



# ALUMNI ASSOCIATION OF NAZARBAYEV UNIVERSITY GRADUATE SCHOOL OF BUSINESS



# ABOUT NAZARBAYEV UNIVERSITY AND GRADUATE SCHOOL OF BUSINESS



**Nazarbayev University is a key element of the national innovation system, the main goal of which is to prepare first-class specialists, outstanding leaders and citizens who are the main engine of social progress and economic development of Kazakhstan in the 21st century.**



**Duke Fuqua Business School**



**Nazarbayev University GSB**

NU Graduate School of Business is an academic institution created to train future world business leaders in a strategic partnership with Duke Fuqua (North Carolina, USA)



# OUR RESOURCES - OUR ALUMNI

The Association Council consists of 40 permanent members representing all released cohorts from 2014 to the present.

The association brings together a large pool of alumni - professionals and experts from a wide range of industries, including young highly qualified specialists and experienced top managers from leading local, regional and global companies.





# ASSOCIATION'S MISSION



Building a unique network of leaders, managers and entrepreneurs to find effective solutions to the country's socio-economic problems, as well as assist the university in the strategic development of the intellectual, creative and business potential of alumni.



# ASSOCIATION'S HISTORY



- August 2018 - Formation of the Council of the Association
- October 2018 - The intellectual game among alumni
- November 2018 - Signing Memorandum of Cooperation with Atameken NCE
- December 2018 - Alumni participation as trainers for Bastau Business
- December 2018 - participation of alumni in the development of textbooks of Bastau Business program
- February 2019 - re-participation of alumni in the preparation of business trainers for Bastau Business
- March 2019 – Business breakfast with Rakhim Oshakbayev
- March 2019 - Nauryz talk with Kanat Kopbayev

*\* Bastau Business - a project to teach the rural population the basics of business*

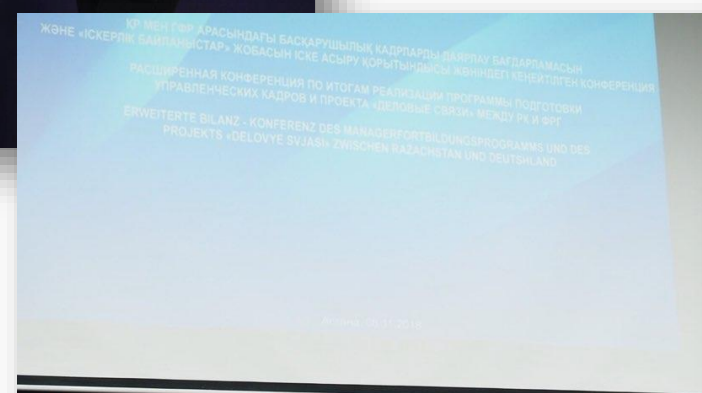


# October 2018 - The intellectual game among alumni





# November 2018 - Signing Memorandum of Cooperation with Atameken NCE





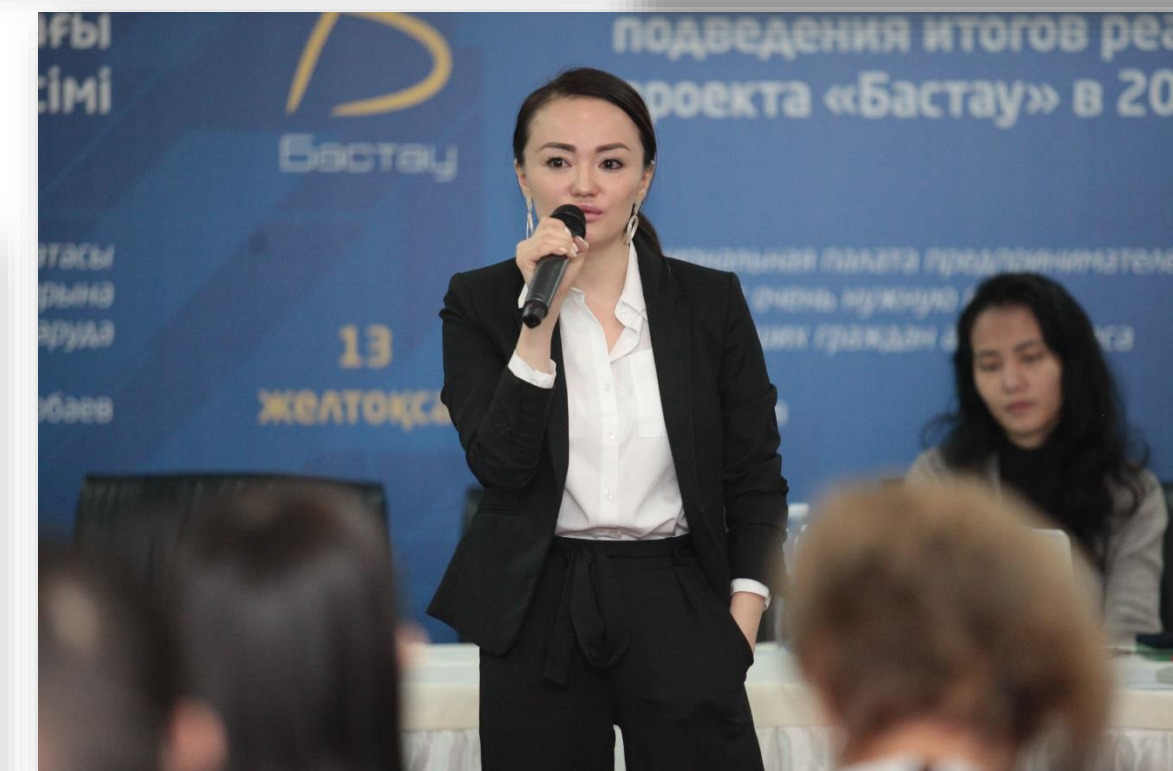
# November 2018 - Signing Memorandum of Cooperation with Atameken NCE

