



# ALUMNI

## MAGAZINE

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KIMEP Alumni Association (KAA) welcomes you in its 13th issue of Alumni Magazine!

In this issue you will find news from our colleges and departments, updates on projects and events held at KIMEP and interviews with our alumni. KIMEP University is proud of its alumni many of whom are leaders in their professional field. Many KIMEPIans founded companies that successfully work in Kazakhstan and abroad. One of main goals of our association is to share this information for the development of KIMEP community and creation of special place for inspiration, network and connection. We would like KIMEP community to know local brands that were established by KIMEPIans. That is why we dedicated this issue to KIMEPIans who produce goods in Kazakhstan. Our interviewees are engaged in diverse business projects from cider production to recycling plastic. Please, read these stories in the section "Made by KIMEPIans". We hope that these interviews will inspire readers to follow their dreams and to be brave in trying something new.

The 2022-2023 academic year was full of various events. We were happy to see our alumni at Alumni Reunion in October, our Mentorship and Femtorship programs are attracting more participants each year. I want to express our gratitude to all alumni Mentors and Femtors for their willingness to serve as guides to the new generation of KIMEPIans on their first steps in the adult life.

Our University has a very dynamic academic and socio-cultural life, but the biggest news of AY 2022-2023 is the creation of KIMEP Alumni Endowment Fund (KAEF) by our alumni Dulatbek Ikbayev, Dauren Alybayev, Arman Gubaidullin, Anarbek Gilmanov and Aslan Shangutov. During Alumni Reunion in October Dulatbek Ikbayev, Dauren Alybayev and Arman Gubaidullin announced the registration of KIMEP Alumni Endowment Fund and talked about mission and goals of the fund for the year. Now, at the end of this academic year we can congratulate KAEF team in reaching their ambitious aims successfully! To get acquainted with activities and achievements of KAEF team please read the article on page 39.

Our graduates support KIMEP community in different ways: Islam Abdukhaliyov, came to our office and proposed to give free lectures and seminars on Accounting and Audit for current students; Almas Smagulova reached us by email with the proposal of consulting fresh graduates on CV and interview preparation, as well as helping Alumni Association with urgent projects and events. On behalf of KIMEP Alumni Association, I want to thank Islam and Almas for their desire to share their time, knowledge and experience with students.

Each issue of Alumni Magazine is a collective work of KIMEP staff, faculty and alumni and I would like to thank each of you for your cooperation and support in creating this volume.

*Alfiya Ilyas  
Alumni Manager  
Corporate Development Department*





# MESSAGE FROM DR. BANG

Dear alumni of KIMEP University,

Welcome to the latest edition of KIMEP University's alumni magazine. I would like to thank you for giving me the opportunity to address you as the president of your alma mater. As I have stated in previous messages, KIMEP University remains dedicated to providing the highest quality of education to its students despite the uncertainties of a fast-changing world.

You are alumni of KIMEP University and eminent representatives of one of the finest educational institutions in Kazakhstan. You are fulfilling the mission of our university in your work as well-educated citizens and are improving the quality of society in Kazakhstan, Central Asia, and beyond. The staff of KIMEP University follow the progression of your careers closely, and are always available to meet and discuss any concern you may have.

The upcoming academic year will be a step forward in the modernization of KIMEP University. Now as ever, our university presses on as the vanguard of higher education in Kazakhstan and Central Asia.

Our campus is undergoing major renovations in order to keep our facilities in line with our ambitions. The highest management council of KIMEP University has also endorsed ambitious strategic plans to enhance research in all colleges of our university. We wish to become a hub of academic research for Central Asia. I am confident that, with the dedication of our faculty, staff and students, we will be able to achieve this goal. I would love to hear your suggestions as distinguished alumni.

KIMEP is a student-centered university, and we therefore consider students' education and welfare to be the top priority. As KIMEP alumni, this institution is your university, and we are here to help you realize your lifetime dreams and career objectives. I always welcome your letters, suggestions, and recommendations on the ways by which we can improve, and I love hearing from you.

I would like to thank you for being part of our impressive alumni network and for staying in touch with your alma mater. On behalf of our faculty, staff, and the KIMEP University community, I would like to express my most sincere pride in your achievements.

I look forward to hearing from each and everyone of you.

Sincerely yours,

Chan Young Bang, Ph.D.  
President of KIMEP University

# NEWS FROM THE BANG COLLEGE OF BUSINESS

## HIGHLIGHTS OF 2022-23 AY

### NEW FACULTY MEMBERS IN 2022-23 AY

**Dr. Engin Mendi** joined BCB as an Assistant Professor in Operations Management and Information Systems. He received his PhD degree in Integrated Computing from University of Arkansas at Little Rock (UALR), has two MS degrees, one in Applied Science from UALR and the other in Computational Engineering from Technical University of Munich, Germany and BS degree in Civil Engineering from Middle East Technical University, Turkey. Previously, he was a faculty member at Computer Engineering Department at Konya Chamber of Commerce Karatay University, Turkey, a software developer at Plasma Physics Institute at Max-Planck-Society, Munich, Germany, and a graduate intern at Wright Brothers Institute at US Air Force Research Lab, Dayton, Ohio and at IABG mbH, Munich, Germany. His research interests are in the areas of image-video processing, health informatics and mobile application development. He has published and co-authored more than 30 publications, over 10 journal papers, 1 book chapter and numerous conference papers.

**Dr. Halil Kiyamaz** is a Visiting Professor of Finance. Professor Kiyamaz obtained his Ph.D. in Financial Economics from the University of New Orleans, USA. His experience includes working as a Professor of Finance at the Crummer Graduate School of Business. Professor Kiyamaz also taught at the University of Houston-Clear Lake, Bilkent University, and the University of New Orleans. He holds the Chartered Financial Analyst (CFA) designation and has served at the CFA Institute in various capacities.

### BACHELOR OF INFORMATION SYSTEMS AND MASTER OF MANAGEMENT PROGRAMS RECEIVE FIBAA ACCREDITATION

On 28 September 2022, the two newest programs of the Bang College of Business - Bachelor of Information Systems and Master of Management - received the initial international program accreditation by the Foundation for International Business Administration Accreditation (FIBAA).



### CEI COVERS ESG-RELATED TOPICS IN THE SECOND BCB VIDEO CONTEST



In October 2022, the Center for Entrepreneurship and Innovation (CEI) launched the Think Big! BCB Video Contest. Participating students had a task to prepare a video, sharing their creative and innovative ideas to inspire positive changes in the KIMEP community, society, and the world. Teams were encouraged to consider the topics of green economy, social responsibility, sustainability, and other related issues. The three winner teams – Dreamers, Barys Yurt Club, ASAD -were announced on 25 November 2022, receiving monetary prizes.

### DEAN'S OFFICE HOLDS FACE-TO-FACE MEETINGS WITH BCB STUDENTS

The Bang College of Business has always valued the students' opinion regarding its programs and services. To further advance this work, in Fall 2022, BCB Dean's Office organized series of face-to-face meetings with current students. The biggest of such events was the MBA Reception that was held on November 9, 2022. In addition, the BCB administration held meetings with freshmen, undergraduate, graduate students, as well as the KSA representatives. During the meetings, the College administration and the students exchanged opinions and ideas on the current and future issues related to the college and its programs.

### BCB INTENSIFIES DIRECT RECRUITMENT EFFORTS

The Fall 2022 semester was marked by the start of BCB direct recruitment visits to schools. Throughout the 2022-2023 academic year, college representatives (faculty members and program managers) visited NIS, Tamos Education, Orken, Shokan, Almaty International School, Lakeview School, #60 gymnasium of Almaty, and many other schools with recruitment sessions.



## ELSEVIER RECOGNIZES DR. NURLAN ORAZALIN AS ONE OF THE WORLD'S TOP 2% SCIENTISTS

In November 2022, BCB Assistant Professor Dr. Nurlan Orazalin entered the World Top 2% Scientists Rating by Elsevier, as one of the most cited researchers around the world. This is a remarkable achievement highlighting the level of research done by Dr. Orazalin.

## AS AN OFFICIAL UN PRME SIGNATORY, KIMEP WELCOMES BATYL BOL FREE-OF-CHARGE KAZAKH SPEAKING CLUB

In November 2022 BCB has invited the free-of-charge Kazakh Speaking Club "Batyl Bol" to hold their sessions at KIMEP campus three times a week – on Tuesdays, Thursdays and Saturdays. The Club is open to all who wishes to improve their knowledge of Kazakh language and the number of its participants steadily grows. The Club founder says that the new location helped the Club advance and attract new participants. Overall, each session is visited by 30-70 people. Many of the visitors testify that the Club was instrumental for their mastering of the language.

## BCB PROGRAMS RE-ACCREDITED BY ACCA AND ICAEW

In January 2023, the ACCA re-confirmed BACTA's 8 exemptions out of nine possible and MACTA's 7 exemptions out of nine possible. In its turn, the ICAEW widened the list of programs that can receive exemptions to include all KIMEP undergraduate programs..



## CEI ORGANIZES KIMEP MERCHENDIZE COMPETITION

The BCB Center for Entrepreneurship and Innovation (CEI) in collaboration with the Shinhan Bank and KIMEP Student Government organized the KIMEP Merch Competition. On 17 February 2023, the winner team was identified and received 1 million KZT to implement its business plan.

## EUROPEAN IMA CASE COMPETITION: BCB STUDENTS WIN SILVER IN EUROPE

On March 6, 2023, BCB Students' Team won the second place in the European finals of the Institute of

Management Accountants (IMA) case competition. The Finals were held in Warsaw, Poland. It is the third year in a row (BCB started participating in the AY 2020-2021) when KIMEP team makes it to the finals of the European competition and wins a place there. This year's KIMEP Team, consisting of Azhar Davletkaliyeva, Aigul Makhmutova, Wukelai Nuerbaheti, and Altynay Zhalgassova, was prepared by BCB Assistant Professor Zhanat Syzdykov. It is a great achievement for our students, BCB, and KIMEP University.

## LIST OF BCB PARTNERS CONTINUES TO GROW

The list of corporate partners collaborating with BCB continues to expand – in Spring 2023, agreements with Technowomen, QSTEM and other local and international organizations are being signed.

## LEADERSHIP DEVELOPMENT PROGRAM CONTINUES TO BRINGS STARS TO KIMEP

In 2022-2023 academic year, Leadership Development Program organized guest lectures by such prominent speakers as Kanat Islam (WBO Intercontinental Champion), Abylaikhan Qamalladin (Influencer), Beksultan Kazybek (Digital Producer), Dr. Chan Young Bang (KIMEP President), Maxat Zharasbayev (Inditex International HR Director), Natalya Lim (PWC Partner), Alberto Simoncini (Crowe Kazakhstan Managing Partner), Zhanibek Baidulla (Head of ESG Department, Samruk Kazyna), and many others.



## PROMINENT SCHOLAR GIVES A RESEARCH SEMINAR FOR BCB FACULTY

On April 4, 2023, Professor Choelsoon Park, Professor of Strategy and International Management and former Dean of Seoul National University Business School, gave a seminar to BCB faculty on Executive Education and Leadership programs at SNU and discussed the organizational context of high quality research.

## BCB HOLDS THE TWENTIETH KIMEP INTERNATIONAL RESEARCH CONFERENCE

On April 14-15, 2022, BCB organized the 20th KIMEP International Research Conference (KIRC) in collaboration with the UN PRME Eurasian Chapter. The multi-disciplinary conference was dedicated to "Global impact of CSR, ESG & Sustainability: Bridge between Academia and Industry". During the conference, faculty and students exchanged their research on issues that impact all of humanity.

## BCB ACCREDITATION SEMINAR SERIES ATTRACT HIGHER EDUCATION PROFESSIONALS FROM 20 COUNTRIES

After receiving the first EFMD accreditation in Central Asia, BCB opened series of free-of-charge online webinars for accreditation professionals from the region and beyond. The seminars are intended to help other business schools learn more about international accreditation and thereby further develop the quality of business education. The series started on 16 March 2023 with a lecture by international accreditation expert Joanne Powell (QED, Ireland), continued with life-hacks from the recently accredited schools shared by Dr. Nejat Capar (BCB Dean, KIMEP, Kazakhstan) and Mariia Levchenko (Accreditation Expert, Heilbronn University, Germany), and was finalized by a session about ESG opportunities for business schools that was delivered by Dr. Aigerim Kaumenova (Chair of the PRME Chapter Eurasia, AlmaU, Kazakhstan) and Prof. Dr. Serhat Burmaoglu (Kyrgyz-Turkish Manas University, Kyrgyzstan). All session were a true success. The three sessions were attended by 240 higher education professionals from 20 countries (Kazakhstan, Georgia, Kyrgyzstan, United Kingdom, Russia, Armenia, Uzbekistan, Lithuania, Italy, Turkey, India, Lebanon, France, Poland, Estonia, Belize, Pakistan, Algeria, Portugal, and Sierra Leone).



## BCB HOLDS TWO SESSIONS OF THE BUSINESS ADVISORY COUNCIL

The Business Advisory Council is a Bang College of Business's consultative body that meets regularly, joining the efforts of the world of practice and academia for the benefit of quality and currency of the BCB academic programs. In 2022-2023 academic year, BCB organized two session of the council – on December 14, 2022 and on May 25, 2023. Both of the sessions were a true success. Overall over 30 representatives of corporate world, hailing from a wide array of industries, took part in the session. Such companies as Deloitte, Grant Thornton, PricewaterhouseCoopers, Danone, British American Tobacco, EFES Kazakhstan, Alina Group of Companies, KazGiproNefteTrans Engineering Company, Colliers, Mars, DAR IT company, Kolesa Group, Google Leaders Program, and Transtelecom, shared their opinion on the best ways to prepare future professionals for their industries. The practitioners' recommendations are reviewed and implemented for further advancement and practical value of the BCB academic programs.

## BCB BUSINESS INCUBATOR LAUNCHED

The BCB Business Incubator Launching Event was held on 14 June 2023. During the Launch, BCB signed MOU with TechnoWomen Kazakhstan. After the MOU signing ceremony, there were four guest lectures by IT sphere professionals: Nikolay Mazentsev, Chairman of the Board and Co-founder of Choco family; Tatyana Pyatina, Founder of the Pyatina.pro and Executive Director of the FK Heartland; Zhiger Kairatuly, Winner of the 2022 Hackaton by Ethereum (USA), Product Manager at the Bank CenterCredit; and Yerkebulan Saparov, Product Management Mentor.



