Chain Management. BCB is expecting to have four internationally well-known scholars as new BCB faculty members. I am pleased to be able to offer this update, and I will continue to share news of our ongoing activities at BCB. I look forward to the opportunity to meet you and work with you at KIMEP University.

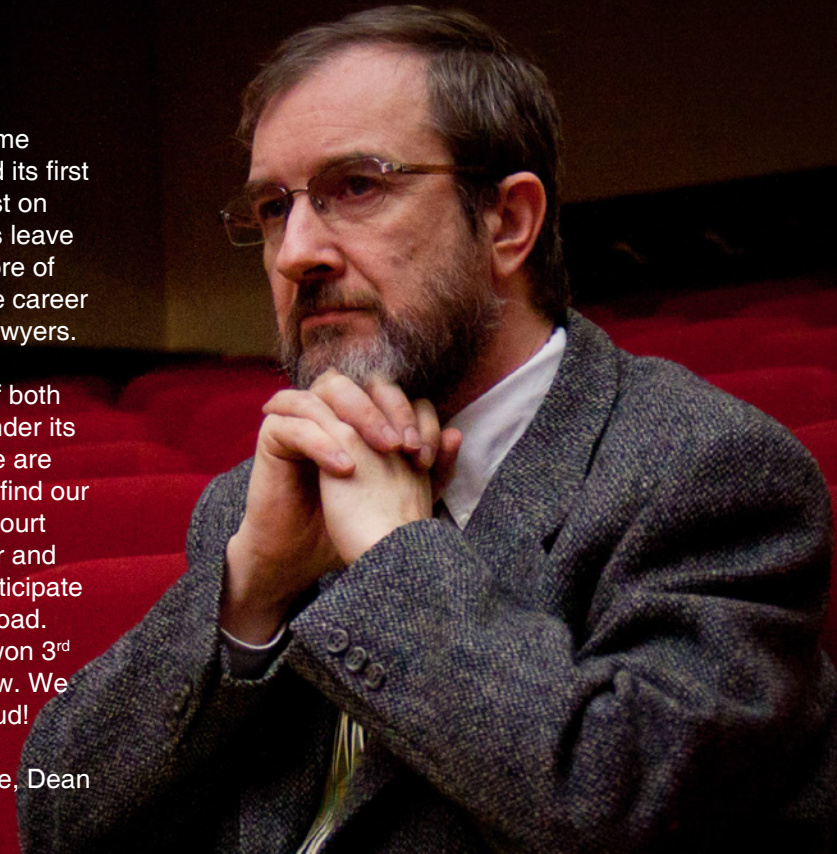
Best regards,  
Dr. Ha Jin Hwang, Dean

## News from the Law School

The new academic year has started and we have some news to share. Last spring the Law School graduated its first batch of bachelor students - we wish them all the best on their way to successful careers! While some students leave the School to go out into the big wide world, even more of yesterday's pupils are facing the choice of their future career path and enter the Law School to one day become lawyers.

This year the Law School admitted a large number of both undergraduate and graduate students, particularly under its new bachelor program - LLB in International Law. We are also happy to announce that these new students will find our Moot Court Room ready for their use; KIMEP Moot Court Club already conducted several moot courts last year and this year plans to organize even more, as well as participate in various competitions - both in Kazakhstan and abroad. Last spring our students led by Dr. Sergey Sayapin won 3<sup>rd</sup> place at the 5th annual Olympiad on International Law. We intend to build on this success and make KIMEP proud!

Dr. Joseph Luke, Dean



## News from CSS

This year we want to continue to build an even better College of Social Sciences, to enhance its attractiveness for students and to strengthen its reputation as a place of excellence in teaching and research.

We have taken several steps to forward this goal:

With the new catalog we have launched a new major within our bachelor program in Public and Municipal Administration: International Customs Administration. The new major will offer exciting practical and academic content to our students and open new career opportunities for them.

The Department of Economics and the Economic Research Institute in Astana have agreed to cooperate in education and research. The initiative for this agreement came from Aset Irgaliyev, First Deputy Chairman at the Economic Research Institute and Ministry of the National Economy. Aset is a KIMEP alumni and member of the Advisory Board of the Department of Economics. Other KIMEP sub-units taking part in this project are CASC and the KIMEP Innovation Center. Fall we organized



a workshop “Making the Low-Oil-Price Economy Work” as a first step to deepen our cooperation.

CASC – the Central Asian Studies Center – continues to be a focal point for many activities at the college: It is a hub for research on Central Asia, attracting interest from scholars around the world, and it plays an increasingly important role in outreach to the local community. CASC was founded only in 2010 but it has since received regional and international recognition. In the last academic year, CASC organized sessions such as “Recent Economic Developments in the Caucasus and the Central Asia Region”, “Afghanistan and Central Asia: Risks and Opportunities”, “Is there a Future for Liberal Ideas in Kazakhstan?”, “Re-framing Eurasia: EU-Kazakhstan Cooperation in a Changing World” and “War and Propaganda in the Information Age”. Follow CASC on facebook for upcoming events!

In 2015-2016, KIMEP University also advertised several post-doctoral fellowships with a view to enhancing its research standing. We are confident that with all these innovations the college will be able to defend its positions in the region.

Dr. Gerald Pech, Dean

## News from the Language Center

The Language Center's main goal is to deliver high-quality language courses for undergraduate and graduate students that assist them in fully and effectively participating in their degree programs. Our mission is to further expand students' key language skills: the ability to listen effectively and understand the meaning of oral communication, to speak fluently and to communicate clearly and concisely in a given language, to be able to express ideas in correct written format and to be able to read and comprehend university-level texts. In addition, we emphasize development of high-order analytical and critical thinking skills.

To help students, in addition to our regular courses, in the Academic Learning Studio (ALS) we provide free tutorials in three languages: Kazakh, Russian, and English. We also have Language clubs which are free for university students and the public. Every year American instructors join our team on the basis of a Princeton in Asia fellowship. Three American fellows, Robin Palmer, Elizabeth Rattan and Nicholas Conlon came to our university this year. They replaced Linnea Paseiro, Vikram Paul and Paul Dodson who worked with our students last year. Their annual project is English Club, where students have an incredible opportunity to practice their speaking skills with native speakers.

"Last year as a freshman I was lost and disoriented. Two of my teachers were hosts at English Club and they said it would be a great opportunity to meet people, practice English and relax in a friendly atmosphere. I decided that was exactly what I needed and was not disappointed. English Club was fun, vigorous, and filled with good energy. It is amazing place for freshmen trying to figure KIMEP out," Safiya Sadyr, a sophomore student, says.



## News from Student Affairs

We started every new academic year ready to make improvements in the lives of our students. We dedicate every day to this very purpose. And this particular time we are proud to say that some of our aims were achieved.

- KSA elections became more transparent. Now students can vote for members of the student government on-line, which makes attempts to win elections in unfairly way completely impossible.
- The dormitory was renovated. We repaired the third, fourth and fifth floors and one elevator in the dormitory this year.
- The Learning Support Center presented its new programs for helping students. Now we screen mid-terms results and academic achievement, searching for students with poor academic performance in order to offer them our help, in the form of tutors and workshops

With the help of all these innovations we strive to improve students' lives and make the university experience more comfortable and enjoyable for them.

"The biggest advantage of our dormitory is its location. Since it is located on the campus it is very convenient for students who live here. Moreover, the dormitory was renovated and developed. In addition, now conditions of the dormitory allow students to live in quiet comfortable rooms and to use all facilities needed for study and living – TV rooms, study rooms, kitchen and so on" says Aliya Janbalayeva, a second year student.



# UNIVERSITY NEWS AND EVENTS

## KELT Performs Along the Silk Road

KIMEP's Kazakhstan English Language Theater (KELT) program is currently embarking on their first international tour, which was made possible by a grant from the U.S. Department of State.



