

The background of the image shows a cityscape with a prominent tall, slender tower on the left side. The city is built on a hillside, with various buildings and greenery visible. In the distance, there are mountains under a blue sky with scattered white clouds. The overall scene is bright and clear, suggesting a sunny day.

**Early Bird Application: 35% Off
Until April 1st!**

**Doing Business
in Central Asia+
SPECA
Summer School
2025**

The Power of Entrepreneurship

Entrepreneurship is the engine of economic growth. New businesses create a third of all new jobs, they change the way we live through innovation, and they transform individual lives and the livelihood of nations through wealth creation.



There is a new **reality**:

Today anyone can be in business.

Location: Almaty, Kazakhstan

Date: 5 - 12 July 2025

Fee: 1 500 \$

Certificate: 3 ECTS credits

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.

Summer School gives students with a conceptual framework and practical knowledge regarding **entrepreneurship, finance and investments** in Central Asia.

Students will be able to recognise the diversity, economic development and economic potential of Central Asian countries, evaluate them in terms of their market potential and identify how foreign and emerging market multinationals, SMEs and Social Entrepreneurs enter into these markets.



Registration Deadline: 1st of June 2025

SCHOOL OF ENTREPRENEURSHIP AND INNOVATION

(SEI) is Almaty Management University's leading school and a community of innovative entrepreneurs, where you will learn to identify opportunities and turn ideas into action.



Almaty

is Kazakhstan's largest city, with a population of two million, has the feel of a peaceful but active rural town. The underground metro gleams with intricate tile work. Almaty's status as a cultural hub, though, is increasingly evident in its food scene. "Neonomad" cuisine — focused on flour, water and meat — is being championed in hyper-contemporary style.



<https://www.tripadvisor.com/Tourism-g298251-Almaty-Vacations.html>

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Students will learn to analyse specific strategies for developing business and learn to research and appreciate the unique context of the emerging market country. The school will also discuss investment opportunities in Central Asian countries and how entrepreneurs can take advantage of various internationalisation networks (e.g., governments, private organizations, NGOs and cooperatives) and strategies for investing in this region.

Registration Deadline: 1st of June 2025

Name and Date	Lecture		Important prep
Theoretical Part - Lectures			
Block 1 Central Asia as a market area	<ul style="list-style-type: none"> Understanding Emerging Economies: SPECA Subregion What are emerging economies? Why are emerging economies important? Why are they still emerging? Perspectives for evaluating emerging market potential. 		Case study: Central Asia + countries Team exercise + Developing your Team Charters.
Block 2 Business Cultures in Central Asia	• Business/Economic Policies for Strategy in Asia		Complete your team charter Toasmaster approach
	<ul style="list-style-type: none"> Personality and Individual Differences Relationship-building and networking in Central Asia 		
Business Visit to Astana			
Block 3 Business opportunities for foreign firms entering Central Asian countries	<ul style="list-style-type: none"> The pyramid and business opportunities in Central Asia Startups in SPECA subregion and success cases Innovation strategies in Central Asia and key success and unsuccessful cases Competing or Co-opeting in Central Asian How do we explain Western Investment and the recent push for Central Asian investments? 		Tapestry Visualisation Technique
Block 4 Planning and Management of entry and marketing strategies	<ul style="list-style-type: none"> Entry strategies into the Central Asian Market Acquisitions and International joint ventures entry strategies Project marketing in Central Asia Human resource management practices in Central Asia 		Founder's Game
Block 5 The bird in hand: Financial and Legal Issues in Central Asia	<ul style="list-style-type: none"> Key characteristics of the financial markets and household financing in Central Asia <ul style="list-style-type: none"> The role of governance, informal finance and legislation in Central Asia Policy and regulatory issues (and related challenges) of financial reforms in Central Asia Asset classes and their structuring, issuance, pricing and performance in Central Asia 		Hidden Champions Framework
Final Business Proposal Pitch			
Practical Part – Startup Ecosystem Roadshow			
Startup Ecosystem Roadshow Day 1	Business Trip + Guest Lecture	MOST Incubator – Alim Khamitov	Venue
Startup Ecosystem Roadshow Day 2	Business Trip + Guest Lecture	SMARTPOINT Almaty – Speaker ER10 – Elnora Rozmut	Venue
Startup Ecosystem Roadshow Day 3	Business Trip + Guest Lecture	MNEs EY and Nielson - Speaker	Venue
Startup Ecosystem Roadshow Day 4	Business Trip + Guest Lecture	Atameken Almaty - Speaker	Venue
Cultural Day			
Startup Ecosystem Roadshow Day 5	Business Trip + Guest Lecture	Almaty Akimat, Innovation and Entrepreneurship Department - Speaker	Venue
Final Business Proposal Pitch			

Changes possible!

Please note that the schedule is open to change. We will make every effort to communicate any change to you in advance. Enjoy the module!