# NEWS FROM THE LAW SCHOOL

## LAW SCHOOL'S PARTICIPATION IN THE ESIL RESEARCH FORUM (ESTONIA, APRIL 2023)

On 27-28 April 2023, two professors of the KIMEP School of Law took part as speakers in the 2023 Research Forum of the European Society of International Law (ESIL) held at the University of Tartu, School of Law in Estonia. The Forum was titled "Regional Developments of International Law in Eastern Europe and Post-Soviet Eurasia". The ESIL Research Forum is a scholarly conference promoting engagement with research in progress by members of the Society. It has an intensive format and dynamic discussion component. The 2023 Research Forum, organized in the beautiful city of Tartu, aimed at engaging with competing dimensions of international law as reflected in Eastern Europe and post-Soviet Eurasia.

Professor Dr. Sergey Sayapin, a keynote speaker, and Associate Professor, Dr. Rustam Atadjanov, a panel speaker, presented their speeches on 28 April, on the second day of the Forum. Dr. Sayapin's keynote

presentation addressed the Eurasian integration and its law in the shadow of Russia's war against Ukraine and was followed by a vivid exchange of questions and answers by the speaker and the audience. Dr. Atadjanov's presentation dealt with implementation of international human rights law in emergency situations and situations of violence in Central Asian contexts.

Our professors represented KIMEP University at this prestigious conference and engaged in dynamic conversations with colleagues from across Europe and post-Soviet Eurasia - lawyers, judges, professors, researchers and students, on different aspects of international law relevant for the region.

## GRAND NATIONAL DEBATE TOURNAMENT

The KIMEP Law School Grand National Debate Tournament in English (the "Tournament") is an annual debate competition for high-school students that takes place in the spring of each year, on the initiative of the Law School and as its own form of Intellectual Olympiad. It is open to high school seniors and professional vocational school students in their graduating year from all cities and regions of Kazakhstan. Winners will be awarded scholarships to study Law at KIMEP.

Congratulations to all the participants and winners of the Grand National Debate Tournament held by the School of Law at KIMEP University on 25-26 March!

This year the competition was fierce, with 35 teams from various regions competing for the top prize of a 100% scholarship at KIMEP University for 4 years.

We extend our warmest congratulations to the winning team, «10 rings» — Nuray Kosshybek and Nursultan Anat, for their outstanding performance and emerging as the champions of the tournament. We also commend the second-place team, «Stepnogorsk» — Gulim Rakhimzhanova and Madina Railova, for their exceptional skills and efforts.

We'd like to give a special shoutout to Gulim Rakhimzhanova for winning the Best Speaker award and Kenzhagulova Zhanel for being awarded the 2nd Best Speaker. All of the participants displayed exceptional skills, hard work, and dedication in their debates.

This tournament was a great opportunity for participants to showcase their knowledge and debating skills. Congratulations to everyone for a job well done!

## NEW LL.M PROGRAM

We are pleased to announce the introduction of two new LL.M tracks for this year: the Commercial Law Track and the Human Rights Law Track. These additions are a testament to our commitment to offering a diverse and comprehensive curriculum that aligns with the evolving needs and interests of our students.

The Commercial Law track is designed for practitioners with some experience in the practice of Law to take their professional abilities to the next level. Because of the variety of courses available, it is suitable for those seeking to move from a more general practice into business law, as well as those already practicing in the area who wish to research and deepen their knowledge of a particular aspect.

Human Rights Law Track  
This track is grounded in our Center on International Human Rights Law. In addition to world standard instruction regarding theories and sources of International Public Law, students have the opportunity to research and work on real-world issues in Kazakhstan and Central Asia, such as human trafficking, migration matters, labor exploitation and the rights of women and children.





# NEWS FROM THE COLLEGE OF SOCIAL SCIENCES

## NEW CSS FACULTY MEMBERS

In the 2022-23 academic year, CSS has hired a large number of adjunct faculty with diverse practical and research backgrounds, including Drs. Rafis Abazov, Shugyla Kilybayeva, Mr. Adlet Kumar and many others. Also among the new adjunct faculty members there are two KIMEP's "Bachelor of International Relations" graduates Altynay Mambetova and Islam Ishmukhametov, who received a master's degree from the University of Glasgow and returned to their first alma mater in a new role.

From Spring semester 2023 new professor of the Department of Economics Dr. David Porter started to teaching Economics courses. Briefly about his background: Since 1999, David has been employed in



the energy sector as electricity load forecaster, tariff rate forecaster (Enron Energy Services), real-time electricity trader (Enron and Nextera), financial trader (Nextera) and proprietary speculative trader for numerous firms. He has traveled to 40 countries. He has an extensive background in Financial Economics and Monetary Economics dealing with foreign exchange, option pricing, swaps, collars and derivatives. Dr. David Porter taught multiple sections of Macroeconomics and Economic History at UGA. In January 2021, he joined Florida Gulf Coast University (FGCU) in Fort Myers, Florida and taught numerous sections of ECO 2023 Microeconomics, both in-person and online, to more than 600 students as a Visiting Instructor.

## MODEL UN INTERNATIONAL STUDENT'S CONFERENCE, NOVEMBER 20, 2022

The College of Social Sciences of KIMEP University held an international Model UN Conference on November 20, 2022. This is a popular format for simulating the work of the United Nations – one of the most significant international institutions in the world. Since its inception in the middle of the XX century, the Model UN has become a favorite intellectual game for university and high school students, helping them to get a clearer understanding of local and global problems that require reflection and action by the entire global community.

Back in time about 10 years ago, KIMEP University was a pioneer in organizing a Model UN in Kazakhstan. This year has become significant: the Model UN has taken on a life of its own at KIMEP. On November 20, 2022, the first after a long break Model UN was held at KIMEP University with the representation of five agencies of the Organization: the General Assembly, the World Bank, UNEP, UN Women and UNESCO.

Honorable guests and keynote speakers supporting the event were Mr. Vlastimil Samek from the UN Department of Global Communications, Mr. Magnus Magnusson – the Head of the UNESCO Cluster Office in Almaty, Mr. Anand Krishna – the Public Affairs Officer of the US Consulate General in Almaty and Professor Rafis Abazov – the Director of the Institute for Green and Sustainable Development at the Kazakh National Agricultural Research University.

77 participants, General Secretary, chairs and co-chairs of committees, including real representatives of various countries, such as Afghanistan, the UK, Georgia, Kazakhstan, Kyrgyzstan, Mexico, Russian Federation, Tajikistan, Turkmenistan, representing different universities of Almaty, as well as Almaty NIS, worked in committees, representing not their own countries, but the UN member ones.

The main topics of discussion were: "Global Energy Crisis" (UN General Assembly); "Today's Housing Problem" (World Bank); "The Man and the Biosphere" (UNEP); "Women's Right in Armed Conflicts" (UN Women); "Language Endangerment due to the Prevalence of Lingua Franca" (UNESCO).



## CSS CAREER DAY, MARCH 2, 2023

CSS organized its first tailor made Career day in cooperation with KIMEP Career Center with main focus in the field of International organizations and programs, public sphere and civil service, business, creative industry and media. It was organized in response to students' requests and offers opportunities for students to meet with potential employers, to make better choices fitting their majors, to participate in thematic presentations & master classes and to find internship places.

Around 200 students participated and 17 partner organizations and companies participated in the event: UN Volunteer Program - Kazakhstan, U.S. Consulate General Almaty, American Space, EdUSA, Akimat of Medeu district of Almaty city, Youth Internship Program, Agency for Civil Service Affairs, AWEX Almaty - Trade and Economic Representation of the Kingdom of Belgium in Kazakhstan, BeNeLux Chamber Commerce, CAYLA Central Asia/Eurasia Foundation, Jusan Analytics11, The Coca Cola Company (Turkiye), TAITRA (Representative Office of Taiwan Trade center in Almaty), Born Nomad, Samruk Qyzmet, Astana, International Company "Scientific Publications", Winrock International, HR Department of KIMEP University. Representatives of the UN Volunteer Program and Samruk Qyzmet especially traveled from

Astana and Coca-Cola sent representatives from Istanbul (Turkiye). Aika Alemi (Born Nomad) made presentation about prospective creative industry.

## CSS PARTICIPATION AT BASEES CONFERENCE IN THE UNIVERSITY OF GLASGOW, MARCH 31 – APRIL, 2, 2023

In late March - early April, CSS representatives Gulnara Dadabayeva and Zhamilya Utarbayeva visited the partner University of Glasgow as part of academic mobility at the invitation of the co-director of the Centre for Russian, Central and European Studies (CRCEES) Professor Clare McManus, but the main purpose of the trip was to participate in the BASEES (The British Association for Slavonic and East European Studies) 2023 Glasgow conference, where CSS representatives made a presentations: Dr. Gulnara Dadabayeva on "Chinese Education for Kazakhstani Students: Opportunities and Challenges" and Zhamilya Utarbayeva on the "Educational Support to Ukrainian Youth in Kazakhstan 2022", mentioning the great role of KIMEP University in supporting students from Ukraine.

The presentations aroused the interest of an international audience. Participation in the conference helped in academic networking and establishing new contacts.

## EUROPE DAY IN KIMEP, APRIL 27-28, 2023

The administration of the College of Social Sciences, Professor, Adlet Kumar, MSc and students of the "Bachelor of International Relations program with generous support of the European Union Delegation to the Republic of Kazakhstan organized the "Europe Day in KIMEP" with two main events: the Model-EU Student Conference 2023 and the Europe Day in KIMEP in the framework of courses "Foreign Policy of Kazakhstan" and "International Conference Organizations and Management".

Model EU Simulation game was a meeting in order to revise the perspective of membership of Kazakhstan to EU, so the discussion was extra interesting.

HE Kestutis Jankauskas, Ambassador of the European Union to Kazakhstan was the main guest of the event during 2 days. The Head of the Representative Office of the MFA of Kazakhstan Mr. Bakytzhan Bulegenov, Consul General of Germany in Almaty Mr. Mario-Ingo Soos; a distinguished veterans of the Ministry of Foreign Affairs of Kazakhstan, representatives of the Sorbonne - Kazakhstan Institute, and many other honored guests.





The festivities were not only limited to the distinguished guests as our students arranged an exciting and entertaining show program. Everyone enjoyed the lively performances by the students and guests who sang and danced to the beat of the music. The evening concluded with an astonishing flash mob that left everyone amazed.

The «Europe Day» event organized by our students was a perfect blend of fun and celebration of European culture. We are proud of our students for their hard work and dedication in making this event a huge success.

### SERIES OF GUEST LECTURES “WORKING AS A JOURNALIST/PR SPECIALIST IN KAZAKHSTAN”

During the 2022-2023 academic year the Department of Media and Communications had a lot of events and guest lectures organized by the faculty members within the project “Working as a Journalist/PR Specialist in Kazakhstan” and regular classes.

Below the topics & speakers of some of them:

- “Media in Kazakhstan: Journalism Ethics and Standards” by Baktygul Burbaeva, representative of the public association KazMedia Network, September 2022;
- “Lessons from journalism experience at Kursiv Media” by Karakoz Ydyrys (journalist and KIMEP alumnus) and Aidar Buribaev (editor), November 2022;
- “How to use open data in investigative journalism” by Tatiana Trubacheva, special projects editor - “Kursiv”, editor at ProTenge;
- “The work of PR Specialist in the Luxury and Beauty Industry in Kazakhstani Market” by Olga Knyazeva, Head of PR and Media of LVMH P&C Kazakhstan, November 2022;
- “New Media” by Yekaterina Karabayeva, practicing professor of AlmaU, January, 2023
- “Writing for Forbes: Tips from editor” by Aizhan Suleimenova, BAJ alumna, currently an Editor-In-Chief of Forbes Woman, February, 2023;

- “How to write an investigative journalism story” by Jamilya Maricheva, journalist and founder of Protenge.kz, March 2023.

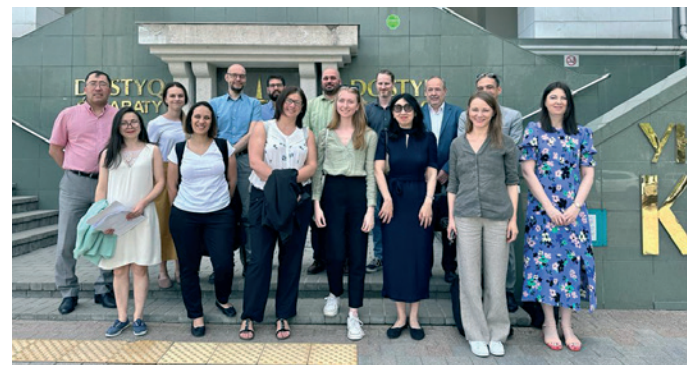
All these lectures of practitioners served to ensure that the student, even while still at the university, will have practical skills that are in demand in a professional environment.

### IMCEREES CONSORTIUM MEETING IN ALMATY, MAY 2023

This May KIMEP University hosted the CEERES Consortium meeting for the 1st time ever. The College of Social Sciences has been in the program for more than 10 years with MIR (Master of International Relations). KIMEP University is a single University in Kazakhstan participating in the Joint Masters Erasmus Mundus as a full-scale partner.

CSS Dean’s Office met participants from Glasgow (Scotland, UK), Tartu (Estonia), Krakow (Poland), Budapest (Hungary) and Tbilisi (Georgia) with combination of academic, social and networking activities.

What is CEERES in brief? This is an innovative Erasmus Mundus joint master’s degree program enabling students to understand the history of communism and the causes of its collapse while gaining informed about the process of economic and political transformation in former communist states. The program covers the entire post-communist world as a whole by regions that include Central and Eastern Europe, Russia and the newly independent states of the Caucasus and Central Asia. The program provides a great opportunity for in-depth study of the history, culture and social and economic issues of regions, providing students with the opportunity to specialize in certain geographical, linguistic and thematic areas. The International Master’s Degree in Central and Eastern European, Russian and Eurasian Studies offers you a unique opportunity to study in three or four international universities.