KELT's tour spans across ten cities and four countries from May until July. They are performing in Kazakhstan, Kyrgyzstan, Tajikistan, and Azerbaijan.

## KIMEP Times Won Corporate Media Contest

On May 27<sup>th</sup>, the KIMEP Times was honored at the Annual Central Asian Contest of Corporate Media.

KIMEP University is proud to announce that the KIMEP Times won the Best Inner-Corporate Newspaper in Kazakhstan! This is the second time the KIMEP Times won this prestigious award.

KIMEP University would like to congratulate all the students who worked hard to make the KIMEP Times the best in the country and for representing KIMEP University's commitment to excellence!



## KIMEP University Launched its DAMU Business Connections Project

On May 18<sup>th</sup> KIMEP University, in collaboration with DAMU, launched its "Business Connections Project."

With the aim to support small and medium enterprise top managers enhance their skills and knowledge, DAMU Business Connections Projects seeks to build profitability among local entrepreneurs. Trainers include business experts from KIMEP University, CIS countries, and Germany. The first of five cohorts consisting of 40 hopeful entrepreneurs entered the New Academic Building, eager to start an intensive course of study.

This course featured Time/Stress Management, Company/Product Presentation, Negotiation Techniques, Business Planning, Project Management, and other essential business skills. The training concluded with each participant creating their own comprehensive business plan, with the chance to be selected for additional training and opportunities in Germany.

This project was made possible by the Kazakhstan Government's "Business Road 2020," of which KIMEP University has twice won the tender to implement this program.

DAMU Business Connections Project run from May 18<sup>th</sup> till November 2<sup>nd</sup>, 2015, with training locations in Almaty, Shymkent, Taldykurgan, and Ust-Kamenogorsk. It was expected to have a total of 250 trainees. The project team was represented by PDCP, Corporate Development and CISC, with Raushan Zhaparova serving as Project director.



## KIMEP Honors Our Heroes

As our country celebrated the 70<sup>th</sup> Anniversary of the Great Patriotic War Victory, KIMEP University hosted our annual Veterans Reception, featuring a student concert to recognize our honored guests.

While enjoying decades of peace, we must never forget the sacrifices of those who made peace possible. KIMEP University invited 24 heroes to campus to enjoy a meal together. While dining and sharing stories, KIMEP students honored our veterans by performing traditional songs and poems.

Kind words of gratitude were shared as students, faculty, and staff passed around the microphone. Additionally, KIMEP University and students presented gifts to our guests. Finally, the crowd was graced with words from our veterans. These heroes spoke about their experiences and also what May 9<sup>th</sup> means to them. They encouraged youth to never forget the tremendous price of peace.

KIMEP University is honored to have had such important guests. To all those who have served our great country, thank you! We wish you all a long and happy life in good health and spirits.



## KIMEP students participated in and won the 13<sup>th</sup> Student PR-projects contest

CONGRATULATIONS! KIMEP students have participated in and won the 13<sup>th</sup> Student PR-projects contest!

**150 students** from **10 universities** participated in **39 projects** in **4 project categories**:

KIMEP Student Team achievements:  
**1<sup>st</sup> place**, Country PR project: Kristina Beletskaya, Timurlan Alagushov, and Emil Sultanaliyev  
**3<sup>rd</sup> place**, Social PR project: Aidana Rasilbay, Zauresh Baigelova, and Ayagoz Baikenova  
Recognition Award for Crisis PR project: Malika Islyamova and Sofiya Groznaya  
Participation Award for Business PR project: Shirin Faiziyeva, Bekzhan Kalnur, and Nodira Nurimova.

Let us again CONGRATULATE these KIMEP Students on such a high achievement and recognition of their creativity, talent and innovative skills! Wish them good luck and further success!



## KIMEP University hosted and co-organized ECHELON Kazakhstan

On April 30<sup>th</sup>, KIMEP University hosted and co-organized ECHELON Kazakhstan, a summit of technology startups and international investors.

The New Academic Building was filled with the spirit of entrepreneurship as 14 of Kazakhstan's most talented startups arrived prepared to pitch their ideas and aspirations to a panel of distinguished international investors. ECHELON Kazakhstan began with opening remarks from Thaddeus Koh, the Co-Founder and COO of E27. Armed with the mission "to build one connected tech industry without borders," E27 is a tech resource platform for innovation-led businesses located in Singapore, which organizes Echelon Top 100 Summit.

Thaddeus began the event by describing the importance of linking the quickly advancing economies of Central, South, and East Asia. He explained that this region is collectively an exciting new market with great potential, and ECHELON Asia Summit is an opportunity to bring startups and investors together from throughout the region to advance collaboration and innovation in Asia. In regards to Kazakhstan specifically, Thaddeus elaborated "Kazakhstan has a good base of technical talents in software and hardware skills needed to create world class startups, thus E27 is working with partners such as Idea Lab, KIMEP University to accelerate the startup process."

A panel of international investors followed Thaddeus, including Jeffrey Paine-Founding Partner of Golden Gate Ventures located in Singapore, Christian Mischler-Co-Founder and CMO of HotelQuickly located in Sydney, Australia, and Hassan Haider-Venture Partner of 500 Startups located in San Francisco, USA. The panel was open to discussion, and addressed questions from the audience. These distinguished guests shared their insight and advice for young tech startups in Kazakhstan.

Following a lunch break, 14 eager Kazakhstan startups pitched their business propositions to the judges. These pitches included a technologically innovative array of initiatives. The panel chose one team for the Top Prize and awarded three RunnerUp prizes. Finally, the audience voted on a People's Choice award. A total of five teams were awarded with all expenses paid travel and accommodation to represent Kazakhstan in the Echelon Asia Summit 2015 in Singapore this June.



In the coming weeks Echelon Asia will announce the Top 100 startups based on scores received throughout the region at qualifying regional summits, including the summit held at KIMEP University. There is no limit to how many Kazakhstan startups can be selected. Once selected, these 100 startups will pitch their ideas to a large pool of international investors, attend specialized trainings and workshops, and have the opportunity to network with industry leaders from around the world. Based on their final scores, Thaddeus explained that several of the Kazakhstan teams have an excellent chance of being among the Top 100.

KIMEP University is proud to be a part of an organization that fosters entrepreneurship and innovation throughout Asia. Thaddeus is looking forward to future collaboration with KIMEP University. He explained "Universities such as KIMEP play a critical non-profit role in the early stages of a startup eco-system, typically assisting in incubation, funding, mentorship and knowledge transfer." E27 is working to establish Almaty as the hub for future summits for all of Central Asia. KIMEP University will continue to stand with E27 in the advancement and further integration of the emerging economies of Asia.



## Reaching the Top!

Achieving difficult goals can be a challenging climb. For KIMEP student Ilyas Almabayev, his goal was literally that, a climb.

From April 7<sup>th</sup> through 30<sup>th</sup>, more than 20 universities participated in “Sports Against Diabetes”, a youth sports festival hosted by the Foundation for Diabetes Education and local NGO Two Wings with support from the Almaty Akimat. This event aimed to raise public awareness of diabetes prevention by promoting a number of physical activities. Diabetes is a serious disease that can lead to heart disease, stroke, nerve damage, and other life-threatening conditions. Diabetes is best prevented by maintaining a healthy lifestyle, including a balanced diet and regular physical activity.

“Sports against Diabetes” provided over 300 local university students with the opportunity to compete in 8 sporting events. KIMEP students participated in volleyball, wrestling, basketball and rock climbing. Ilyas climbed his way through intense competition to secure first place in the Rock Climbing Boys Competition on April 10<sup>th</sup>.



It was with great pride that Ilyas represented KIMEP University as he received his first place medal during the Awards Ceremony held at Mega Center. Ilyas is an excellent example of KIMEP students achieving incredible goals outside of the classroom.

