



SPECASUMMERSCHOOL DOING BUSINESS IN CENTRAL ASIA+

Almaty Management University

Almaty, Kazakhstan

KAZAKHSTAN



ALMATY MANAGEMENT UNIVERSITY (ALMAU)

VISION 2030

- AlmaU is a globally recognized comprehensive university for people aspiring for the sustainable development of society

MISSION

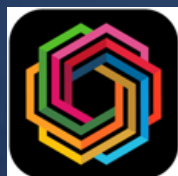
- We are making the world better through the development of education, research and entrepreneurship



140+ international students
14 international faculty members
130+ partnerships
23 double degree programs
50 Bolashak and “500 Scholars” program alumni



ALMAU GLOBAL RECOGNITION



Times Higher Education
Impact Rankings

ranked **801-1000** in Times Higher Education Impact Rankings
2024

**among 1900+ universities in the world according to 17 UN
SDGs**



#25 IN THE QS EXECUTIVE MBA RANKINGS 2024
joint program with GSOM SPbU

#43 in Asia QS Global MBA Rankings 2024

#251+ in the world QS Global MBA Rankings 2024



SCHOOL OF ENTREPRENEURSHIP & INNOVATION

THE DNA OF ENTREPRENEURSHIP

ALMAU VALUES: ENTREPRENEURSHIP

We actively develop the idea of **entrepreneurship** as a driving force for the development of the economy, science and public life through the dissemination of **entrepreneurial thinking**

7 621

students have been trained in entrepreneurship since 2016

more than **1000** student projects have been created at various stages

was done around **50 000 000** sales within entrepreneurial disciplines

the student projects attracted investments in the amount of about **~300 000 000**



SCHOOL OF ENTREPRENEURSHIP & INNOVATION

PROJECTS & CONSULTING

WHY ENTREPRENEURSHIP AT SEI ALMAU?

- Real time work with business
- Global reach glocal
- Feedback from the real time business

Co-operation with the Ministry of Higher Education, Science and Innovation of Uzbekistan

Transformation of the Arctic State Institute of Culture and Arts (Yakutsk, Republic of Sakha, Russia)

Transformation of the ISFT Institute (Tashkent, Uzbekistan)



MISTI KAZAKHSTAN



ECOSYSTEM OF STUDENT ENTREPRENEURSHIP



AFGHAN WOMEN SUMMER SCHOOL



CREATIVE SPARK
Higher Education Enterprise Programme

SPECA SUMMER SCHOOL

DOING BUSINESS IN CENTRAL ASIA+

Summer School aims to provide you with a critical understanding of business strategies in Central Asia:

- marketing in the Central Asian context.
- digital marketing and how it applies to Central Asia.
- human resources practices in Central Asia.
- entrepreneurship in Central Asia in creativity and innovation
- contemporary finance in Central Asia.
- strategic leadership in Central Asia.

You will receive a unique opportunity to meet leading entrepreneurs & businessmen from Forbes Kazakhstan

TOPICS TO STUDY:

- CA as a market area
- Business Culture in CA
- Business opportunities for foreign companies entering CA countries
- Planning & management of entry and marketing strategies
- Financial & Legal issues in CA

PRACTICAL PART: STARTUP ECOSYSTEM ROADSHOW

- MOST Incubator
- SmartPoint Almaty
- Almaty Akimat, Innovation & Entrepreneurship Dep.
- Atameken Almaty

SPECA SUMMER SCHOOL DETAILS

Location: Almaty, Kazakhstan

Date: 5 - 12 July 2025

Registration deadline: June 1st, 2025

Fee: 1 500\$

Included:

- Accommodation
- Welcome dinner
- Transfer from the airport and around the city during the program
- Meals

You will receive 3 ECTS credits

Almaty

is the former capital of Kazakhstan and the country's largest metropolis. Surrounded by the majestic Zailiyskiy Alatau Mountains, the city combines modernity and rich cultural heritage. Almaty is called the "Southern Capital" because it has a special atmosphere of warmth, creativity and hospitality.

Almaty is a city where the Soviet legacy has been preserved not only in architecture, but also in culture, atmosphere and significant places. It gives the city a special charm, allowing you to learn about its history and feel the spirit of the past.

Today, elements of the Soviet heritage are actively rethought. Old buildings become stylish cafes, galleries and offices. For example, former factories are transformed into creative spaces where young people study history through contemporary art.

Almaty's Soviet heritage is a bridge between the past and the present, adding depth and uniqueness to the city.

Visit for more



Almaty is a city that will suit people with a **wide range of interests**.

Here are the portraits of those who will especially enjoy this dynamic and multifaceted city:

Gourmet and connoisseur of tastes

Who is this: A person who seeks new gastronomic experiences, loves to try local cuisine and visit trendy cafes.

What does he do: Makes his own top restaurants, studies food culture and enjoys gastronomic festivals.

What will he find in Almaty:

- Traditional Kazakh dishes
- Trendy drinks and dishes at the café
- Street food and farm products at the Green Bazaar.



Visit for more



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Inspiration seeker and creative

Who is this: An artist, photographer, blogger or simply a creative person who seeks inspiration in urban landscapes and contemporary culture.

What does he do: Takes photos, creates content, attends exhibitions and participates in master classes.

What will he find in Almaty:

- Graffiti and street art in urban areas.
- Art spaces
- Panoramic views of the city from Kok-Tobe.

Visit for more



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Traveler with a thirst for adventure

Who is this: A person who loves to discover new horizons, learn about the culture, nature and architecture of the countries he visits.

What he does: Plans trips outside the city, explores local traditions and natural wonders.

What he will find in Almaty:

- One-day tours to the Charyn Canyon.
- Singing dunes in the Altyn-Emel Nature Reserve.
- A unique mixture of Soviet and modern architecture.

Visit for more



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Nightlife and urban dynamics enthusiast

Who is this: A young and energetic person who is looking for places with atmosphere, music, bars and parties.

What does he do: Explores club culture, hangs out with friends, tries signature cocktails.

What will he find in Almaty:

- Rooftop parties with views of the city at night.
- Popular bars, Speak easy
- Nightclubs



Visit for more



Immersive travel to the Capital of Kazakhstan

OPTINAL, PAYED SEPARATELY

One day trip to get acquainted with startup ecosystem of capital city of Kazakhstan

You will visit:

Nazarbayev University

Astana Hub

QazInnovations

Guest lectures with leading entrepreneurs & businessmen from Forbes Kazakhstan



VERY NICE!



**kazakh
tourism**

NATIONAL COMPANY

Thank you for attention!

SPECA SUMMER SCHOOL



SEI ALMAU