# CCASC: ADVANCING KNOWLEDGE, DIALOGUE, AND ENGAGEMENT IN CENTRAL ASIA



CCASC (China and Central Asia Studies Center) has been thriving in the past semester, hosting a range of events, promoting research, fostering international collaboration, and welcoming visiting scholars from around the world. These activities have helped facilitate academic dialogue, strengthen professional connections, and enhance understanding of crucial issues related to Kazakhstan and Central Asia.

### SYMPOSIUM ON ENVIRONMENTAL CHALLENGES IN CENTRAL ASIA

In February 2023, CCASC hosted a symposium titled “Environmental Challenges in Central Asia.” The event aimed to facilitate a dialogue among practitioners and scholars on pressing climate issues in Kazakhstan and the region. Opening remarks were delivered by Caroline Savage, the Consul General of the United States in Almaty, and Dr. Gerald Pech, Dean of the College of Social Sciences at KIMEP University. Renowned expert Dr. Jennifer Turner, Director of the Wilson Center’s China Environment Forum, delivered the first presentation on water scarcity and energy demand in China and along the Silk Road. Other experts covered various critical topics, from water crisis in Central Asia, wildlife management, and implementation of the SDGs, to environmental awareness, activism, and energy challenges in Kazakhstan and the region. Video recordings of all presentations can be accessed on CCASC’s YouTube channel: [Youtube.com/@ccasc](https://www.youtube.com/@ccasc)



### PUBLIC LECTURE ON US-CHINA RELATIONS: INSIGHTS FOR CENTRAL ASIA

In April, CCASC hosted Dr. Robert Daly, Director of the Wilson Center’s Kissinger Institute, for a public lecture on the state of US-China relations and their implications for the Central Asian countries. In this lecture, Robert Daly argued that US-China relations should now be understood as a new kind of Cold War that will affect the interests of a growing number of nations in the coming decades. After describing factors that led to this state of mutual hostility, he offered an analysis of the differences between this cold war and the first, and outlined strategies that the United States, China, and third countries can adopt in order to limit the harmful effects of long-term rivalry and reduce tensions between the superpowers. The increased agency of middle powers, developing nations, and regions like Central Asia, he argued, will play a key role in maintaining peace and increasing prosperity despite a growing great power competition. You can watch a video recording of the lecture on CCASC’s YouTube channel.





## SYMPOSIUM ON DIGITAL FUTURES OF CENTRAL ASIA

In late May, CCASC organized a two-day symposium, "Digital Futures of Central Asia: Infrastructure, Economy, and Governance". Co-organized with the ERC-funded DIGISILK project at King's College London, the event brought together about 20 distinguished scholars, policymakers, and experts from Kazakhstan, Kyrgyzstan, Uzbekistan, China, and the UK. Panel discussions focused on crucial areas for the region's development, namely Digital infrastructure, Digital economy, and Digital governance. A wide range of topics were explored by the participants, including the Transit telecommunications potential of Kazakhstan, National Cybersecurity and Digital Sovereignty, Technological Dependencies, Digital Infrastructure impacting the development of E-commerce, China's Digital Silk Road and its implications for the region, EU's Digital Footprint in the Central Asian, Digital Governance and Digital Government, Solutions for Closing the Digital Divide in Central Asia, Data Governance, and Personal Data Protection. Mr. Yahiya Tuleshov, Deputy Chairman of Operations at E-Finance Center JSC, delivered the closing keynote on "Digitalization in Central Asia; Current and future digitalization challenges in Kazakhstan and the region", a recording of which you can watch on CCASC's YouTube channel.

## UPCOMING SEMESTER

CCASC is committed to furthering research and engagement in Central Asia. For the upcoming semester in Fall 2023, the center will be hosting a diverse group of visiting scholars from Australia, Sweden, and the UK, who are conducting research on Central Asia and will contribute fresh perspectives that will enrich our understanding of the region. Additionally, CCASC will continue its tradition of organizing events that foster intellectual exchange and academic growth. One event to particularly look forward to is a lecture series on Changing Geopolitics of Energy, Sustainability, and Climate Action in Eurasia, which promises to be a captivating exploration of the climate-related challenges and opportunities that lie ahead of us.

## STAYING CONNECTED

CCASC has had a productive semester hosting significant events and facilitating intellectual exchange on crucial topics. We encourage KIMEP University alumni to stay connected, participate in the center's activities, and attend upcoming events. For more information, please visit our website at [ChinaCentralAsia.org](http://ChinaCentralAsia.org). You can also follow CCASC on Twitter (@CCASC\_Kz), receive our newly launched Substack newsletter ([CCASC.Substack.com](http://CCASC.Substack.com)), or access video recordings of past events on our YouTube channel ([Youtube.com/@ccasc](http://Youtube.com/@ccasc)). Feel free to reach out with any ideas or comments by emailing [ccasc@kimep.kz](mailto:ccasc@kimep.kz) or contacting the center's coordinator, Maryam Agharabi, at [maryam.agharabi@kimep.kz](mailto:maryam.agharabi@kimep.kz).



# NEWS FROM THE COLLEGE OF HUMANITIES AND EDUCATION

THE ACADEMIC YEAR OF 2022-2023 WAS FULL OF ACCOMPLISHMENTS, ACCREDITATION PROCESSES, NEW EVENTS AND PARTNERSHIPS FOR CHE. BELOW ARE SOME OF THE HIGHLIGHTS OF THE YEAR.

## SUCCESSFULLY PASSING THE FIBAA ACCREDITATION IN 2022

On 28 April 2022, KIMEP successfully finalized a four-day online international accreditation process for its new 12 academic programs through the Foundation for International Business Administration Accreditation (FIBAA), a recognized accreditation body in Europe. Total of 22 FIBAA Expert Panel Team members of three Clusters assessed KIMEP Self-Assessment Reports with Annexes and evaluated KIMEP materials uploaded in 12 Program Base-rooms with required materials, prepared by KIMEP colleges. Almost 120 KIMEP representatives, including senior management, faculty members, KIMEP students, program management teams, administrative staff from 11 departments, and university accreditation coordinators, participated in FIBAA panel interviews and in the entire process.

On April 26-28, 2022, CHE participated in this three-day accreditation process with its six new academic programs which are the PhD in Education Policy & Management, PhD in Foreign Languages, Master in Education Policy & Management, Bachelor of Foreign Language: 2 foreign languages, Bachelor of Translation Studies and Bachelor of Cognitive Sciences, organized in two big clusters (clusters 1 and 2). Cluster leaders from CHE were Dr. Kara Fleming, Chair of CHE English Department and Ms. Bakytgul Tundikbayeva, QA Associate Dean in the College of Humanities and Education. Self-assessment report authors of six CHE new programs were Kara Fleming, CHE Chair, Bakytgul Tundikbayeva, QA Associate Dean and Maganat Shegebayev, CHE Chair.



## FIBAA CEO AWARDED KIMEP'S 12 NEW PROGRAMS WITH QUALITY SEALS IN OCTOBER 2022

In September 2022, KIMEP received the FIBAA Commission's positive decision on successful accreditation of all its 12 new programs, among them there are six new CHE programs (see paragraph above).

In October 2022, KIMEP held a solemn ceremony where Dr. Bang, KIMEP President met Ms. Diane Freiberger, Managing Director of FIBAA, who brought 12 FIBAA Quality Seals to KIMEP. As Ms. Freiberger highlighted: "this means that a university who takes on such international accreditation is highly respected in the academic world. They regard the transformation of education sustainably and with foresight. They ensure that graduates come onto the market who are fit for the future. KIMEP and its colleges faced up to this mammoth task!". As a result, out of 54 evaluation criteria, KIMEP University "exceeded the quality requirements" for 19 of its programs.

Within the framework of International presentation - Positioning of the study program and Counseling of the students - Ethic aspects - Multidisciplinary competences and skills - Pedagogical / didactical qualification of faculty - Process organization and administrative support for students and faculty - Alumni Activities for example the evaluators rated KIMEP's performance not only as "quality requirements met" but as "exceeded".

With such accreditations KIMEP shows the world that we take development seriously.



Dr. Bang and FIBAA CEO surrounded by KIMEPU leading representatives, faculty and students



## FIBAA RE-ACCREDITATION PROCESS ON APRIL 17-25, 2023

FIBAA's five cluster panels' re-accreditation site visit took place on April 17-25, 2023. KIMEP successfully finalized one-and-a-half-week re-accreditation process at KIMEP University for its 24 academic programs including CHE's MAFL (MA in TESOL). All KIMEP colleges collegially submitted their self-assessment reports and two rows of annexes in the base rooms, and 24 program teams were interviewed by 30 panel experts. MAFL SAR author and an accreditation coordinator was Ms. Bakytgul Tundikbayeva, QA Associate Dean. The on-site visit in KIMEP ended with a first feedback by the experts concerning the conformity of the study programs with the relevant requirements.

Based on the gathered information, the expert panels draft FIBAA Assessment Reports for each cluster separately. The reports include the Panel experts' evaluation of the conformity of the program's essential features with relevant standards and requirements as well as a decision recommendation for the FIBAA Accreditation and Certification Committee (F-ACC). They will be forwarded to KIMEP in August 2023. In the case of a positive result (without conditions) of the procedure, the study program receives 7 years (in case of re-accreditation).

After a positive re-accreditation decision according to FIBAA's quality standards, the University receives the FIBAA Quality Seal for the re-accredited programs (in September 2023).

Good Luck to all 24 KIMEP programs including MAFL in the re-accreditation decision!

## KIMEP LAUNCHED A NEW PROFESSIONAL PLATFORM - AN EDUCATION LEADERSHIP CLUB FOR SCHOOL PRINCIPALS AND EDUCATORS IN FALL 2022

In Fall 2022, KIMEP's Center of Educational Excellence launched the Education Leadership Club (ELS) - the first professional platform for school principals in Almaty. It is also the first Club for Education Leaders in KIMEP university (in addition to KIMEP's ongoing professional platforms as KIMEP HR Club, Marketing Club Navigator, Entrepreneurship Center, language clubs and writing club, etc.). The platform gives an opportunity to gather and discuss the latest trends and changes in secondary education management strategies, as well as acceptable ways to solve their problems and challenges, and find answers to their questions.

Its first session on November 25, 2022 gathered 40 headmasters and educational leaders (now members of the Club) of private and public high schools and educational organizations from 5 regions of the country. The topic which opened the newly born Club's work was Teacher Certification: International Practice with Dr. Heather McCollum as a key-note speaker, an international expert in this field, KIMEP's professor in PhD in Education Policy Management program, Dean of KIMEP General Education. The forum was opened by Dr. Damian Riviez, KIMEP VPAA, who highlighted the importance of the Club in the region; Dr. Juldyz Smagulova, Dean of College of Humanities and Education spoke about the Club's mission and aims which are to empower school principals to lead with confidence, creativity, and integrity,



ELC Club's meeting in Feb 2023, presenter Ms. Aliya Zhakupova, Astana Quantum STEM School deputy director, KIMEP MAFL alumna

ultimately contributing to the advancement of education in Kazakhstan; Ms. Bakytgul Tundikbayeva, QA Associate Dean organized the members and moderated the event. CHE MAFL and MA in EPM and PhD in EPM students and alumni actively participate in the sessions as active participants and speakers.

On February 23, 2023, the second meeting on the hot topic Teacher attestation: How to support teachers? by Ms. Aliya Zhakupova, Astana Quantum STEM School deputy director, KIMEP MAFL alumna, gathered over 50 school principals and deputy principals who deal with teacher attestation annually and have a lot of questions to the process.

On June 2, 2023 the ELC invited a key-note speaker and an analytic in the field of education in Kazakhstan - Dr. Irsaliev Serik Aztaevich, the President of the Public Association BELES, and a moderator Mrs. Saule Kalikova, Public Policy Adviser, SOROS-Kazakhstan. The Club members discussed top issues concerning school and families under the topic "Family and school: creating a community of like-minded people"

## CHE LAUNCHED A SOCIOLINGUISTICS DISCUSSION CLUB TORAP IN JANUARY 2023

The purpose of TORAP Sociolinguistics Discussion Club is to popularize sociolinguistic knowledge and promote the ideas of linguistic equality. The participants discuss the inextricable link between language and history, language and society. We hope that this knowledge will help CHE students to better understand modern sociolinguistic processes in the country and the world, the need to protect linguistic diversity and the importance of preserving and developing their native language in all spheres of life. The Club is moderated and led by Dr. Juldyz Smagulova, Dean of CHE and had several meetings in Spring 2023 which covered the following

topics: Language Contact and Conflict, Language shift and preservation of languages, Code switching and language mixing, Historical sociolinguistics of Central Asia: Chagatai, Language Policy and Language Planning, Languages of Kazakhstan, Glosses as a phenomenon of written monuments, Problems of choosing the language of instruction.

Our alumni are in constant communication with their Alma Mater and the programs and are continuously invited for participation in every college event, which are often open for general public. These include: KIMEP Alumni Reunion Dinners, Center of Educational Excellence (CEE), Leadership Education Club, Discussion Club Torap in sociolinguistics, CHE Research Talks, the Central Asia Language and Education conferences (CALE), the KIMEP International Research Conference (KIRC), some social events like Film Noir Friday, New Year party, and many more.

## CREATING A CULTURE OF LEARNING AT KIMEP - PROFESSIONAL DEVELOPMENT SEMINAR FROM UPPSALA FOR KIMEP FACULTY AND ACADEMIC ADMINISTRATION

On December 2-3, 2022, within the Erasmus incoming faculty mobility program, Mr. Geir Gunnlaugsson, an educational developer and head of the Academic Teaching and Learning at Uppsala University conducted a two-day professional development seminar for KIMEP academic administrators and a seminar for the KIMEP faculty members on the topics Creating a Culture of Learning at KIMEP. On the third day Mr. Gunnlaugsson gave a master-class to senior university staff of local universities via KIMEP's Education Leadership Club. The main theme of the event was "Upgrade the University's strategies: BOOST of digitalization, HR focus, reengineering of educational programs".