Congratulations to Ilyas Almabayev for his amazing accomplishment, and to all KIMEP students, keep on climbing!

## KIMEP team won 3<sup>rd</sup> place at the 5<sup>th</sup> annual International Law Olympiad

On April 18<sup>th</sup>, 2015, a KIMEP team composed of three law students and two students of international relations won 3<sup>rd</sup> place at the 5<sup>th</sup> annual Olympiad on International Law. The Olympiad was held in Astana at the Kazakh University of Humanities and Law.

The organizers extended invitations to Kazakhstan's eleven higher education institutions that specialize in international law. From these institutions, six teams agreed to attend the Olympiad. This was KIMEP University's first time participating in such an event.

The Olympiad consisted of three preliminary rounds and finished with a final round. Students were offered multiple choice test questions in the Kazakh language, were asked to elaborate on various issues of international law in English, and were required to produce two written memoranda responding to a case study in the Russian language. The two best teams met in the final round where they presented their memoranda arguments orally.

“I am very proud of my students,” says Dr. Sergey Sayapin, the team's coach. “They performed excellently, and deservedly were among the three best teams at the Olympiad. We will do even better next



year.” International law is a very powerful tool, and a lawyer cannot be successful without a good knowledge of international law. Today's students are the future of Kazakhstan, and it is essential that they study international law, which they will come across, time and again, in their future careers.

**Congratulations to these five students for this fantastic achievement!**

## Committed to Excellence. We are the best and always will be.

We are happy to announce that according to statistics compiled by the Independent Quality Assurance Agency of the Republic of Kazakhstan, KIMEP University is acknowledged to be the best humanitarian-economic university as it received 100/100 possible points.

Master programs:

- Public and Municipal Administration – 1st rank
- Economics – 3rd rank
- International Law – 3rd rank

Bachelor programs:

- Economics – 1st rank
- Public and Municipal Administration - 1st rank

“Our university is the only university in the country that has international accreditation of each program offered,” says Dr. Bang during the meeting with the KIMEP community on September 10, 2015.

## The very first TECHGARDEN FEST took place in KIMEP University

On 24-26 of September the first technological fest in Almaty took place in KIMEP University. For three days straight the University became a platform for different sessions about start-ups and technological exhibitions. Inventors from all over Kazakhstan came to present their innovations and ideas and to find sponsors for their projects. The projects were diverse, ranging from agriculture and advertising to ecology and oil and uranium engineering. Students had an opportunity to talk with the scientists and start-up experts about their experience and were motivated by their speeches. Some of students even had opportunity to launch drones. The winners of the TechGarden Fest won KZT 5000000 and now have more opportunity to expand their work.

## Opening of Innovation Center at KIMEP University.

KIMEP University opened an Innovation Center in cooperation with Tempus project “INOCAST” on October 23, 2015.

The main aim of the center to help the business giant with help of research and students to create innovative ideas to enhance its products, services and processes. The initiative will involve creating ties with the business industries, startup community, researcher and students to create an environment to achieve some solutions to existing problems in a global market. During the opening session, Alima Dostiyarova, Manager of Innovation center shared her experience of participating in the partner's universities workshops in Sweden, UK and etc. She gave a picture on how people use Innovation centers by providing good example of European practices. Also, two exchange students, who are the winners of TechGarden Fest with their innovative solution for modern accommodation, Slavomir Tuleja and Clemens Biermayer shared their vision of today's modern Innovation center in the perspective of KIMEP University. They provided a few recommendations and ideas

how KIMEP University can get a challenge and bring innovation to Kazakh modern society. Also, KIMEP University signed a memorandum of collaboration with Technopark “Alatau” who were honorable guests on the grand opening of Innovation Center at KIMEP University.

The main sponsor of this event was Tempus project “INOCAST”.

For more information, please contact:  
Alima Dostiyarova, Manager  
Tel: 8 727 270-42-27 (2045)  
Email: alima@kimep.kz





# ALUMNI HIGHLIGHT

## Nurlan Utenov, MBA 1998

***Nurlan, you have graduated from Suvorov Military School and then from the Technical University. You are a mechanical engineer. Why did you decide to go to KIMEP?***

Yes, in 1995 I graduated from Kazan State Technical University named after Tupolev. At those times all the economic, industrial, and even cultural relationships between countries of former USSR were defected. It was obvious that the places where a mechanical engineer could find a job were reduced. In 1994, when we were only about to graduate, we started thinking about where we would go to work and live. KIMEP has already opened its doors; we heard that it was a Western-oriented University with market economy values. Me and my friend Vladimir Din decided to find out everything about how to apply to KIMEP. I had several offers from one university in Russia to continue studying in their graduate school and from Ulyanovsk aviation factory to work as an engineer. But I decided to come back to the motherland and make my dreams come true here.

***What did KIMEP give you?***

I am still very thankful to KIMEP and I always think about it with the warm feelings only. First of all, it paved my way to the adulthood and to my career. It helped me to find myself and to realize my potentials. KIMEP will always stay my Alma Mater, which I will always be grateful to.

***What is your the most treasured memory about KIMEP?***

There are a lot of them. But summing up, I remember fast pace of life. Now I understand that those two years of studying have passed extremely fast and dynamic. In addition we all had a chance to communicate with a lot of creative and smart students.

The process of studying was very different from the one in which we used to study before. English language was also a barrier for us that we had to overcome. Actually, all the educational process in KIMEP consisted of the barriers to overcome, and that, I think, made us only stronger. What I remember well is that every week we had one free evening of Friday or Saturday when we could relax from the tough lessons and tight timetable. What we did, we went to Fun Club, listened to music, danced and relaxed.

***What did you like and dislike about KIMEP?***

Obviously, there were more to like. First of all, it was communication and interaction with interesting people. We

still stay in touch and are very close with our course mates. Second of all, I found my love here. We were one of the three couples that got married right after the graduation. It is a hard question what I disliked. Actually, I did not think of like-dislike then. I just knew I had my aim. I knew that I needed to graduate from this University. Not only to graduate, but to receive knowledge from it. It was not easy, yes. Sometimes we did not sleep for days during midterms or finals. But I cannot say I did not like it.

***Do you have traditions with your friends? I heard, you have special rings?***

Yes, we were the first and perhaps the only ones who did that. When we were graduating, one of our activists, Vladimir Din, offered the idea to issue special rings with “KIMEP” etching. He himself developed the design in two versions – silver and gold. This tradition came to us from the Western countries when graduates of one college decided to create distinguishing signs, so that everyone in the world could identify them. But the story, in fact, goes beyond it. I may be wrong, but I’ve heard the story about one engineer who was asked to build a bridge. However, his calculations went wrong, bridge fell apart and people suffered. His Alma Mater or Alumni made a decision to create such rings and to give them to every graduate, showing that responsibility of the University does not end when the students graduate. This is the sign of not only the identification, but also of the responsibility.

***How did you meet with your wife?***

There is one interesting story. When I entered the University I had only Korean friends, and everybody, including my wife, thought that I am Korean too. So one day we had to do a group project and came to the library for preparation. She was in our group too. That was the first time we saw each other. When our friends introduced us and said my name – Nurlan - she was very surprised. “Aren’t you Korean?” - “No, I’m Kazakh.” After this we started spending time together. And then it developed into strong feelings.



***What does your wife do now?***

She dedicated her life to our wonderful family. We have two twin boys and two and half years old daughter. But now she is fully in charge of the family sewing business.

***Where do you work now?***

A year ago I finished big project, having sold oil and gas asset to a strategically important investor. Now I decided to rest for some time and look for new opportunities in the oil&gas industry. I continue working on corporate government issues as an Independent Director of the Board of Directors of the Samruk Energy subsidiary company. I do consulting and advisory work for some foreign private service and consulting companies.