KIMEP Participants with Mr. Geir Gunnlaugsson, PD trainer from Uppsala University





## THIS YEAR MARKS THE 29TH ANNIVERSARY OF KIMEP'S STRONG PARTNERSHIP WITH PRINCETON-IN-ASIA: NEW PIA FELLOWS IN KIMEP IN AY 2023-24

KIMEP has a longstanding active partnership with Princeton in Asia (PiA), a US-based non-profit organization whose mission is to create cross-cultural understanding between Asia and the United States. From October 31 to November 1, 2022, Mags B. Dillon, Princeton in Asia Executive Director, and Matt Hernandez, PiA Program Director for Central and Inner Asia visited KIMEP University to meet with the KIMEP President, KIMEP Vice Presidents and CHE Administration, to discuss future collaboration with KIMEP and take this opportunity to observe PiA Fellows of AY2022-23 working at KIMEP.

Every year KIMEP accepts 2-4 PiA fellows in its departments. This year, Princeton in Asia office and KIMEP forged a partnership based on common goals after a two-year hiatus during the pandemic. Lena Birch and Jack Styler, PiA Fellows in 2022-23, have completed their work at CHE. The PiA Fellows, together with the WLPP administration, also created and led the first English Summer Camp of KIMEP Professions in SU 2023.

For the upcoming AY 2023-2024, the CHE administration has been able to discuss with PiA and arrange the placement of six PiA Fellows, the largest number of PiA Fellows on KIMEP campus to date. Thus, CHE will host two PiA Fellows to teach in academic English courses, two PiA Fellows will work in a new psychology program, the PiA office has approved 1 two-year fellowship at the Office of the President of KIMEP starting from August 2023, additionally, one fellow (Koji Kawamoto) arrived in KIMEP in June to work at KIMEP's summer camp and admissions office.



English Summer Camp of KIMEP Professions in SU 2023

Princeton in Asia values our partnership very deeply and have always highlighted our strong relationship through KIMEP departments since 1994 and are grateful to KIMEP (the first and only university in Kazakhstan who cooperates with PiA) for providing PiA fellows with guidance and mentorship during their time at KIMEP. The collaboration aims to offer a fellowship experience for talented Princeton graduates (fellows) with a desire to contribute to our joint missions. Our goals with this partnership are (1) to provide support to KIMEP's mission, (2) to give capable young people from the States the opportunity to learn about Kazakhstan, and (3) to create a cadre of Americans with a marked interest and meaningful experience in Kazakhstan and the geographic region.

## CHE NEW FACULTY 2023

In January 2023 CHE welcomed two new faculty members - Madina Kuvatova and Yekaterina Rudenko. Ms. Madina Kuvatova is a new Translation studies lecturer. She is a holder of MA in Translations Studies degree from University of Birmingham, UK. She has 15 years of teaching experience. Ms. Yekaterina Rudenko graduated from CHE, MAFL program in 2019, and has been teaching English since 2011. We are happy to have them in our team, and hope they bring new energy and ideas, and contribute to the improvement of our College.

## BACS PROGRAM FIRST GRADUATES

Since its opening in 2020, BA in Cognitive Science program has graduated its first student. To this date the program has 30 students under its wings. This interdisciplinary program provides students with a solid grounding in the theoretical principles, technical skills, and practical applications of the fields of linguistics, psychology, and computer science, with a focus on the interfaces of these fields. This knowledge will be put to use through research and application, allowing students to address real-world problems related to language and language processing. After completing this program, students will be well qualified for careers in a variety of related fields, such as Cognitive Linguistics, Computational Linguistics, Natural Language Processing and AI, including improving or developing new software in areas such as grammar checkers, machine translation, and information retrieval. We wish all the best to our graduate!

# NEWS FROM THE EXECUTIVE EDUCATION CENTER

THE ACADEMIC YEAR OF 2022-2023 WAS FULL OF EVENTS AND PARTNERSHIPS FOR EXECUTIVE EDUCATION CENTER OF KIMEP. BELOW ARE SOME OF THE HIGHLIGHTS OF THE YEAR.



Executive Club speakers with BCB and EEC representatives

## KIMEP EXECUTIVE CLUB

The Executive Education Center of KIMEP University launched the Executive Club held in the Novotel Almaty City Center on April 12, 2023. EEC invited C-Suite Executives, KIMEP Corporate Clients, Partners and KIMEP Community to participate at the first Round Table on the theme "Environmental, Social and Governance (ESG), What Is It?".

Mr. Saken Zhumashev, Managing Partner of KPMG Kazakhstan and Mr. Murat Koshenov, Deputy CEO of Halyk Bank were key-note speakers at the Round Table. The key-note speakers emphasized the need to discuss the ESG issues, and shared their thoughts and corporate practices on the ESG requirements and standards. The participants have also learnt that at its most basic level, ESG refers to the disclosure of environmental, social, and governance data, which increases stakeholder transparency in order to reduce risks and identify opportunities. ESG covers a spectrum of business aspects that financial analyses might not traditionally consider, yet often do have financial relevance for businesses. A failure to measure ESG exposures could result in significant financial losses.

The KIMEP Executive Club round table session welcomed 35+ participants representing 20 companies, including: banks, KPMG Kazakhstan, JSC Air Astana, KWR, Helloeco consulting LLC, OSTIN and many others.

Dr. Nejat Capar, Dean of the Bang College of Business, warmly welcomed the participants and also stated the importance of the Executive Education Center to continuously provide the value to business community. Therefore, the choice of the Round Table theme has been identified to highlight the most actual issues for contemporary companies. Dr. Nejat Capar also invited managers to participate in the newly opened Leadership Executive Program offering executive education abroad in the most prestigious universities – partners of the KIMEP University.

## KIMEP HR CLUB

Fall 2022 session was devoted to the theme "Knowledge monetization" from the main key-note speaker, Ms. Assel Mussagul, member of the Board of the Astana International Financial Center, chairman of the Board of Directors of BCPD, University of the Future, SCR, FRM, ERP. Ms. Mussagul is the first certified professional in "Sustainability and Climate Risk" (GARP) in Kazakhstan. She highlighted the issues of "Human-centered transformation of the company through professional education". Also, the participants learnt more about "how to monetize their expertise".

The second key-note speaker Dr. Azamat Ormanov, a founder of "Smartbull", founder and director of "Medgen Biotech" LLP, Investment Director in the Abraaj Group, and director in JSC "Astana Kurylys". He shared his expert opinion on new professional development programs related to stock market jobs and competences. He presented a new topic for educational programs of professional development: work in the securities market.



HR Club 2022 key-note speakers with the participants



The meeting was moderated by Ms. Bakytgul Tundikbayeva, Associate Dean in KIMEP and Mr. Talgat Kukenov, a newly appointed EEC director.

### EXECUTIVE MBA GRADUATION CEREMONY: THE CLASS OF 2023.

The solemn event of KIMEP University Graduation Ceremony 2023, was successfully held in the Republican Palace on May 27, 2023. KIMEP President, Dr. Chang Young Bang confirmed the degrees of 270 students, including 40 Executive MBA graduates from the stage of the Republican Palace. The Executive MBA graduates from Astana and Almaty cities, both Russian and English cohorts celebrated their successful graduation at the Executive Education Center Graduation Reception. Dr. Timothy Barnett, KIMEP University Provost and General Deputy to the President, Dr. Damian Riviez, Vice-President of Academic Affairs, Dr. Nejat Capar, Dean of the Bang College of Business, and Dr. Alma Alpeissova, BCB Chair of Management and Marketing Departments and an Acting Director of EEC congratulated the EMBA graduates together with the EMBA faculty members.



EMBA R15 and R16 graduates of 2023 in the Republican Palace, Almaty

### MINI-MBA GRADUATION RECEPTION IN MAY 2023.

On 27th of May 2023, the Executive Education Center celebrated a graduation of Mini-MBA program graduates 2023. The Mini-MBA graduates, administration and faculty captured cheerful, happy and precious moments. The Dean of the Bang College of Business, Dr. Nejat Capar opened the Mini-MBA Graduation reception with the welcoming speech, congratulating graduates with their 18-month educational effort resulted in successful professional development. Twenty-four graduates of the Mini-MBA program received Professional Certificates of completion and transcripts.



Mini-MBA Graduates 2023

The program graduates emphasized the importance of management competences development for their work and career.

Currently, the Mini-MBA program runs modules for two more corporate cohorts: LLP "Borusan Makina" and the JSC «Karazhanbasmunai».

### EXECUTIVE MBA STUDY AT THE SWISS SCHOOL OF HIGHER EDUCATION (MONTREUX, SWITZERLAND).

KIMEP University has 160+ partner universities worldwide. The Memorandum of Understanding has been also signed between KIMEP University and Swiss School of Higher Education. This year EMBA students had a unique opportunity to be hosted by the Swiss School of Higher Education (Montreux, Switzerland) to study Strategic Management and Business Policy module there. The students had the industrial visit to Piaget (the manufacture of jewelry watches). Twenty students from two Russian corporate cohorts (R15 and R16) of the JSC "Kazakhtelecom" participated in this exciting international experience.



EMBA cohorts studies the international module in Switzerland, March 2023

# OFFICE OF QUALITY ASSURANCE AND INSTITUTIONAL RESEARCH

## 2023 IQAA INSTITUTIONAL AND PROGRAM RANKING

We are proud to announce that according to the results of 2023 National Institutional and Program Ranking of HEIs conducted by Independent Agency for Quality Assurance in Education (IQAA, [www.iqaa.kz](http://www.iqaa.kz)), **KIMEP University won the 1st place on institutional level among humanitarian-economic universities in Kazakhstan!**

National ranking of leading humanitarian-economic universities of Kazakhstan - 2023		
Place	University	Total, %
1	KIMEP University	93,91
2	M. Narikbayev KAZGUU University	84,84
2	Karaganda University of Kazpotrebsoyuz	84,84
3	Almaty Management University	81,86
4	Esil University	72,89
5	Kazakh-American Free University	72,84
6	Turan-Astana University	65,43

Source: <https://iqaa-ranking.kz/>

Independent Agency for Quality Assurance in Education (IQAA) provides comprehensive assessment for the academic performance of the university using the data provided by universities and obtained from independent sources.

KIMEP University with the highest score (93.91 out of 100), once again topped the list of the best humanitarian-economic universities of Kazakhstan. **Alumni assessment of the alma mater** along with reputation among employers, academic performance and employment results, and students' and experts' assessment were very important criteria in ranking. KIMEP University left behind other competitive HEIs and proved its commitment to excellence.

Twenty-one KIMEP U programs participated in IQAA Program Ranking 2023 and all of them entered the lists of the top 3 performers. It is important to note that, within the program ranking, HEIs are competing on the entire national level, not within a single sector of humanitarian and economic universities.

BACHELOR PROGRAM	PLACE	MASTER PROGRAM	PLACE
Accounting and Audit	2	Economics	2
Finance	2	Accounting and Audit	2
Marketing	2	Marketing	2
Economics	2	International Relations	2
Management	2	Public Administration	2
Public Administration	2	International Journalism	2
International Relations	2	Arts in Foreign Languages: Two Foreign Languages	2
Jurisprudence	3	Executive MBA	3
International Law	3	Business Administration (MBA)	3
Journalism	3	International Law	3
		Finance	3

We express sincerest gratitude to all KIMEP University alumni who had taken part in special alumni survey conducted by IQAA within the framework of the 2023 National Ranking of HEIs: your valuable feedback and assessment of the university which made an input into strengthening KIMEP University's leading position in the ranking are much appreciated.



## KIMEP UNIVERSITY ALUMNI OF 2012, 2017 AND 2021 SURVEY HIGHLIGHTS

During Summer-Fall 2022, Office of Quality Assurance and Institutional Research conducted a survey among alumni who graduated 10 years ago (2012 alumni), 5 years ago (2017 alumni) and 1 year ago (2021 alumni). The aim of the survey was to learn about graduates' professional development and career achievements along with collecting their opinion on general level of satisfaction and evaluation of benefits gained as a result of studying at KIMEP University

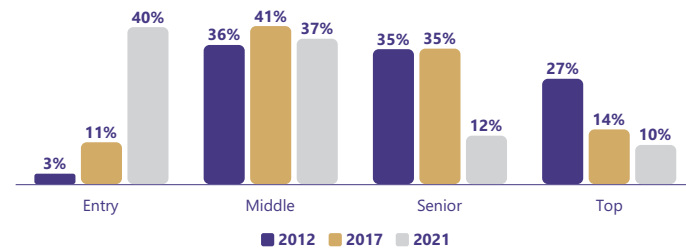
**RESPONSE RATE** (out of reached): 58% of 2012 alumni, 82% of 2017 alumni and 86% of 2021 alumni

**EMPLOYED** EMPLOYED (including full-time work, running a business, freelancing): 95% of 2012 alumni, 86% of 2017 alumni and 86% of 2021 alumni

**EMPLOYED BY FOREIGN ENTITIES:** 36% of 2012 alumni, 41% of 2017 alumni and 52% of 2021 alumni

**CREATING JOB PLACES:** 345 jobs created by 2012 alumni, 18 jobs by 2017 alumni and 40 jobs by 2021 alumni

### POSITION LEVELS OF SURVEYED ALUMNI



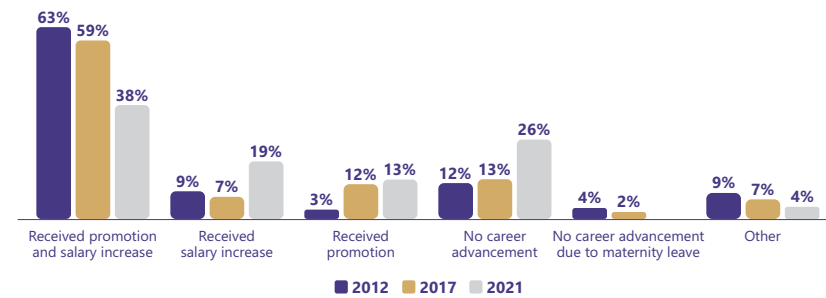
### TOP 5 INDUSTRIES EMPLOYING MAJORITY OF KIMEP ALUMNI OF 3 COHORTS:

- Banking/Finance/Insurance
- Accounting/Auditing
- Oil/gas/mining
- FMCG
- Education

### OVERALL IMPRESSIONS:

- Overall satisfaction with contribution of the university to professional development was rated 4.18 out of 5
- 94% of 2012 alumni, 91% of 2017 alumni and 93% of 2021 alumni would recommend KIMEP to prospective students

### CAREER ADVANCEMENT OF SURVEYED ALUMNI



### PROGRAM OUTCOMES BY COLLEGE: BENEFITS GAINED UPON GETTING A KIMEP UNIVERSITY DEGREE

Bang College of Business graduates expressed higher satisfaction with advanced knowledge of English, advanced academic knowledge and increased professional self-confidence and personal satisfaction.