***Where did you start your career?***

I started my career from Schlumberger, oilfield service company, right after the graduation. In the last months of my studying representatives of Schlumberger made a presentation about their company looking for new recruits. With my friends we decided to take every opportunity and try ourselves in everything. It was not necessary for us to go to Big Four and become auditors. I applied to Schlumberger and passed all the stages of selection. They hired me and directed to work in Mexico. That was my first experience in the oilfield.

***Did your wife follow you to Mexico?***

No, she did not. Company had a policy that we could not bring our families with us, so she had to stay here. I left just two months after the wedding and came back in nine months. That was a hard time for us, but we managed to survive it. The distance, actually, made us closer.

***What was your further career path?***

I have worked for five years in KazTransOil, which is the monopolist in oil transporting in Kazakhstan. After this I have worked again for five years in KazMunaiGaz Exploration& Production and was in charge of big projects. One of



them is IPO of KMG EP at London Stock Exchange with simultaneous beginning of trading at KASE. Then I worked in regions – in Kyzylorda and Atyrau on leading positions for different oil and gas companies. I spent one and half years working for KAZENERGY Association, where I obtained valuable public, political and communicational experience.

***What is the greatest accomplishment of your life?***

My family. The fact that I managed to create my own family, and the fact that I have such wonderful children. When we just got married, we desperately wanted kids, but for five years we unfortunately could not have them. We survived this too. I am lucky to have the family that always supports me, gives me love and warmth, and that inspires me.

***If you had only three words to describe yourself what would they be?***

Principles, honesty and patriotism.

***What are your hobbies?***

It depends on seasons. In winter it is skiing, with my whole family. In summer it is fishing and open door activities. In autumn I like hunting. I dream about the day when I will go hunting with my kids. I love spending time with my family. I am trying to compensate the time when I was too busy making my career and couldn't devote sufficient time to my kids. At that time I was leaving the house for work while they were still sleeping and I was coming back home when they were already asleep.

***How would you define and measure success?***

Success is when you achieve your goals. When you feel that you can have what you want and wish. Therefore, it is different for everybody, and its size depends on the size of the goals and ambitions.

***Are you successful?***

I think I am. I have what I want, and I am able to do what I plan.

***Are you happy?***

The answer is also positive. I am.

***What would be your advice for the students?***

First of all, to study. To use the time that they spend at KIMEP as rationally as possible. Time is a limited source. If it goes away and you did not do what you could, it will be hard to return and fix it. Now it is time to absorb knowledge, to communicate, to identify who is your friend and who is not, and to learn how to sort them out. I know there are many temptations nowadays, like expensive cars, night clubs and so on. But those who pay attention to serious things will be more successful than those who fell for these temptations.



## An Interview with Saule Kanayeva, BSS&MPA 2008

**Saule Kanayeva**  
**Co-founder at AZUBI Company**

2002-2006 – Bachelor of Public Administration  
 2007-2008 – MPA

### **Why did you choose KIMEP?**

Well, I did not choose KIMEP because of KIMEP. Since the sixth grade I had desperately wanted to study Public Administration. And at the end of 11<sup>th</sup> grade my classmates were entering KIMEP, which I also decided to try. The first in-take was in spring, which I successfully passed. I liked it here and understood that I was going to stay. I am very thankful for destiny for this very decision, because KIMEP gave me a lot.

### **What exactly did KIMEP give you?**

At first, it changed my whole worldview. I studied in Kazakh school, where there were plenty of rules and restrictions. Everything was different – nobody was asking me to do my homework, I was able to set up my schedule and I had new classmates with every

new discipline. For the first time I was able to pick comfortable time for me. I think, this factor teaches us self-discipline and time-management. During the whole process of education you understand, that you need to know how to get along with different people in different groups, with different teachers. These are additional skills that can help in the future life and career development. In addition, there is a special atmosphere there. You are placed within international rules when you speak to professors and call them by their first names. This habit becomes a part of your behavior and it is unusual to call anybody by their names adding their fathers' names. That is also a help at future work places. You do not come and sit there like a child who does not know anything, you come confident instead, and people respect that.

### **Did you join any student organizations?**

Yes, I did. My major was Public Administration and I was a member of Youth Parliament, which was based in our college.

### **What professors do you remember?**

I remember an outstanding professor Petr Ivanovich Krepak. We were actually the first who he organized Internships with the Parliament of Kazakhstan. The American Embassy sponsored our trip and accommodation. Everything was so great, I really enjoyed that experience.

### **How did KIMEP help you in your career?**

When I was a second or third year student, I participated at Job Fair, where Philip Morris Kazakhstan was looking for interns. They offered me on paid internship, by the end of which I received a good recommendation letter. When I graduated, this letter played a massive role in a Management Trainee selection process because I had it and my competitors did not.

### **Do you still stay in touch with your classmates?**

Yes, we stay in touch, but not so often. Our group is very small, and most of the girls that I was friends with live abroad now. I met with one of them in Singapore this year, and with another, who lives in Boston, several weeks ago.

### **How did you decide to create your own company?**

I met my partner Olga Kim when I was working in Philip Morris in the marketing department. We wanted to manage our own time, which is only possible when you work for yourself. At first we had a lot of different ideas, but then we understood that it had to be something unique. We decided to create a business event agency, which organizes business meetings. There are no such services on our market. Our strong side turned out to be the fact, that we ourselves were clients before. We understand how crucial it is to listen to the client, to connect with him.

### **Where did you start and where are you now?**

Actually we are very young in this. We have existed for only about a year, and the preparation for the project took another year. When we were starting we knew that we wanted a platform for meetings, but we did not know a narrow specialization for it. At first, we went for every job that could find – advertisement shootings, exhibitions, press conferences, and even parties. With the time we understood that it was comfortable for us to work with business meetings. We thought that our clients would be small companies, which do not have meeting rooms, but practice showed that even big companies would like to do meetings outside of the offices. Now we are going to expand to larger platforms and currently looking for partners who want us to manage their commercial space as meeting rooms.

### **What does AZUBI means? Why did you choose this name?**

We wanted to make up a word without meaning. When AZUBI came to our mind, we checked it in dictionaries. Apparently, from Japanese it is translated as “get together” and in German there is a word with the same spelling, but different pronunciation, which means “trainee”. We thought that was destiny and kept it as our label name.

### **Can you give an advice for students of KIMEP University?**

As advice, I always say, do not be lazy, do not relax in summers. Maybe do not take summer sessions, but take Internships. It is very important to have experience behind you. Times when you could come to employer and say to take you only because you were a KIMEP student have gone. Now you have to amaze him with the abilities that you have and experience that you have earned.

### **Do you consider yourself as successful person?**

That is a hard question. Of course, you always look at yourself through a critical lens through self-criticism. If you think that you have accomplished everything, in reality you did not. That is why I get upset pretty often because I did not do something at this particular point of time. But to look objectively, why not? Our company possesses many large, loyal clients. Considering that the company is young, and that our services are new on the market, we can say that this is success. We have achieved the goals that we set, and now we set new goals, and we will reach them as well. In one of our rooms there is one saying on the walls – “Goals are dreams with deadlines”. This reflects the philosophy of our company. We do not work for hours, but we work for the result.



## Story of Madi Aitimov, BSC 2012

DRAFT or “How to film your own movie in Kazakhstan”

My name is Madi Aitimov. I am the representative of amateur filmmakers making movies on pure enthusiasm without a budget.

On my last year of studying at KIMEP University I became interested in shooting videos. I did not have any background in production, so I just picked up vide camera and began shooting short videos. Gradually my desire turned into portfolio and hobbies into work. Currently we are preparing for my first feature film “DRAFT” to come out.

DRAFT is a melodrama telling few romantic stories of our city (for instance, like Valentine's Day, Love Actually, New York, I Love You).

The title “DRAFT” is based on main character, a girl blogger, narrating romantic stories recorded in her notebook. A little about the movie:

- Number of shooting days: 19
- Total movie budget: 116,800 tenge
- Period of preparation for the movie: March 2015 – June 2015
- Period of shooting: July 8, 2015 – August 15, 2015
- Editing and post-editing: August 2015 – September 2015
- Crew: 11 people

The purpose of this movie is to show talented filmmakers of our country that budget is not always the main component of a film. It is enough to know three simple rules (or as we call them “Three Golden Rules”):

1. Professional approach in marketing and sales
2. Accurate project coordination
3. Perseverance and faith in your own project



I am very grateful to KIMEP. KIMEP is a very unique place of learning because in addition to main educational program it provides leadership development opportunities. As a student my friends and I founded KADA organization; I was also a member of 9 student organizations, some of which are still functioning. For example, KIMEP PIE organization founded by Kamila Lukpanova presents one of the leading magazines of our country – SNC, which by the way is a partner of the “DRAFT” movie. I remember meeting her at first KIMEP Alumni meeting and deciding to collaborate on the project. There are many situations like these. In the words of Steve Jobs it is called “connecting dots”. Today you are just university buddies, but tomorrow one of you is a field expert and you cooperate because once you were in one student organization together.

By the way, KIMEP is also a partner in the movie! This is second distinctive thing about our university – it remembers and supports its graduates. KIMEP became interested in my movie and provided equipment and location for filming.

Thanks to KIMEP for the opportunities it gives to its students. In the future you will benefit from them.



## Success Story of Nariman Koishibayev BSSPS 2012

Name: Nariman Koishibayev  
Years of study in KIMEP: 2008-2012  
Program, Major: BSSIR, Foreign Policy & Diplomacy

Current place of work and position: producer, director of live talk-show “Happy Woman” on Kazakhstan channel, director of “MEDIA PROMOTION-Z” production studio.



**Did you get further education after KIMEP?**

No, after the university I co-created “Medetker Studiya” LLP company.

**How did you start your professional career? What was your first job? How did you get to your current point in your career?**

My career started when I was 17. I participated in “Leader of 21st century” program, after which organizers of the project offered me a position as an editor. At that time I even did not start my education in KIMEP yet. Working with this program I was promoted to the editor-in-chief. In 2011 I left the project and Khabar channel. From 2009 to 2011 I worked as editor and assistant of the producer of “Freshmen” program on El arna channel. In 2011 I worked as English language broadcaster in Teleradiocorporation of President of Kazakhstan. In 2010 I wrote my first big scenario to the documentary. The Movie was dedicated to the Chairmanship of Kazakhstan in OSCE. In 2011 my first project “Asian Games diaries” aired on El arna channel. From the ending of 2011 I worked as staff editor on Kazakhstan channel. Soon I was promoted to the “First category producer” and was relocated to Astana.

In 2011 JSC RTRK Kazakhstan sent me to Los Angeles for shooting of short documentaries. In 2012 I left JSC RTRK Kazakhstan in order to start my own independent producer career. In 2012-2013 I produced social talk show “Aituga onay” (Kazakhstan ch, 200 episodes). In 2013-2014 I was an executive producer of “Gasyrlar kuni” documentary (Kazakhstan ch, 22 episodes), in 2014 I was a line producer of the children program “Balamen betpebet” (Balapan ch, 60 episodes), in 2015 I produced “Syrtly butin” tv series (Astana ch, 20 episodes). In 2013 I was a creative producer of EL arna channel. I have been a producer of live talk show “Happy Woman” with Lyaylya Sultankyzy since June of 2015.

**How has your KIMEP education and overall experience contributed to your professional/academic success?**

Some of my professors became mentors of my life. I highly appreciate their contribution to my education and to my personal growth. When I was working in teams with alumni from different universities I noticed how our graduates could think broadly and outside of the box. The flexible system of KIMEP allowed me to take courses not only in my program, but also from marketing, management, business, PR and economics. Later when I became a businessman in the TV sphere, knowledge from KIMEP helped me in building and managing projects.

**What did you enjoy most while studying at KIMEP?**

The high level of professors and active student life. I was a member of KISA, BrainArt, and Diplomatic Briefing Club. I was even a President of the last one. Due to big International community I could organise a Polyglot Party in 2009, where 50 people who spoke 24 world languages participated

**What are your future goals?**

I want to be a part of cinematography.

**What kinds of interests do you have besides your professional activities?**

Language learning (Dutch for the moment), yoga, dramaturgy

**What advice can you give to high school or university students?**

To be passionate about what you do, and never let yourself get bored and deprived. Life is a constant set of challenges. So any position you take, you will get as many punches as you deserve. Stay alive and make yourself king of the ring. Staying calm can be a feasible solution. But if you get punches anyway, why not to respond the world with your own hits?!

# ALUMNI NEWS

## BCB Alumni Advisory Council

On March 13, 2015 the BCB Alumni Advisory Council was established.

Dean of Bang College of Business and members of Administration have confirmed the list of members and have signed the Regulations of the Council. Graduates who work in financial, banking, economic, and construction spheres became the members of the Council. The purpose of the Advisory Council is to provide the students of KIMEP with valuable practical recommendations about the expectations of the potential employers from experienced graduates. Alumni Advisory Council actively participated in organizing Alumni Reunion on October 1, 2015 that was held on new Networking format.

## Welcome new Alumni Ambassador Azamat Gimranov

Dear Alumni, we are pleased to share with you an article of one of our graduates – Azamat Gimranov, which was posted in Eurobak Magazine.

Azamat Gimranov completed both bachelor's - BSC, and master's - MBA 2013, degrees at KIMEP, and is our Ambassador in 2008. He is also a member of BCB Alumni advisory council.

We are always happy to witness and share achievements of our KIMEP Alumni!

Azamat Gimranov, market analysis and reporting specialist, PetroKazakhstan

There are many factors that influence the building of a company's brand image. In today's world, Social Network Sites are of vital importance. Many industry experts claim that nowadays companies are so close to their customers via Social Network Sites that they have to be very careful care about their activities and messages on these sites. They must be able to solve any problems or issues which customers have. Furthermore the speed of reply and the quality of the reply is equally important.

Today every company which really cares about its brand image has its own official web page. The Corporate web page is a kind of an elaborate electronic business card in the corporate world. Without this "card" you, as the owner of a company or business, cannot survive in the modern information era. So in order to achieve certain success, a company must create an outstanding information policy.

In today's tough and turbulent business environment, the correct building of information policies of a company in terms of delivering the information to the potential

customers plays a vital role. So, it demonstrates a company's superiority over its competitors. That is why the majority of successful organizations pay special attention to the Social Networks Sites with their many advantages in doing business. This work will be focused on examining the factors which affect a company's image. The issue of Social Network Sites is relatively new and in Kazakhstan it is considered to be the latest trend. The purpose of this study is to analyze the presence of Kazakhstani companies in Social Network Sites and identify the impact of this presence on a company's image. The "snowball" approach for collecting data has been used; the research collected 50 completed online surveys from Kazakhstani customers, mainly from the city of Almaty. As for interviews from experts, one live interview with an industry expert and one online interview with an industry specialist were conducted. Statistical data from the internet informs us about the most popular Social Network Sites in Kazakhstan.

The internet penetration in Kazakhstan for the year 2014 is about 54%, including the mobile internet users, however it give us around 9 mln users. The population of Kazakhstan is about 17 mln people.

According to the source the most popular social networks are as follows:

- Moy Mir (>4.6 mln)
- vk.com (6 596 923-up-to-date)
- OK (6 320 120 up-to-date)
- Facebook (1.020 mln-up-to-date)
- Twitter (~1mln)

The current survey was made in the largest city of Kazakhstan and according to this research about 51% of users use vk.com 45% use Facebook, Google+ 2%,



LinkedIn 1%, other 2% and Instagram 1%.