- ✓ Surveyed graduates of College of Humanities and Education appreciated advanced academic knowledge, applicability of gained knowledge in practice and conducting research in education.
- ✓ Alumni of College of Social Sciences identified advanced knowledge of English, effective communication skills and increased professional self-confidence and personal satisfaction as top benefits acquired upon getting their KIMEP degree.
- ✓ School of Law graduates were more satisfied with knowledge of legal matters, policy, theories and case studies.

## JOB FAIR

On April 7, 2023 CDD and Career Center conducted a large-scale annual KIMEP Job Fair 2023 on campus.

44 companies from different industries (FMCG sector, financial organizations, production, audit, consulting, telecommunication, hotel, governmental organizations and many others), about 400 students and graduates participated in it.

We hope that our students received exhaustive information on their activity, made a right choice for their career development paths and companies have found talents to fill in all openings.

During Job Fair we also organized:

- Two CV Clinic Corners with Career Counsellor – Meruyert Adaibekova, Associate Adviser, PhD, MBA and Alfiya Mustafina, a Career Counselor. They reviewed about 100 students' CVs and gave advice on how to improve it.
- IELTS preparation master class by our Alumni mentor Anar Galiaskarova, the founder of the Grenadine Language School.





# MADE BY KIMEPIANS

KIMEP University is proud of its graduates who became leaders in various fields like business, media, government, academia, fashion, creative industry, etc. Our alumni are successful in Kazakhstan and abroad. In this issue we interviewed alumni who decided to produce goods in Kazakhstan, and we hope that their experience will inspire readers to come up with new local projects. We interviewed only 6 graduates, but there are many other successful KIMEPIans who are building their businesses locally. We want KIMEP community to inspire and support each other through networking, partnering and exchange of ideas and experience, with this aim we prepared a list of alumni who develop their brand and production in

Kazakhstan, if you know other KIMEPIans who produce locally, please give us a hint via emailing to [cdd@kimep.kz](mailto:cdd@kimep.kz)  
Assel Adili, BSC 2008 – Adili Brand (Clothing and home textile)  
Dariya Temirbekova, BSC 2004 – Brightdays Jewels  
Gaukhar Suleimenova, MPA 2020 – Arnow Jewelries  
Inna Apenko, BAE 2004, MBA 2006 – Mimioriki (Kids clothing) and Global Nomads (Clothing)  
Symbat Kenessova, BSc 2016 – Tarih restaurant and Story bar  
Zhanna Kan, MBA 2002 – Zardozi Brand

## AIZHAN THOMAS (BEKZHANOVA), CO-FOUNDER OF ALMATY CIDER, BSSPS 2011

**Please, tell us about your company, how many employees do you have?**

We're the first (and only) dedicated cidery in Kazakhstan, which is the birthplace of the apple. I started the business 7 years ago with my husband and we make our cider from the Malus Siversii wild apple, which is the first apple which all other apple varieties around the world are descended. We're a very small company and in addition to ourselves we have five employees. It took us a while to find the appropriate land, build our factory, get a license and then start the production process and sales.

**How many apples are required to make 1 bottle of cider?**

That depends on the size of the apples, even Siversii has around 80 sub-varieties, which can vary greatly in size from the size of a golf-ball to the size of a coconut. We use on average around 2 kg of apples for one 750ml bottle of cider.

**Please, tell us how did the customer demand grew during the last 10 years, from the start of your business?**

Cider wasn't available in Kazakhstan 10 years ago. Around five years ago we started seeing a few cider brands start to be imported from Europe and Russia into Kazakhstan. Since then we've seen cider appear on more and more menus and in more and more shops. All the major supermarkets sell cider now.

**Cider is not widely spread drink in Kazakhstan, how do you advertise your product? What share of investment you allocate to the promotion of your product?**

We're a start-up project and largely rely on word-of-mouth and social media, although industry regulations mean we cannot advertise or promote posts. Also, as a small company, most of the expenditure goes on productions costs at the moment and not a lot on marketing. Big portion of Horeca came to us thanks to our fans demanding for our cider to be sold in their favourite restaurants. We are extremely grateful to our customers because they are really loyal and are our best advocates and promoters.

**We are concerned that many apple gardens are being cut down. Do you know whether alternative apple gardens are being planted near Almaty?**

The majority of the remaining Siversii wild apple forests are protected in restricted reserves with restricted access. Yes many of Almaty's orchards have been cut down for building development, which is of course sad as apple orchards are beautiful things and a symbol of Almaty and it is reassuring hearing that some newer orchards are being planted further from the city, some with the help of subsidies for farmers. While I understand a growing and dynamic city such as Almaty needs land on which to expand, I hope sensible provisions will always be made to preserve some of the city's natural heritage while that happens.

**Can you describe your client?**

Our customers are a real variety of demographics. These range from young people in their early twenties all the way up to customers in their 80s. We have an equal mix of male and female customers, foreign ex-pats and locals.







One common thing that can be said about them though is all our customers tend to be quite knowledgeable, they have a good level of understanding about how products are made, where they come from and what they contain. They like the fact that our product is made like wine in a natural way, we hope to get biological certification soon.

#### Why did you choose KIMEP?

I actually didn't plan to study at KIMEP and decided to take a test in March 2004 just to check my knowledge in preparation to that year's first ENT exams. However, I remembered falling in love with the atmosphere at the university. KIMEP tests took all day and I had a lot of time to walk around and get a feel of the uni. I remember on the stairs there was a group of young people and they were chatting in English and one of them played a guitar and sang Beatles's Yesterday. I thought I wanna study here. That's how it was decided by the "Beatles" (laughter)

#### What are you most proud of from your KIMEP experience?

I enrolled on a summer semester once because the course description sounded amazing, of course I won't remember the exact description but basically it was on "business development and entrepreneurship". The teacher was an American IT entrepreneur, he talked a lot about starting up a business and issues it involves, like how when your team expands from 10 to 50 people for example you lose a sense of family business and a very close unit where everyone is very invested in the success of the enterprise. Now, having our small company I can really see what he meant. The proud moment of the course was firstly at the first lecture everyone had to pitch ideas for businesses and top five voted ideas would form five teams that would present at the end of the course to established business people, one of the people was the head of EBRD and another was the founder of Morone Rosso café. My idea (surprise surprise) a language school was chosen and moreover out of other 5 presentations ours was chosen to be invested by the Panel. To say I was proud was to say nothing. I also think that experience was invaluable. The panel members all said that a language school idea while it was presented beautifully and praised my "sales" skills was not a great business because it wasn't scalable. Even if a school is successful and has constant increasing demand it will still always need additional expansion of classes and teachers etc. I think that course really shaped an idea what an ideal business should be and it is a real shame I can't remember the lecturer's name because his approach to that course was brilliant.

#### Your favorite lecturer at KIMEP?

I had a lot of favourite lecturers at KIMEP. People who come to mind most is Mr John Clark and Ustina Marcus. I probably still remember their names is because I was really afraid of them. In fact I dropped Mr Clark's class twice after just a week not because I was failing it but because I was too intimidated by the lectures and I thought I wouldn't succeed. During the lectures Mr Clark always said students have to fight to sit in the row, like at the theatre those are the most expensive seats and at university you have a chance to see "a performance" at every lecture. I always did that anyway mainly because my eyesight is terrible (laughter) but hearing him say that reinforced I was doing the right thing and it made it cool on top of it. Also, they were both professors who



valued a balanced opinion and demanded proper research from their student when submitting papers and you know research always comes with footnotes. The more books you read and the more sources you use the more footnotes you will have. After hearing how many students failed their papers due to lack of research I decided to be on a safe side and prepared so much that I had 99 footnotes, in fact I still have that paper somewhere and I got an A for it. That was an achievement, I also got that result on the May 2nd which was my birthday, so nerdy of me to say but it felt like a great birthday present.

#### Your favourite subject at KIMEP?

I loved all my core courses: political science, international relations, Asian security. Also, public speaking was great, it gives you a certain rulebook of how to behave to get the most out of your presentation or even a general conversation. Things I've learned definitely help me to communicate with people now.

#### Your advice for graduates?

I guess the main message I would want to convey is that university should definitely not be done just so you have a degree or a diploma for your parents or as a tick in your resume. It is such a rehearsal of the future "you", what your work ethic will be, your level of professionalism and creativity approaching challenging situations. It took me a while to understand that pulling a one-nighter to get a paper done for example, most likely will not cut it at work, developing a project that requires long-term planning. It makes me want to shake the old me and say, "take advantage", use this time more effectively, you are in an ideal safe privileged environment where all you have to do is learn, absorb necessary information and skills.

I feel like young people now though are so much more "with it" and are more aware and practical of what exactly they want to achieve in life so I am very happy about it and wish the best of luck and meeting great people along the way.

Finally, after KIMEP a lot of doors will be open for young graduates and I know many will want to work or move abroad. While that gives you great experience, skillset and increases competitiveness, I strongly want to encourage people to come back and apply their knowledge in Kazakhstan. It furthers our economy and I feel that while it is a difficult journey, it is also massively rewarding because you get to proudly say "there is my input" into building a better life and developing my



nation and my country.



## ARAD DAVAR, BSSPS 2009, MIR 2010

### **Please tell us how your family moved to Kazakhstan? Did you have a culture shock? Why did you decide to stay in Kazakhstan after graduating from university?**

First time I visited Kazakhstan in summer of 1996 and we stayed for 3 weeks in Almaty. My father came to Kazakhstan for investment projects in 1993. I still remember how amazed I was with the number of trees and how green was Almaty. It seemed like there were streets in the middle of a forest.

The first shocking moment was when they turned off the streetlights at 11 o'clock. It was strange, scary and so interesting all at the same time.

I also remember it was weird to see double windows and doors. I couldn't understand why they would need two layers of Windows... of course until I saw the first winter of Almaty a few years later.

That summer passed by in a blink of an eye and we went back home. My father's projects got expanded and he moved the entire business to Kazakhstan. In 2002 we decided to move and live in Almaty.

There is a huge difference when you visit a country as a tourist and when you move to a different country to live. The first couple of years passed with challenges of cultural differences, language and absence of childhood friends. But everything suddenly changed when I got into KIMEP.

### **Please, tell us about your years of study. What was the most interesting thing about studying? Why did you choose to major in international relations?**

For me entering to KIMEP was a life changer, I didn't only enter to a university - I joined a new community. I suddenly could communicate with everyone; I could find friends and express myself. Honestly, for the first couple of semesters, classes and grades were not on the top of my priority list. I was finally adapting to a new world.

I joined different student organizations and would attend every single event and get to know new people. As time passed, I started paying more attention to classes. I always wanted to work in the United Nations. That was always my childhood dream to get into UNESCO or UNICEF; and International Relations would be the right Major to get there. Unfortunately, the closest I got to the



UN was several years later when I organized courses and trainings for the employees of the UN in Almaty.

### **Have you ever had to combine study with work? How did you organize your time? Could you please tell us about your professional path after graduating from KIMEP?**

Choosing the field of study was more of chasing my dreams rather than following a professional and career path, so pretty soon I realized that there is a gap of difference between the things I dream to do and things that I actually can do in terms of occupation. While almost all of my friends were applying for job interviews at BIG Four and large corporations, I decided to launch my own little business. So, that is how I started up a tiny little language center in 2007 while still studying in

bachelor. Later, I launched another firm with my brother and expanded the business; we would offer professional corporate trainings. In 2013 we sold the business, and both started working in a university.

### **How did you come up with the idea of starting a business in manufacturing leather goods?**

Working for 8-9 years in a university was more of a routine life and I very often missed being in charge of my own business. I wanted to try something absolutely new. For a few months I generated different ideas and started evaluating my options. The first idea was opening a coffee shop and the other was a handmade production workshop either with wood or leather.

It was exhausting to have a full-time job and build up two businesses simultaneously; but I loved every single moment of it. I felt like I was 18 again. First, I ordered a small kiosk for coffee to go; I rented a piece of my father's office parking and launched my coffee to go. I had one of my friends from KIMEP who had his own coffee shop help me with hiring baristas, making the menu and teaching me everything there is to know about coffee business.

At the same time, I started to learn leather crafting on my own. I would watch YouTube videos 4-5 hours a day. I would be on YouTube watching tutorials during the academic council meeting at the university.

The first few months I could manage to handle the three fronts all at the same time. But as the operations grew, I decided to leave my job and focus on expanding both coffee shop and the leather crafting.

I set up the first workshop in a little room in an underground garage, just like in American movies. Within a couple of weeks, I found suppliers and started crafting. I suggested my father-in-law to join the workshop and we created a real leather-crafting studio within 6 months.

### **Tell us about the production process of products, how long does it take to produce different types of products? Where do you buy raw materials for production?**

The difficult thing in handcrafting is the fact that every single detail matters. Unlike mass-production factories where they produce for instance 1000 identical bags, in our production we aim to make every bag a little different from the other one of the same designs, and this is how we add value to our products.

Depending on the details of the order and customer's preferences I very much tend to find local suppliers with local raw material, but sometimes we must source the material abroad; for instance, most of the leathers we use are made in Almaty Tannery factory, but sometimes there are specific leather that they do not produce, so we use Turkish and Italian leather as well.

We are also committed to use eco-friendly material both for production and packaging, and very often it is hard for instance to find the proper glue or polishing material made in Kazakhstan.

### **How do you design your products?**

For the first year I focused the sales on B2C and would sell in concept stores and online shops; but after a while I started working with fashion designers and shifted to B2B. So, the design is based on the collections that our partners plan for the launch for each season. In average from the sketch to making the final product we spend 3-4 days on the design of every product; it includes several prototypes. In other words, in order to make for instant a bag, we sometimes make 5 prototypes and very often the first and fifth prototypes have nothing in common.

### **What are the biggest mistakes you've made in business and what have they taught you? Could you give advice to graduates who are planning to start their own business?**

I believe that nobody can teach you not to make mistakes; and there is no possible way to avoid all of the mistakes. The thing that matters is not to repeat the same mistakes twice.