However, one of the obstacles which I was faced during the study is the fact that the sample size is quite small, thus the picture may not be too accurate. As mentioned earlier, the current study did not cover the whole of Kazakhstan, mainly Almaty.

Many companies in Kazakhstan create an official company page especially in the FMCG sector, local and international representatives, also Kazakhstani SMEs have started to use Social Network Sites, for the promotion of their brand or product.

This research has tried to ascertain which factors really influence a company's image in the Social Network Sites sphere. First we will look at the most popular and frequent factors. First of all, is "interaction with the audience", about 40% of respondents regarded it as the main factor. "Fast replies" and "solving customer issues" had 6% each.

These are the main factors which can create a positive image for companies. Many companies have understood this and are trying to avoid common mistakes in managing

the company's page in the Social Network Sites. There is an advantage of using Social Network Sites against traditional marketing tools. With its fast replies and feedback from the customers companies should be ready to answer comments and concerns as quickly as possible. They need to answer feedback from customers and do it in the best, possible way. They need to be ready to work with unsatisfied customers and address their complaints and negative comments. . All of this definitely affects the brand reputation directly. It is one of the major factors in the creation of an excellent brand image. Besides the quantity of "Likes" which is measured as one of the criteria in brand reputation, the activities, interactions, replies and quality of the content play an important role in a creation of an image in Social Network Sites, how fast they can react, how well they can manage crisis situations online by solving customer problems. And research has also showed that there is a distinct lack in the coordination of PR Marketing and SMM specialists within many companies. Both sides should understand the responsibility of their actions from company side, because in case companies could react fast or react with unprofessional attitude it may lead to the damage of company image.

In addition an Interview was taken from one of the leading experts in the area of Public Relations in Kazakhstan, Alisher Yelikbayev. According to the PR specialist, today many companies and a large number of businessmen see using Social Network Site as a panacea. TV advertising costs are very high, and for many companies Social Network Sites became the solution as an alternative way to promote their company or brand. And today, in Almaty alone there are around 30 Social Media Agencies which have opened since 2012, who are responsible for Social Media Campaigns and strategies for companies. Due to the demand, the supply has increased for this kind of marketing service. However, in the beginning of 2013 the flow of interested companies in Social Network Sites slowed a little, as far as agencies, especially those who ask a high price for their services. He also claims that the tendency of coming few years in the market of Social Media, will be that many companies will review their strategy and money spent on such campaigns. So, only the strongest agencies will survive. And he supposes that there will be only about 5 good agencies that could provide a really good Social Media Marketing service for the brands. The PR specialist also briefly discussed a common situation with brands in Social Network Sites. He mentioned the cases where, companies have their logo and some pictures under their official page in Facebook, but there is no content, there is no interaction with the customers, hence no replies to the comments. Also he talked about the building of a brand image in Social Network.

If companies will take serious actions and have a professional attitude towards their pages in Social Network Sites, of course there will be success in building and creating a strong image for the brand.

Also, the expert mentioned the issue of using Social Network Sites by different industries. It depends on the industry whether or not they should open an account in a Social Network Site. , he gave the example of oil companies who are selling pipes, he summarized that these kind of companies do not need to open such an account as they work mostly B2B, and they have their clients, and they already have their reputation among those big customers. The FMCG, so called mass (products) industry definitely, needs a good Social Media profile, because they are related so much with the customers, and thoughtless actions in Social Network Sites may lead to a bad reputation for the brand.



Another interviewee is the CEO and founder of local a Digital Agency Raiym Dadybayev. According to this industry specialist, many companies do not know what to do at all in this area. Companies use Social Media Marketing, as long as it is a trend, but don't really know how to properly exploit the medium. Of course there is room for further research. However, quarter by quarter the situation changes. However, it is obvious that this is an area with huge potential and companies need to look at it seriously if they do not want to be left behind in the brand image race.

Saniya Serikova (trainer on internet communications) claims that SMM in Kazakhstan is rapidly developing. For example few years ago companies spent much money for outdoor advertising, later they started to create an in social networks and post publications about products. SMM was just social media marketing. And in this case I notice that either PR managers or marketing managers do the work in the social networks. Official accounts in social networks look like a mirror reflection of companies. So now it is more convenient for a lot of people to ask questions in the official accounts not to call a call-center. The effectiveness of SMM depends on the type of business. As I said before some internet companies need more marketing in social media. And in my opinion e.g many B2B companies can do nothing in social networks, traditional marketing communications are good for them. Secondly, I think that Social media management must be separate from Marketing. In Russia many companies divide social media management between Clients service, PR /Marketing and HR.

## Alumni on Almaty Marathon - Interview with Yevgeniy Kopaigora

**Yevgeniy Kopaigora, MBA 1998, Alumni Ambassador in Almaty**

### *Could you please tell what marathon means for you?*

For me this was the first full Marathon race (i.e., all 42 km 195 m.) Prior to that, my maximum non-stop running distance was 11 km. Therefore marathon for me – it's a surge of new feelings and even elation. I enjoyed every kilometer: waving to fans who greeted us, to beeping cars and to smiling passers-by.

I took every opportunity to talk with "pace colleagues", I mean those with whom I was running alongside for a while. I even managed to find friend of mine at the marathon (Stanislav Pak) – and we had run together down the Eastern Bypass Road. For him it also was the first full marathon. Now he also wants to run Tengri ultra-marathon trail by Ili river on May 10 like me. All in all, marathon for me now is a new sense of life!

### *What motivated You to represent KIMEP University on the IV Almaty Marathon?*

I've always been an active KIMEP graduate. Our 2-year joint study and fellowship has united us so much that we virtually became close friends and are still maintaining close relationships among each other. Out of the 200 graduates of my year about 130 graduates chat online on the daily basis. Together with Sergey Yelkin (KIMEP graduate of 1998) we ran 42 km alongside, three more of our graduates were running 10 km. That is why, I had no doubt to support KIMEP and be an ambassador of Alma Mater at the event!

### *How was this marathon for you? What difficulties have you encountered while running 42 kilometers?*

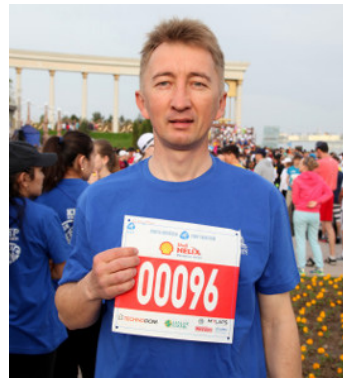
This marathon might be considered as a success for me as I was able to overcome myself. My goal was to finish! However deep inside of myself I wanted to show good results – I was planning to run at a pace of kilometer per 6 minutes; that is, had to finish in 4 hours and 12 minutes. I realized that the distance is too high paced for me, I and slowed down. However, my result of 4 hours and 44 minutes is considered acceptable for a beginner.

The biggest challenge at the distance was the uphill on the Eastern Bypass Road after 13 km – a very steep incline, hot air, and a asphalt temperature ... The two feeding stop-points ran out of water due to high water consumption

and participants were forced to exchange their water supplies.

The real Marathon begins approximately after 37 kilometers, when you have to run on pure willpower. It is very difficult to keep a relaxed state of mind before the finish line. But maybe it's just me who felt such a strain because I desperately wanted to finish.

Many marathoners running alongside with me limped, walked or even withdrew from the distance after 35 km. All of this pressed heavily on me psychologically, and made me to concentrate on my senses and listen to my body.



### *What perspectives does Almaty Marathon has in the long-term?*

I am absolutely sure that Almaty Marathon will increase the number of participants and raise its status! I ran together with several foreigners and they were very positive about the marathon's organization and hospitality of Almaty residents. I am more than confident that AM will become one of the prestigious international marathons in the next 1-2 years!

### *Why did you initiate Run KIMEP Run club?*

I have seen the number of people who supported KIMEP and marathon movement and did not have a doubt that there is a need to unite all of us!