Looking backwards, my biggest mistake was not starting everything much earlier. Spending too much time on planning details, too much risk evaluation and preparation took a lot of time and resources.

Of course, there are challenges and difficulties when you run your own business. Of course, you can not turn off your phone when you are on vacation; but every single day you wake up and go to work, not because it is 9:00 and you must go to work, but because it is a new day, and you want to rock the world!



## BORIS YUGAY, FOUNDER OF UNIT, BMGT 2018

### Please tell us about your company?

My company UNIT, founded in 2019, is engaged in the processing of polypropylene (PP) and polyethylene (PE) plastics, it is one of the largest processor companies in the Turkestan region and Shymkent.

### Who are your clients?

We work B2B, that is, our customers are manufacturers of consumer goods made of plastic.

### How many employees are in your company?

Our company has 12 permanent employees.

### What types of plastic do you recycle and how is the plastic collected?

The company processes exclusively PP and HDPE, in the form of big bags and bags for bulk materials and liners from under them. We work with manufacturing plants, which are supplied with the main or accompanying raw



materials in the form of fertilizers, caustic soda, chalk chips, for further production, and with plastic assemblers.

### What advice would you give to graduates who would like to start their own business?

The advice that I would like to give to graduates is - do not limit yourself to what surrounds you: what you see or with whom you communicate. The world is too beautiful to stick to one place!

### What knowledge and skills acquired at KIMEP have been useful to you in business?

KIMEP provides a unique opportunity to become independent, responsible and open to society. Remembering myself, I often sat in a library and prepared for the mids/finals after the KIMEP PIE meeting, and then went out with my "colleagues" for a walk and discussed plans for tomorrow. It was a golden time! Time passes, and KIMEP still helps me not only in my work, but also in my personal life.



### Do you keep in touch with your coursemates?

Life is an amazing thing! Sometimes we don't even think about who we will work with tomorrow or with whom our future children will sit at the same desk at school. Today my child is friends with the children of my coursemates, and I receive good proposals for cooperation from people with whom I made a presentation on ecology.



## KUANYSH KAZGULOV, CO-FOUNDER OF CREMATIVE, BSC 2003

### Please, tell us about your business. How many employees in your team?

I and my spouse Svetlana are engaged in the production of skin care cosmetics. We have around 35 products in our portfolio and all of them are designed for different skin types: oily, dry, etc. Our cosmetics differ from other brands in that we have changed the approach to creating cosmetic formulas. We have been trained in the USA in Cosmetic formulas classes and we make the formulas ourselves: test them and implement them. First of all, we are concerned about the quality of raw materials, we try to take raw materials only of the highest quality. Secondly, we develop formulas ourselves, not relying on some kind of global trends, but constantly looking for some of our own unique solutions. We have 8 employees in our company, we sell online through our social media accounts and website, and soon we will probably open a boutique. Our business has been developing for 6-7 years. The first years were incomprehensible and difficult, since we were new players in the market and we needed to feel and understand it. We also needed to prepare the financial base, because our stocks come from all over the world: from Brazil, France, USA, Canada, Japan and Korea. We had to prepare very seriously. Now the project is quite successful and we plan to scale it further.

### Can you name the most effective tool for attracting clients in your business?

We build long-term relationships with our clients. At least, we try to build them in this way, so the most important thing, in our opinion, is the quality of the product. It is not so difficult to attract a client and agree on the first purchase with him, it is much more difficult to make the client stay. That is why we try to maintain the quality of a product, the quality of consultations, delivery, as all these business processes are very important. Attracting customers is realized through social networks, but now word-of-mouth is actively working. It started to work after about 2000-3000 clients, and now it works more efficiently.

### How much time it took to pay back your investment and to start making a profit?

Initially, the project was not created according to business rules: where we have a certain amount of funds, we invest, and after some time we start to get the pay off.



We entered this project out of personal interest, we got additional fund investments after the project was started, sometimes we sank, so we didn't do exact calculations, because the company is still small. There is no need to track financial performance now, because everything is transparent, we have very few employees. We monitor our effectiveness daily in our operating system, we see what is happening, how it is happening, how people react to certain actions, so we never thought about payback. The business went into profit somewhere after 4-5 years. Now it is already profitable, but all profits are reinvested back, because we are constantly expanding the product portfolio, so it's too early to talk about return on investment. In the early stages of small and medium-sized businesses, they always require additional investments, somewhere it is needed to supplement the line, somewhere it is needed to improve packaging, refine the advertising, so for now there is no way to boldly receive quarterly dividends from the business and sit happily ever after. It seems to us that this does not





happen in small and medium-sized businesses. When the project grows to a certain level, then it will be possible to say that some kind of profit pool is being created, which can be safely saved or reinvested in other projects, or given out to project participants as dividends. But for now we are not engaged in these calculations, this question is not yet entirely appropriate.

#### **Do you keep in touch with your classmates?**

Yes, I keep in touch with my classmates, not with all of them, of course. We had a very large company of friends at the University, about 30 people. Throughout four years of studying we were very close. After University some peers went to other cities and countries, and we lost connection. But after some time I met with some of my course mates and we started to meet again. I have two friends from KIMEP with whom we kept in touch throughout these years.

#### **Do you have any special memories associated with KIMEP?**

Of course, there are a lot of special memories associated with KIMEP. KIMEP is one big positive memory. Now, 20 years later, this whole period is remembered positively, with warmth, KIMEP is a great adventure and a great fortune for us, as we were lucky to be the first KIMEP

undergraduate batch. We had a very good teaching staff, and the students were all very intelligent. It was a very strong batch - the first year of undergraduate program. There are a lot of memories as I was very actively involved in the social life of KIMEP: I played basketball, participated in KVN and concerts. Fun club was a special place where we became very close friends during the 1st year. It was a place where students showed themselves from the other side, not only in terms of study, but also in terms of personality, it was very interesting and fun. There are many memories associated with the events, congratulations on March 8, when we prepared concerts for girls. Warm memories of our teachers who build in us a good base of knowledge. The first acquaintances with new friends at KIMEP. Previously, there was a smoking area near the entrance from Valikhanov street. Everyone gathered there in the mornings, and it was interesting to come early in the morning, meet new students, have chats, some first groups of friends were matched there. I have many memories associated with the library, where I met many friends, statistical retakes were very funny, and at first incomprehensible accounting, all of these together are warm memories that I still cherish.

#### **What skills have you acquired at KIMEP that have been useful in business and life?**

I studied at the BSc, that is, the Faculty of Business, everything that was given to us at the Faculty turned out to be very useful. At that time we did not really understand where it all led and how to mold it all into one set of knowledge, but later it turned out that BSc students were very well prepared to work in large companies. We had a very good idea of what is business, how it functions, what are the components, what is the structure of a business. We had a very good base in terms of finance, accounting and economics. When we got a job, even I, and I won't say that I was the best student, I was far from the best, but even I clearly understood how the business functions, where I am in this hierarchy, and what I should do, what was expected from me and what I can give. The knowledge gained from KIMEP was very clear, very precise, and well suited to the needs of that market at that time in 2002-2003. It seems to me that KIMEP provided a very strong base for understanding business, it provided a good foundation for a person who, after graduating, goes to work in a big business. Therefore, regarding the education quality, at least of the BSc faculty, I think that it was done brilliantly, the approach was clear and correct in everything. The volume was adequate and sufficient for a person to come out from KIMEP being prepared in absolutely all areas of business.

## ZAMANBEK KHAIRZHAN, JIBEK JOLY COMPANY, HEAD, MBA 2022

#### **Please tell us how you decided to start growing crops? What types of crops do you grow?**

Before enrolling to KIMEP, I worked in agriculture. When I entered KIMEP to study MBA, a pandemic began, and because study was online, I continued to actively engage in crop production. We wanted to introduce new agriculture equipment and change the approach to crop production. To this end, we began to purchase John Deere, Class equipment. Like many others, I wanted to try to get hired, work in Kazakhstan and abroad. But since I am the oldest child in the family, and at that time there was a pandemic, in order not to lose time I began to grow crops. We managed to build an excellent team, purchased modern equipment, and at the moment this activity requires constant presence, so I can't leave this business halfway. We have also worked out a long-term business strategy, I am implementing the knowledge I gained during studying MBA in the work of my company. I can say that our company is growing dynamically, I am grateful to KIMEP for obtaining solid knowledge in the field of management, finance, on building a company and its structure. Of course, I have to invest a lot of time and work in the development of the company, but I think that without the knowledge gained during the MBA, it would be even more difficult for me. For me, the main strong benefit of KIMEP is a cool environment, and a strong educational base comes as a bonus. I would like to express my special thanks to Lisa Rybina, she presents the material in a very interesting way, marketing and management courses thanks to Lisa, where my favorite.

This year my younger brother is applying to KIMEP. He visited me at KIMEP when I was studying MBA, he really liked the atmosphere, the way we studied. Since then, he dreamed of entering KIMEP, and this year he is applying.

#### **What are the main challenges you face in your daily activities?**

The main difficulties that we have to face is the lack of qualified personnel. The decrease in purchasing power of tenge with the annual increase in prices for fuels and lubricants, chemicals, seeds, and plant protection products also creates additional difficulties. At the same time, as employers, we try to increase the wages of our employees every year. Thus the cost of production is growing annually, but the price in the market is falling.



The pandemic and the war in Ukraine also had negative implication on the price of crops in the market.

#### **How many employees work in your company?**

We have 50 employees.

#### **Who are your clients? To which countries do you export your products?**

Our company does not directly export products, we cooperate with traders who collect crops and export to various countries. For example, grain crops are exported to Iran, oilseed crops to China. We grow and sell sunflowers to local productions. We also grow wheat, barley and millet.

#### **Do you keep in touch with your classmates?**

Yes, we keep in touch with classmates. The atmosphere at KIMEP contributes to the rapid establishment of contacts and friendly relations. We are constantly calling and texting each other. After graduation my coursemates and I moved to different cities, but this does not prevent us from communicating and developing together, because each of us is now gaining experience that we share among us, thus supporting and developing each other.



## ZHANNUR MYNGYSHPANOVA, FOUNDER OF ZHANNURA JEWELLERY, BFIN 2017

### How did you come up with an idea to make jewellery?

From the early childhood, I was interested in making money: I had a skill to sell different stuff, usually handcrafts. At the age of 4 I made my first sale. In those days, my brother worked as a photographer, and he had many left overs of photographic paper. We made various origami out of them, which I sold to other children in the neighborhood, and earned 820 tenge. It was my first business idea on which I earned money to spend on sweets and various trifles. This is one of the brightest memories of my childhood. After that, every year I did something both on vacation and during my studies to earn money: these were sales of Oriflame cosmetics and cheap jewellery.

I really liked jewellery, I loved wearing it. In Astana, along Zhenis Street, there were boutiques with jewellery, and I knew all their stocks, collections, novelties, prices. I walked 4 stops along this street to the school and therefore I visited these shops very often and enjoyed looking at the jewellery. If other girls showed more interest in clothes and cosmetics, I had a great love for jewelry. I loved jewellery so much that I couldn't imagine myself not wearing it. At the same time, I tried to wear different styles of jewellery from the Gott theme to large and voluminous jewellery.

Recently, my parents reminded me of a story when, in the eighth grade we went on vacation to Thailand. My parents gave me \$100 so that I could decide what gift I wanted to buy for myself. As a result, I bought 3 sets of silver jewellery. My parents were very surprised by the choice, because these were large sets designed not for a teenager, but more suitable for adult women. It turned out that I took these sets in order to resell them to my aunts: I explained to my parents that I bought them for \$30 and was going to sell them for \$60. Parents doubted this deal, asked why I was so sure that they would buy them from me, but I was convinced that they would definitely like the sets, since I selected each set for each aunt separately, imagining how jewellery would look on my aunts. As a result, upon returning home, these sets were bought from me, and I made 200\$ out of 100\$.

We often had jewellery fairs in our city and I went there to work as a seller. At these fairs I saw jewellery made from natural stones, and I fell in love with these stones. I was



watching other sellers at fairs, and I realized that jewellery made from natural stones sells very well. I came to my parents and said that I have a great business idea that can earn a lot of money as there is a consumer demand. My parents supported me, we bought natural stones and I started making jewellery.

I didn't learn making jewellery anywhere, I acted intuitively. Mathematics and physics were always easy for me, I was in the Olympic reserve in physics at school and I think this helped me in crafting jewellery. I don't know why but I felt which shapes looked beautiful and which did not. I also knew what type of jewellery sells well and which one don't. I think I understood all this very well because I spent a lot of time observing jewellery and had a great love for it.

In the 9th grade, I began to participate in exhibitions and fairs with my jewellery. During this period, my parents helped me a lot, they worked full time, and in the evenings we made jewellery. It so happened that over time they left employment and fully entered this business. Also, from the 9th grade, I moved to Almaty on my own,

enrolling in the National School of Physics and Maths, and up until graduating from school I sold my jewellery to my friends, teachers and acquaintances.

At the age of 16, I opened my first individual entrepreneurship license and began to officially work. Of course, in those days, sales volume and my business were small. After graduating from school, I entered KIMEP and during my studies my business began to grow. At the beginning, I was ashamed to sell jewellery at KIMEP, because KIMEP students are usually quite wealthy, and few of the students worked, or they concealed the fact that they were working. On weekdays I made jewellery, and on weekends I participated in various street fairs. I reached out to the fair organizers, agreed on terms of participation. At that time no one took me seriously, I earned little money from sales. During the 2nd year at KIMEP, we had a charity fair, which I organized myself. At this fair, I started selling my handmade jewellery, and my friends began to find out that I was making it. I remember how within the walls of KIMEP I was interviewed by journalists of the Khabar TV channel for the Zhana Kun's show.

Making jewellery has long been a hobby, and at that time did not provide a constant source of income, the turnover was still small. In addition, studying for me has always been in the first place, because I really wanted to build a career. I studied at KIMEP on a scholarship, after completing my bachelor's degree, I got a job at Tengizchevroil (TCO). In 2016, I moved to Atyrau for work,



at that time my parents had already completely switched to the jewellery business. At the local fairs, I began to notice that in Aktau and Atyrau there is a very great interest in the Kazakh style. The feeling of patriotism of the inhabitants of these cities enchanted me and my parents, and we wanted to bring it to Astana.