This club (Run.KIMEP.Run!) actually has existed since April 3, 2015. Initially, there were 7 of us (6 of 1998 graduation year and one graduate of 2003). We were training together and preparing for the marathon. After the marathon, I decided to broaden our membership to the whole KIMEP community, firstly, to combine runners related to the university, and, secondly, to try to promote the marathon idea at KIMEP community and KIMEP values at the running community.

In the future, we might think about sponsorship, preparation of the best club sportsmen and helping in organization of trips for KIMEP running club members to international marathons.



# ALUMNI REUNION AND EVENTS

## Alumni Reunion in Almaty

In October, 1 KIMEP organized meetings for its alumni in Social Coffee in Almaty. More than 60 graduates came to coffee house for a reunion with their ex-classmates, teachers, remembering their college days filled with laughter and joy.

The atmosphere of the evening was quite warm and friendly. Alumni were able to create new beneficial contacts as well as to meet with old friends and relax. Graduates could exchange and compare their memories about University life, as some of them finished their education in far 1996 and some graduated only this summer.

“The interconnection of different generations is crucial for developing strong ties within the KIMEP community. Only when we know and respect each one of us, we can call ourselves a family. Alumni are a big part of our history; acally, they are our history. And we should never forget this,” Balzhan Suzhikova says.

Money collected from the meeting will be distributed as financial aid scholarship for current students.

## Alumni Reunion in Astana

On August 16 Alumni of KIMEP University reunited for the forth annual meeting in Astana. The Reunion was held in Rixos President Hotel, where graduates of university came to remember the old days and meet with old friends. Part of money collected will fund the Alumni Scholarship.



## KIMEP University is a Family tradition

Teltayevs

Baurzhan, Gaukhar Teltayevs and Dariga Yerzhanova

Baurzhan – 2005-2011, Public Administration  
Gaukhar – 2005-2010, Bachelor in Economics  
Dariga – 2015 -..., Bachelor of Arts in Journalism

Baurzhan is older than Gaukhar for one year, but their parents decided to keep them together. Together they went to the first class in their kazakh school in their home village in Karasayskiy District. They were both very talented and school's program was easy for them. Together, they left and went to the Russian school. Again, their results were great and they both had very active social lives. Parents, teachers and friends were proud of them.

But school does not last forever. The time came for a big step into the future. Yerzhan and Salamat Teltayevs wanted to provide the best education for their children. “They were so smart, we wanted to give the best possible option to them,” says Salamat Teltayeva, mother of Baurzhan and Gaukhar.

“We started comparing all the universities. We could see how children of our friends and relatives study in KazGU, in Medical University and other public universities and we did not like it. I was depressed by the fact that I cannot find any decent college for my children. One day my husband came and said he had heard about “some KIMEP”. I found out everything I could, came here, saw the atmosphere, and talked to professors and students. I understood, this is what I was looking for,” says Salamat.

Baurzhan and Gaukhar entered KIMEP in 2005. For the first time they felt real competition. They had to try really hard to keep at pace with the program; they even took some courses twice. According to Salamat, some of students were giving up and leaving the university, but not them. Because it is not about how much you failed, it is about how you succeeded.

Gaukhar graduated in 2010. Now she works in Akimat of Almaty city in Department of Finance. Baurzhan graduated a year later in 2011. He also works in Akimat in Labor Inspectorate.

The youngest sister Dariga Yerzhanova had known that she was also going to apply to KIMEP from her brother and sister's first day at university. “I always wanted to be like them. I heard them say all these different things about KIMEP, their lessons, friends, professors. I could not wait

for the moment when I will be here, experiencing all of this by myself,” says Dariga, who joined Department of Media and Communicaiton.

This family found at KIMEP everything they were looking for. For them KIMEP became a place of first failures, first successes, and their first big steps to the bright future. “I am happy my children had an opportunity to study here. Even now, after all these years I feel excitement walking into these doors,” says Salamat.



## Sansyzbayevs-Tursunovs

### Almas and Dair Sansyzbayevs and Aida and Dana Tursunovs

Traditions have always been important for the Kazakhstani families. There are traditions like respecting elderly people, taking care of little ones, and now new kinds of traditions emerged. The tradition of education creates a new bond not only within the family, but also between the family and the University.

KIMEP University takes a special place in big Sansyzbayev-Tursunov family. Aida and Dana followed their brothers Almas and Dair's footsteps and chose KIMEP as their place to get education.

Almas Sansyzbayev studied his bachelor's degree in Accounting and Finance in KIMEP during 2005-2009.

"When deciding which university to choose there were many thoughts and options, however, with the support of my parents and my uncle Almat, father of Aida and Dana, I chose KIMEP and I am very proud of my choice. KIMEP is not an ideal university, it has its advantages and disadvantages. But the truth is that KIMEP is the only university in Kazakhstan that prepares students to compete in the international environment. That's what I felt during my one year studies in US, when applying for internship, job and now when I'm hiring personnel," Almas says.

Almas graduated in 2009. However, his story with KIMEP did not end. Dair, Aida, Dana chose the same path and joined KIMEP family. "I hope the list of family members at KIMEP will only increase with time. I enjoy hearing how things are going now at my Alma mater and to see what differences are happening now."

Dair chose KIMEP because he considers it as strong school of accounting and financial professionals. He graduated in 2011. For the moment he works at JSC "Kazpetrodrilling" as a Financial Reporting Manager. According to Dair, knowledge that KIMEP provided with helped him in his career and he applies it in every day work.



Aida is a senior BCB student with major in accounting and marketing. Her brothers recommended her to apply to KIMEP, and now she understands why. Double major program allows her to graduate with specialization in these two spheres, which will give her great opportunities in future career.

"When I entered the University, my brothers helped me with the registration and schedule, and also advised professors and courses," Aida says.

Dana is a second year student in Bachelor of Finance program. She is the youngest in their family and was always listening to her elder brothers and sister describing KIMEP. Dana is interested in student life and is going to join student organizations like KASD or KIMEP Friends.

KIMEP did become a part of Sansyzbayev-Tursunov family and these ties are still very strong. "Being part of a KIMEP alumni network makes me proud and motivates me to grow both professionally and mentally in order to keep up with the pace of other KIMEP graduates," says Dair.

Traditions can be different, but this one has brought something incredible to the life of this family – happiness, opportunities, friends, and success.

"Today we live in the time of turbulence - when things change quickly and we face multiple challenges. Life is all about change - sometimes you are on the top and sometimes you are not. We all need to remember that and focus on the opportunities such times bring to us. I wish all the best of luck to current students in finding their path in this life," Almas says.

## Thank you letter from Temirlan Moldabergenov, Samsung Scholarship holder

Hi everybody!

My name is Temirlan. I will tell you a brief story of my student life and what brought me to Samsung Electronics. Probably someone will view it as a usual story, but I hope that it will motivate someone and on its example somebody will understand the importance of each action and the decision made, that will further reflect on your life as a whole.

I will not share the full description of everything what I did – this would become a lengthy text: yet, if more detailed information would be of interest to somebody – I am always open and I will be happy to render my advice.

When I started studying at KIMEP It was not all at once that I became self-responsible for my decisions and understanding my future steps in life. Yet, fortunately, our students are very friendly, and many senior students gave me the right advice which really helped me – I am sincerely grateful for this. I hope my story will inspire and help you.

Perhaps, many of you ask yourselves: "what am I doing here, why do I need to study, what will it give to me?", and some of you do not think of the meaning of studying at all, just obeying what your parents told you. After getting admitted, one first of all has to understand the meaning of one's learning – are you ready to dedicate your precious time and devotion to the chosen profession? Our parents make this important decision for many of us, but they do not always understand what really their child wants to do; also you have to remember that we are another generation, we face a different time, different outlooks and interests. Therefore, the correct choice of profession is a foundation of success. I don't mean that after selecting a profession that you like everything will go easy, but, at least it will be interesting and you will be ready to devote yourself to what you do.