Thus, simultaneously: my mother in Astana and me in Atyrau, we began to establish contacts, make a little more jewellery, not only from stones, but also began to add some metal. By this time we already had a small workshop. But soon in 2020, due to the pandemic, we had to close the store and workshop. My parents insisted on curtailing this business, but I did not agree, because by that time I had already been engaged in the jewellery business for 9 years and did not want to give up. I started trying to sell crafts online, and in 2021 I started using TikTok, where our videos started to gain popularity, and the demand for jewellery increased very quickly. I quit my job, and started recruiting people to my team. We increased the range of jewellery and within one year the business grew dramatically.

### You ship your products overseas. To which countries do you ship most often?

My first overseas shipping was to Australia. I was very surprised, my client was a Kazakh woman who lives there, she saw our jewellery on Instagram and wanted to buy it. At that time, I didn't understand how to organize delivery at all, so I figured it out somehow and sent it. Then there were orders to New Zealand, to the US - very often, to Canada, Qatar, the United Arab Emirates, and also to Europe: Turkey, Switzerland, Poland - very often, and many orders were made from Russia.

In Russia, the main clients are Buryats and Russians who have moved from Kazakhstan. They have nostalgia, they want to wear these jewellery, that is, if Buryats order more because their national jewellery has similar shapes and patterns, the Russians bought it because of nostalgia for Kazakhstan. There was one Russian client, she said that she always wanted her daughter to have such jewellery, and wanted to show her a piece of her childhood in Kazakhstan. Later she sent me a photo of her daughter in our jewellery, it was very sweet and touching. Also, customers from Germany feel nostalgic for Kazakhstan. Clients from America and England are mainly our students who left to study.

### How many employees do you have?

Since we moved to selling online, I started a website. When I worked at TCO, our company paid great attention to the optimization and digitalization of all processes. These skills were very useful to me in establishing



processes in my own company. In addition, I worked with coaches and mentors, and we came to the conclusion that since it is jewellery, and we need to process orders through whatsapp, the easiest way to do this is when all the steps are digitized as much as possible.

We have our own accounting system, the site is constantly being updated every 5 minutes to ensure the availability of goods. And the most convenient type of employment for us is part-time. If in 2021, during the holiday season in March, I did not have time to process all orders and worked 24/7, after implementing optimization in subsequent years, we did not have such problems. I collaborate with freelance craftsmen, but I make most of the jewellery myself, and currently I also train craftsmen.

#### What were the biggest challenges in your business?

When I started to sell online, the amount of sales increased very quickly, and as I did not expect that I could not understand what the numbers were, so I had to create a financial model for my business. I would recommend creating the financial model from the very start. At the moment I'm having difficulty in hiring staff and I'm working on it. In general, thanks to the constant support of my parents, I did not have any big difficulties. At the same time, my parents did not invest large amounts in my business, and any money they gave me starting from my childhood, I first had to earn.

#### What is your source of inspiration?

My clients are my main source of inspiration. When I make jewellery, I focus on the particular human physiological type, or purpose (ordinary or for a special event), style of clothing. As for ethnic styles of jewellery, it is no longer about beauty, but about the emotions that a woman experiences when she wears it: this is both a sense of patriotism and ties with our ancestors. Ethnic jewellery seems to fill in some kind of void in our soul. For example, if you put on an ordinary piece of jewellery, it's just beautiful, but when you put on a piece of jewellery with a national motive, you feel like a daughter of the steppe, a descendant of nomads, you feel the strength of the spirit of our ancestors. And usually buyers write about these emotions when they leave us their feedback.

I had an interesting case when one girl really wanted to wear a shashbau, but she had a short haircut. She complained that she couldn't wear shashbau without braids, and asked if we could create something small for her. We thought about this request, and at some point we came up with new type of sholpy, it iswe made it very thin, such jewellery did not exist before in the interpretation in which we created it. It was made as an

option for a short hair, but has become so popular that it is now a top selling item. Now not only we produce it, but many other manufacturers have begun to produce similar jewellery, even luxury jewellery brands, although initially it all started because of one client with a bob haircut. I can also say with confidence that we were one of the first who started making takiya transformers, that is, we sell ordinary takiya and customer can attach jewellery to them. We showed in our TikTok channel how to wear takiya transformers and these videos increased consumer demand. In general, a big part of our success is that we have shown that Kazakh national jewellery can be worn in a modern interpretation. I have been doing jewellery for a long time, and I can note that in 2016-2018 it was not a fashionable trend, rather an anti-trend, and was used only for Kyz Uzatu, Nauryz or was in demand among the older generation of women. We started showing how to wear Kazakh national jewellery in a modern style, and the jewellery itself became more minimalist, and due to the video instructions, the jewellery gained popularity. Previously, the average age of our clients was about 40, now, due to the popularity in TikTok, the average age of clients varies from 15 to 35 years.

Thanks to certain algorithms in TikTok, our videos get to those who are interested in such products. In 2021, we were the first who started promoting business on TikTok, now in 2023 it is believed that every business should be in TikTok. But two years ago no one took TikTok seriously. TikTok brought us the biggest sales. I love working with TikTok. Last year we took part in the Astana hub, the TikTok academy, as a startup developing through TikTok, and won a \$4,000 grant for advertising on TikTok. Trends change very quickly on TikTok, and therefore it is difficult to predict what will turn out to be popular. If I don't engage in TikTok for a month, then it will be difficult for me to enter it again. TikTok is a special "language" that you need to feel and understand, and act in accordance with it, otherwise you can get lost.

#### Why did you choose KIMEP?

When I finished high school, all my friends went abroad, I also wanted to, but we did not have the financial opportunity. For me, the top universities in Kazakhstan were: KBTU, Nazarbayev and KIMEP. I set myself the goal of getting into at least one of these three universities. I understood that it would not be difficult for me to enter Nazarbayev, and I also had a high probability of enrolling to KBTU on a scholarship. But it was impossible to win a scholarship to KIMEP because of the big and difficult competition. I wanted to enter KIMEP also due to the feedback of two girls from our school who entered KIMEP earlier. One of the girls was my friend - Shynar

Kelibayeva, she got a scholarship and I was very inspired by her story and the opportunities that KIMEP gives. Also, the right environment was very important to me: I didn't have high expectations in terms of knowledge, I was attracted to a successful environment of KIMEP. As a result, when I entered and began to study, I realized that I acquired not only a cool environment, but also received a huge amount of knowledge. The base turned out to be much stronger than I could imagine. I dreamed of studying at KIMEP, and a year before the admissions I began to prepare for it. I won the Intellectual Olympiad in Mathematics taking first place and thanks to this I won a scholarship to study at KIMEP covering for 4 years of studies. It was the happiest day of my life. I visualized it for a long time: for the entire eleventh grade I imagined that in the fall I will study at KIMEP. I used to walk and say this phrase aloud, imagining how I would study there, although I had never been to KIMEP before in my life. It seemed to me that if I enter KIMEP, then all the possibilities would open up for me. And in fact that is what happened. KIMEP gave me not only the environment, but also the skills that were useful to me at work and in business.

#### What knowledge and skills acquired at KIMEP you found most useful in running your business?

I liked the subjects on ethics and business communications. Ethics was very useful to me when I worked at TCO, because I was in the Compliance Department and we were in charge of business ethics. After that, when I was running my own business, it helped in working with clients, to ensure competent communication and correct processing of their requests. In terms of skills, this is motivation and responsibility. Our teachers taught us to work in deadlines, and it helps to be organized.

#### What extracurricular activities did you participate in during your studies?

I participated in many organizations, such as KIMEP Pie, KIMEP events, I was also a cheerleader, and a member of the KSA.

#### Please tell us about your university years, what was the most interesting experience?

Apart from the studies, the most interesting was participation in KIMEP Pie and parties. KIMEP Pie is the first glossy student magazine in the CIS. This organization also organized cool parties. It was a large-scale organization that worked well, we had a president and vice president, marketing director, creative and PR director. I worked in marketing, and communication skills I mastered there. We were given the task to find

sponsors for a certain event. I was one of the top officers, because I was able to negotiate with various companies so that they would give us certificates in exchange for advertising. I mostly negotiated with restaurants and coffee shops. Once we agreed with a cafe Nedelka that we will advertise them during a party, and they provided us with 300 certificates for pizza, coffee, etc. I loved KIMEP and KIMEP Pie so much that it was easy for me to go to the company, negotiate with directors and managers, and tell them about our organization and our party.

#### What would you recommend to fresh graduates: to start a business or to work for a company?

I believe that you can always return to employment. If you are a fresh graduate, then I would recommend business, because these are your coolest years, and you will have a completely different environment: people who think differently. You have a lot of energy and opportunities, you are not married yet, do not have any additional responsibilities, so I would advise you to take a chance and open a business. In my case, my small business, which I started at school, has now turned into my main occupation.

Employment is also good, but when you are employed, do not forget about your dreams. If you feel that employment is not for you, then take the maximum of it, that is, if you work for a year, make this year as cool as possible in terms of communications: communicate with everyone. During 4 years of work, I have gained great connections in Atyrau, now a large part of the sales is being done with the help of my ex-colleagues from TCO. Therefore, even if you quit, do not burn bridges and change activities within the employment. For example, I worked for the same company for 4 years and managed to change 5 positions. You have to be always on the move while you are young.





# KIMEP IS A FAMILY TRADITION

We continue our rubric "KIMEP is a Family Tradition", please meet the Dairabayev's family: Bauyrzhan Dairabayev, Yenglik Alpyspayeva, and Merey Sabyrova.

## DAIRABAYEV BAUYRZHAN, DEPUTY DIRECTOR-GENERAL, ARLINE LLP, MPA 1996

### How studying at KIMEP affected your career?

It can be said that studying at KIMEP has dramatically changed my plans and future career path, including my place of residence, profession, professional and personal goals, and priorities for the better.

### What skills or knowledge did you learn throughout the program that you found most useful in your career?

Firstly, I understood that it's never too late to learn, because after admission to KIMEP I was constantly improving my English to better understand given materials.

Secondly, I improved my soft-skills by working in teamwork. KIMEP gave me valuable lessons to achieve optimal solutions within a team.

Thirdly, one of the most beneficial knowledge the University gave freshmen is that the state is for the people, not the people for the state (we are old-school, and we were taught in the Soviet Union that everything is for the state).

### Your first education is technical and you graduated from KIMEP with an MPA diploma. How were you able to switch to the area of Finance?

Actually, my first degree and profession are in accounting, however of the Soviet model.

Therefore, transitioning to a finance professional was not a big problem for me.



### Please, tell us about the most memorable moments at KIMEP.

I'm not unique, and without a doubt, it's about the graduation ceremony. Because KIMEP was the first University in the post-Soviet space that introduced a new tradition of wearing a mantle during the ceremony. In 1996, we probably looked like aliens on the streets of Almaty, walking from the University to the opera and ballet theater in black mantles.

### Do you keep in touch with your classmates from KIMEP?

Yes, we still keep in touch with friends and from time to time are recalling the student days in New Building, our dormitory neighbors and how we studied till midnight for the finals in the library.



## ALPYSPAYEVA YENGLIK, KPMG CASPIAN, AUDIT SUPERVISOR 2, BACTA 2017



part of organizations like KAFC, KIMEP Pie, KIMEP Case Club. Also, participated in different events held by large international companies such as Mars Case Competition, EY Business School and so on. Besides that, I additionally worked at KIMEP as a teacher assistant, which helped me to be engaged in University life deeply.

### What professor left the most impression on you?

Since I studied in the BACTA program, I want to specifically mention Bibigul Zhakupova from whom I took the advanced subjects in accounting. She is the one of my professors thanks to whom I got a good foundation in accounting which further helped me in my career path. Moreover, I specifically remember Nurseit Niyazbekov, from whom I took sociology class. I liked his interesting approach to teaching and very interesting examples from his life he always used during classes.

### How difficult was it to find a job after graduation?

Currently I am working in one of the Big4 companies, so I can say that KIMEP is the perfect place which prepares the future professionals in auditing and consulting spheres. Before graduation, I already had two offers from international auditing firms. So, I can say that a KIMEP diploma is valued among employers, and you, as a fresh graduate, just need to show your commitment to work in order to get a job.

### What advice would you give to current students and fresh graduates?

For current students, I would like to advise them to study diligently, but at the same time not to forget what extracurricular opportunities KIMEP gives us. In the future, you will need not only your knowledge in the chosen field, but also your social skills. Participate in all activities, be active in student life of University and try to participate in exchange programs which KIMEP offers.

For fresh graduates my advice would be to not be afraid of trying new things since you have so much time ahead of you. And whatever you do, do it with a passion.

### Why did you choose KIMEP?

When I was a child, me and my mom were walking by Abay street towards the Republic Palace, and my mom showed me KIMEP and said in the future I want you to study here since KIMEP is the leading and very prestigious university in Kazakhstan. My mom's words stuck in my head, and when I finished school I had no doubts where exactly I wanted to go. Having studied at Kimep, I can firmly state that KIMEP is a leading university in the field of business, which allows its students to grow not only educationally, but also personally.

### Did you participate in any extracurricular activities?

In KIMEP, it is impossible not to engage in extracurricular activities, as there are various student organizations at the University. During my student days I was





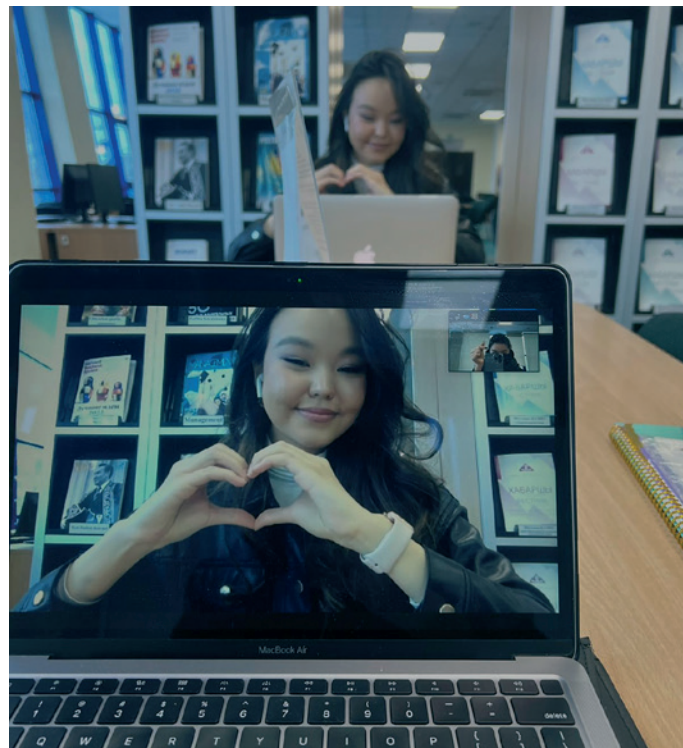
## SABYROVA MEREY, BISB 2024

### Why did you choose KIMEP?

I choose KIMEP because it is the only university which has such interesting courses mixed together. Informational Systems and Business majors combined together makes the curriculum so wide and fascinating. After graduation I will be able to collect, store and analyze the data for any business company and I am really passionate about it!