I chose the university I wanted to study at and the profession I want to learn on my own. For my free choice and this independence I am eternally thankful to my parents, since from my childhood they gave me an opportunity to choose – this really helped me in my life.

Heading along the path that you chose on your own you have to understand the responsibility for your actions, to realize that only you are responsible for what is going on. I was admitted to KIMEP on a tuition paying basis, and it was hard for me to deal with the amount of money my parents spent on my education. Gathering myself up I decided for myself that I will try to justify those investments made. Starting from my first semester I started to study well, yet it took a lot of effort to achieve



the goals set. During my secondary school years I was an average student, but "diligence is the mother of success" – I understood it a year later, when I got "KIMEP Presidential Scholarship" for academic excellence (GPA above 4.0), which is awarded for one year and requires proving your merit each year.

Each time when you strive to success and work hard, you should know – this will pay off and, finally, you will be on the top. Remember: "do today what others don't want to do, and tomorrow you will have what others don't have". Once again I was reassured in this when I got a scholarship for the whole period of my education from "Samsung". I did not get it all at once – the first time I failed, and only a year later it was awarded to me. That is life – not always things go the way you plan them, sometimes you have to accept it; the main thing is – never give up. If, at the moment of my failure I would give up and go with the flow, I would hardly ever achieve anything. Each situation of failure has to be taken as experience and move along – even stronger and harder. Finally: "it's all to the good". I mean that if you face a problem – you have to resolve it and to understand – this is not the end. The result depends on yourself and your hard work.

In conclusion I would like to say: whatever you achieve in life – don't stop moving, don't search for "comfort zones", always overcome new peaks. One time my father said to me: "Life is like a ship and you are the captain. If you let the steering wheel go, you will not understand yourself, where the waves will bring you. But if you know your direction and goal, then no matter how hard it would be – you have to strive to it despite of all hardships; in the end you will get where you wanted to, and no one will say that it is just luck!". So, leaving the comfort zone, I got the internship first in Kazkommertsbank, then in EFES Kazakhstan, and now I am at my internship at Samsung; I know this is just the start of my lifetime journey and a lot of interesting things are ahead, so let us always move forward and overcome new peaks together.

We are "the golden generation", we are the future of our country!

# Contact us

## Alumni Success Stories

If you would like KIMEP to highlight your professional or community service activities, we will be happy to include your profile in alumni-related publications. Please contact [cdd@kimep.kz](mailto:cdd@kimep.kz) to participate.

## Services for Alumni

KIMEP is proud of its Alumni. The success of the University depends primarily on the success of its graduates. KIMEP is pleased to offer the following list of benefits for its Alumni, and encourages alumni to take advantage of the following services.

- 10% discounts for the training of Professional Development Programs (PDCP) of the College of Continuing Education of KIMEP, as well as foreign language courses and preparatory courses for the children for the admission to KIMEP
- Free access to the information resources of the KIMEP Library

- Rental of the conference halls of KIMEP with 10% discount for the conferences, training and seminars
- Career and Employment Center offers its services to help alumni to find good candidates among KIMEP graduates for work or students for internships opportunities.

To get all of these benefits you need to obtain an Alumni ID Card

Send an email to [cdd@kimep.kz](mailto:cdd@kimep.kz) the following information:

- Scanned photo 3\*4
- Name
- Program
- Year of graduation
- Work place
- Position
- Contact phone number



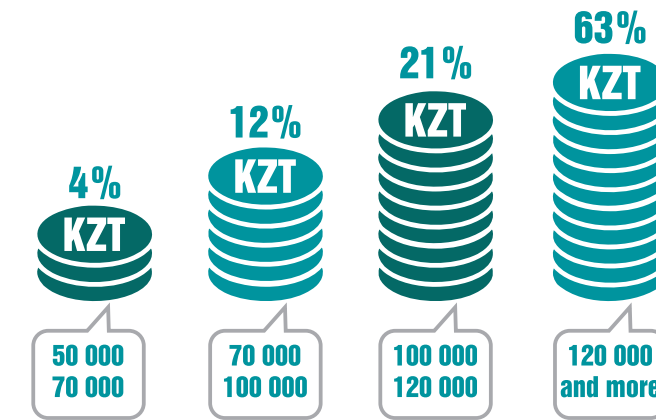
## Alumni of 2014 Profile

Traditionally in a year after graduation KIMEP University approaches one of its key stakeholders – alumni - for feedback about their working experience, job performance and level of satisfaction with the quality of KIMEP University's education. The data collected in the frames of this project – Alumni Survey - serve as valuable source for university-wide and program-based improvements.

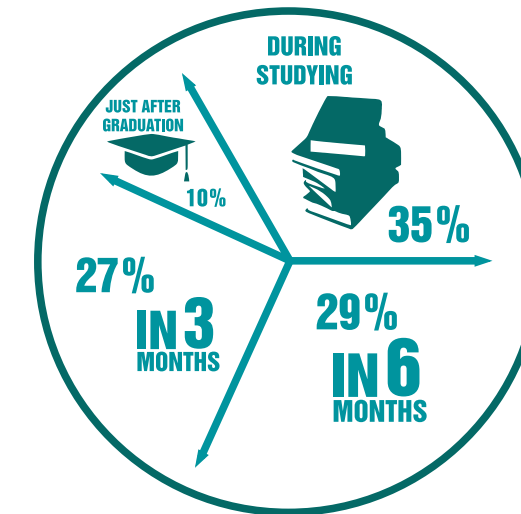
This year 334 alumni, who obtained their academic degrees in 2014, answered the survey questions via emails, online instruments or phone interviews.

Results showed that in a year after graduation most alumni (82%) are employed. They work in companies of various ownerships that operate in more than 30 industries. Additionally results show specific attributes of each educational level and academic program. Brief profiles of master's and bachelor's graduates are given in the infographics.

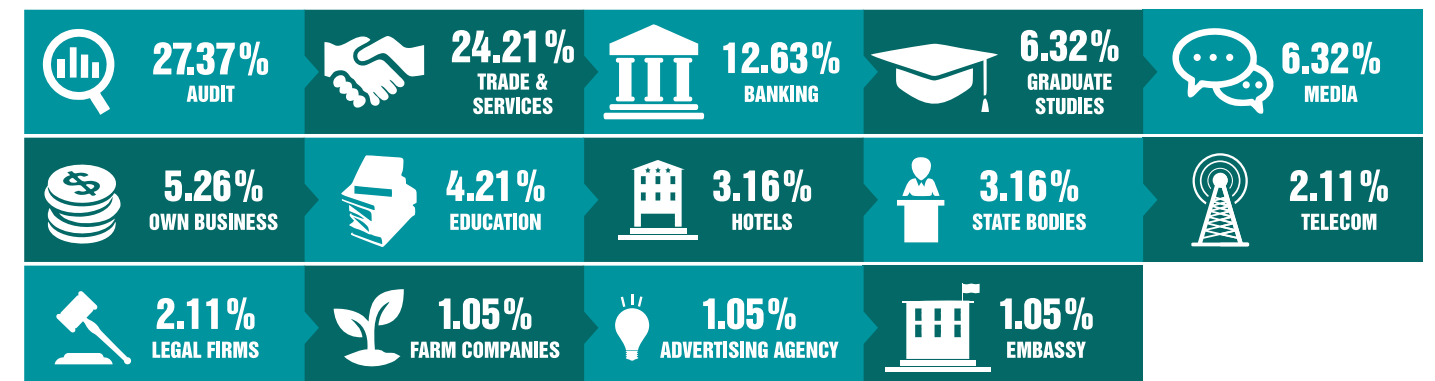
## Starting Salary



## Period of employment fall 2014



## Areas of graduate employment 2015





[www.kimep.kz](http://www.kimep.kz)