### You started to study at KIMEP during the pandemic, what were your impressions of KIMEP during online education and did they change after lockdown was over?

In the 1st semester I was studying in another university and when I transferred to KIMEP, I felt at home, even if we had online classes at the beginning. Our professors were so attentive and taught me using all the applications necessary for our classes. The Learning Advice Center helped me with registrations to the classes and coordinated me through the whole semester. After we came back to the campus and offline classes started, I fell in love with our University and our professor's competence.



### What is your favorite subject at KIMEP?

My favorite subject at the moment is Decision Support Systems instructed by Uldana Baizylidayeva. This course is teaching how to be an advanced user of Microsoft Excel. We learned so many new formulas and how to make graphics. This course will help me in the future to work. Also, other subjects from this professor are very useful and fascinating!

### Do you participate in any extracurricular activities?

I was a part of the KIMEP Case Club for more than a year. We were gathering every week and trying to solve the study cases which were in interviews of such companies, as: KPMG, PWC, EY and Deloitte. Also, our University is providing guest lectures with the speakers from these and other companies and I am always trying to participate in such activities for self-development. Also, KIMEP has a great student life and we are trying to participate in all the events that our student organizations are planning.

### What do you think is the common professional/personal characteristic that most KIMEP graduates share?

Because I have KIMEP graduates in my family, I can say that all of them are goal oriented persons. Their professionalism and integrity in many aspects is so noticeable and standing out that you know that these are KIMEP graduates.

# KIMEP ALUMNI ENDOWMENT FUND'S GALA DINNER



KIMEP ALUMNI  
Endowment Fund

## KNOWLEDGE AMPLIFIED, ACHIEVEMENTS ELEVATED, EMPOWERING FUTURES

In September 2022, we shared the story of how five KIMEP graduates established an endowment fund for our University. The concept of endowment was a new phenomenon not only for KIMEP but also for Kazakhstan as a whole. It was only in January 2022 that President Tokayev called upon the higher education system to develop Kazakhstani universities as independent and sustainable agents of socio-cultural progress in the country. In developed nations, leading positions in higher education are occupied by universities that demonstrate the quality of their work in a practical manner – by providing students with education of such caliber that they firmly connect their life prospects, including job opportunities, with their alma mater. They are unwilling to part ways with it even after graduation, and throughout their lives, they invest in the development of the university and the promotion of its values.

It is crucial to differentiate the mechanism of endowment from regular crowdfunding. In this case, funds are initiated by investors, as the autonomy of the university is achieved through the interest generated by the bank formed by the graduates' contributions. Why are businessmen who have graduated from prestigious universities such as Ivy League institutions interested in investing in university endowments related to their own alma maters? Do they wish to share their experiences and successes? Are they devoted to their alma maters? Are they seeking to establish social connections for personal and business purposes with like-minded individuals? Are they subtly involved in cultivating the business elite through the education system? Yes, and much more.

University endowments provide an opportunity for businessmen to make a substantial contribution to the development of the university and society as a whole, while also sharing their experiences and successes. It allows them to support their alma maters, establish valuable connections, and contribute to shaping the next generation of leaders.

Empirical research shows that successful businessmen aspire to help students and graduates, sharing their knowledge and achievements. This enables them to



contribute to the growth of future leaders and assist them in attaining their goals. Furthermore, investing in university endowments reflects their loyalty to their respective alma maters. They desire to express gratitude for the opportunities provided and help their universities maintain independence and stability in the long run. Participating in endowments also allows businessmen to maintain connections with their peers and establish new business relationships. They can stay connected with young and promising individuals, staying abreast of the latest trends and advancements in their industry. Engaging in university endowments also benefits their businesses, as businessmen can utilize these resources to attract talented graduates to occupy leadership positions within their companies. Additionally, they can secure higher education for their children, providing them with opportunities for personal growth and a quality education.

The endowment model at KIMEP goes beyond mere reproduction; it is a model of development. It operates on the principle of the sandwich generation, where adults support both the younger and older generations, driven by a deep sense of gratitude for the benefits they have received. At KIMEP, the endowment is built upon the concept of fostering growth and progress. The aim is not to aggregate funds so that the university fund helps graduate-investors make money on the stock market, as is often the case with endowment funds at Ivy League universities. The intention here is more civic-oriented. Successful KIMEP graduates associate their achievements with the kind of people and professionals they have become, internalizing the values and principles of KIMEP. Therefore, the conceptual foundation for





the development of the endowment at KIMEP is the strengthening of the university brotherhood of contemporary leaders in Kazakhstan, who are interested in enhancing the position of Alma Mater in the global education market, maintaining connections with each other, and personally influencing social development in the country. The formula for the endowment fund developed by KIMEP graduates is as follows: "The University served as the stepping stone that propelled us to a stage in life where we are now able to extend our support to others." From the very beginning, the founders of the Fund were ambitious and aimed to match the level of KIMEP. The long-term goal is for more than 10% of KIMEP students to receive educational grants from the Fund by 2028. They competed and fought for victory in a challenging competition, striving for academic excellence and embodying the values of KIMEP in their university lives. The short-term goal for the 2023-2024 academic year was to jointly accumulate funds for 10 educational grants of 4.6 million tenge annually for



KIMEP undergraduate freshmen in September 2023. On September 15, 2023, KAEF will announce the release of its annual report, which will be comprehensive and financial. Much has been accomplished in the first year of the Fund's existence. Work has begun on building a community of graduates united by the idea of assisting students from underprivileged Kazakhstani families through the provision of world-class business education, such as that offered at KIMEP. Thanks to the majority of KIMEP graduates being successful entrepreneurs in Kazakhstan, a warm and productive gathering of alumni interested in participating in the Fund was organized. Through a charitable auction held during the gala dinner, the Fund exceeded its commitments for 2023: funds were raised for 10 educational grants and even a bit more to be deposited and develop the Fund's activities as a genuine endowment. Unlike charity, the foundation of endowment is based on the market principle, where sustainability and self-sufficiency are achieved through prudent resource management, both for individuals and for the university.

In the first year of operation, the Fund established a system of regular meetings, including face-to-face formats, as KIMEP's doors are open to graduates even on Sundays. The initial composition of the KAEF Board of Trustees was approved, along with mechanisms for its annual renewal and functions. The decision was made to develop the KAEF Ambassador Program. The winners of the KAEF Educational Grants Competition will be announced in early August. Let's meet at the presentation of the KAEF Wall of Fame this autumn and at reunions in Almaty and Astana. Stay tuned for KAEF news. Join the leadership development program through education - join with your heart, mind, and practices.

## ALUMNI REUNIONS



On October 21, 2022 KIMEP Alumni Association conducted first offline Alumni Reunion after the pandemic. We missed our alumni a lot and were very happy to see more than 450 alumni guests on campus. It was a warm evening filled with joy and laughter of live conversation of which we were deprived for more than a year.

In the official part of the evening our graduates Dulatbek Ikbayev, Dauren Alybayev and Arman Gubaidullin has announced the official registration of KIMEP Alumni Endowment Fund and talked about mission and goals of the fund.

During the event our Mentors and Femtors of AY 2021-2022 were awarded with certificates for volunteering in KIMEP Alumni Mentorship and Femtorship programs.

On June 3rd, 2023 two batches of alumni conducted Alumni Reunions in Almaty: Class of 1998 and Class of 2003. KIMEP Alumni Association is glad that our alumni continue to keep in touch and are very active in creating events for networking or celebration of their common achievements!



## OTHER KAA ACTIVITIES

In May 2023 Raushan Kanayeva, Director of the Corporate Development Department and Elmira Kabiyeva, Director of the Career Center were participating as co-organizers in the international conference on career planning, that was held in the Nazarbayev University. As part of their trip Raushan and Elmira met with Alumni Chapter in Astana.





# MENTORSHIP AND FEMTORSHIP PROGRAMS

KIMEP Alumni Association (KAA) continues to run KIMEP Alumni Mentorship and Femtorship programs. Each year we receive more applications on behalf of mentors, femtors and students.

On November 11, 2022 KAA awarded certificates of completion Mentorship Program 2021-2022 to students and mentors. We received many positive feedback from mentees:

"Now I have a clearer idea over what subject I want to study and at what university. Before working with the mentor, I had no idea and was confused on what to study and where to pursue a PhD degree. Now it is a lot clearer".

"Intelligent and proactive, Daulet Assylbekov is the outstanding mentor in terms of giving a complex picture of how Kazakhstani business paradigm works. Being extremely experienced in various fields, he did the indispensable work in describing practical scenarios of my future development...I have received a job offer and got double promoted".

"I learned a lot about social skills, networking, personal goals and achievements. Practiced how to turn the data about my achievements in previous job placements to numerical data to pass multiple stages of resume screening. Learned the standard application processes in different companies around the world".



"I and my mentor outlined the main goals for our work which was finding a professional direction and job. I am satisfied that we managed to work through all the professional areas that were open to me and choose a path that really suits me and my goals. After choosing a direction, I managed to immediately find a job that I like and which provides opportunity for great personal and professional development".

KAA also had a closing dinner with Femtorship program participants of last year. We are grateful to our femtors and students for sharing their ideas and experience on the program.

Here are some of the feedbacks we received:

"I want to thank our University for the opportunity to participate in the mentoring program for young girls! I want to thank in particular my femtor Irina, for her openness and desire to help. Irina has a lot of experience in HR and even though this is not my career path, she guided me and gave me tips on how to pass all sorts of interviews. I am very grateful to her and the organizers of the program, and I recommend it to everyone who is not yet confident on which career path to follow".

"When I applied for the program, I didn't know absolutely what area to go into - I studied in the 3rd year of Information Systems in Business. Communication with a femtor helped me to understand myself more, try other areas of interest, and decide on the direction in which I want to develop. After each meeting, there was a food for thought and a desire to develop. Therefore, I highly recommend participating in the program to get good advice and help in your career".

This year we have 28 mentors and 33 mentees, and 16 femtors and 24 femtees.

We would like to thank our mentors for their valuable input in the development of both programs by volunteering as mentors and femtors, as well as delivering lectures on various topics:

- on April 7th, 2023 our mentor Anar Galiaskarova has conducted master class for mentees and femtees on preparation to IELTS exam.
- on May 10th, 2023 our mentor Ainur Saginova conducted webinar to Mentors and Femtors on mentoring.

# TIME CAPSULE OPENING BY ALUMNI 2008

On May 11, 2023 KIMEP Alumni Association invited alumni 2008 to open Time Capsule, which was laid down 15 years ago. It was an exciting moment for both alumni 2008 and graduates of 2023, as 2008 batch wrote wishes to the graduates of 2023.

For those who could not come, your letters are waiting for you in KIMEP, office 402 Dostyk building.



# ALUMNI TALKS

During the academic year 2022-2023 we had two Alumni Talks broadcasts with KIMEP graduates:

- 1 Emilia Ro, BSS 2004, "Principles of Integrative Health and Nutrition"
- 2 Sabina Sailaubekova, BSC 2016, "Startup from scratch – Emote.kz example"

# CAREER TALKS

Career Center of KIMEP University continues to actively attract best professional from various fields to share their knowledge and experience with current students. During the academic year 2022-2023 Career Center has conducted 16 Career Talks lectures and 2 MOCK interviews:

- 1 "McKinsey & company: company overview, job opportunities"
- 2 "Building a career in a modern world", by Head of Corn Ferry representative office in KZ Gennadiy Vanin
- 3 "Career in consulting", by EY consulting department manager
- 4 "Critical thinking", by EY business trainer
- 5 "Digital career platforms. BEAM.kz"
- 6 "Digital career platforms. HigherEd"
- 7 "Digital Career platform. Samruk Qyzmet"
- 8 "Crowe Audit company presentation, career opportunities"
- 9 "Colliers company presentation, career opportunities"
- 10 "EFES Internship program presentation"
- 11 "Teach for KZ, international educational project, presentation"
- 12 "How Much is Your Business Worth?", by PwC
- 13 "Open talks with EY partner"
- 14 "Building a career in an international consulting company", by Colliers Kazakhstan
- 15 "New market trends or why companies are switching to product management", by Philip Morris International
- 16 "How to create a world-class startup?", by Yerkezhan Zholdassova, Founder of Hired Valley

MOCK Interviews:

- 1 Deloitte, Assem Bermukhamedova, HRD, KIMEP Alumni
- 2 Tomazzo Aguzzi, KIMEP PhD student



# CONTACT US

## WAYS TO KEEP IN TOUCH

- Have you changed your job, email or phone number? Update your contact information electronically:  
cdd@kimep.kz or [www.kimep.kz/portal/account/registeralumni](http://www.kimep.kz/portal/account/registeralumni)
- Keep up to date on events, news, contests, and more via e-mail.
- Get together with alumni in your region or who share your interests.
- Build your professional networks and connect with Alumni through KIMEP official pages on Facebook @kimepalumniassociation and Instagram @kimep\_alumni\_association

## ALUMNI SUCCESS STORIES

If you would like KIMEP to highlight your professional or community service activities, personal or family achievements, 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 Institute 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.

- New! Financial aid for children of KIMEP alumni: 5% coverage of tuition
- 10% discounts for the trainings 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.
- Free entrance to the KIMEP Sports Center.
- Rental of the conference halls of KIMEP with 20% discount for the conferences, trainings, 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.



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