**“... The Association shall make all the efforts and acts with the following intentions to:**

- provide expert opinion on the rating of universities of Kazakhstan;**
- provide an expert opinion on the methodology of training for Bastau-business;**
- participate at on-site trainings and master classes in the regions and in the city of Astana;**
- develop and conduct seminars for trainers on the program Bastau-business;**
- participate in the examination at the request of Atameken NCE;**
- support the development of the program “Basics of Entrepreneurship” for schools in Kazakhstan ”...**



# December 2018 - Alumni participation as trainers for Bastau Business





# March 2019 – Business breakfast with Rakhim Oshakbayev





# Nauryz talk, March 16, 2019



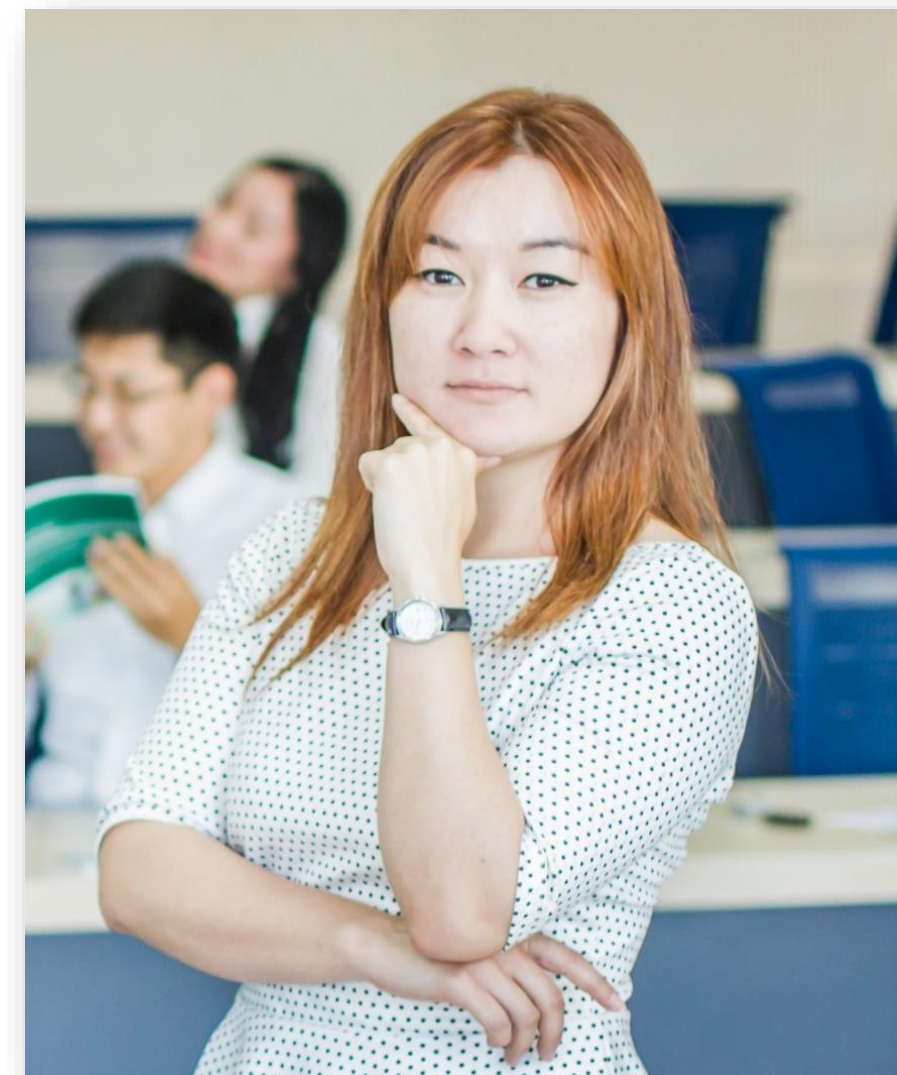


# ASSOCIATION'S COUNCIL IN PERSONS



**Nurassyl Dzharbassov**  
Chairman Of The Council

- Entrepreneur
- Chairman of the Committee on the protection of the rights of entrepreneurs in the NCE in the Atyrau region
- Executive MBA

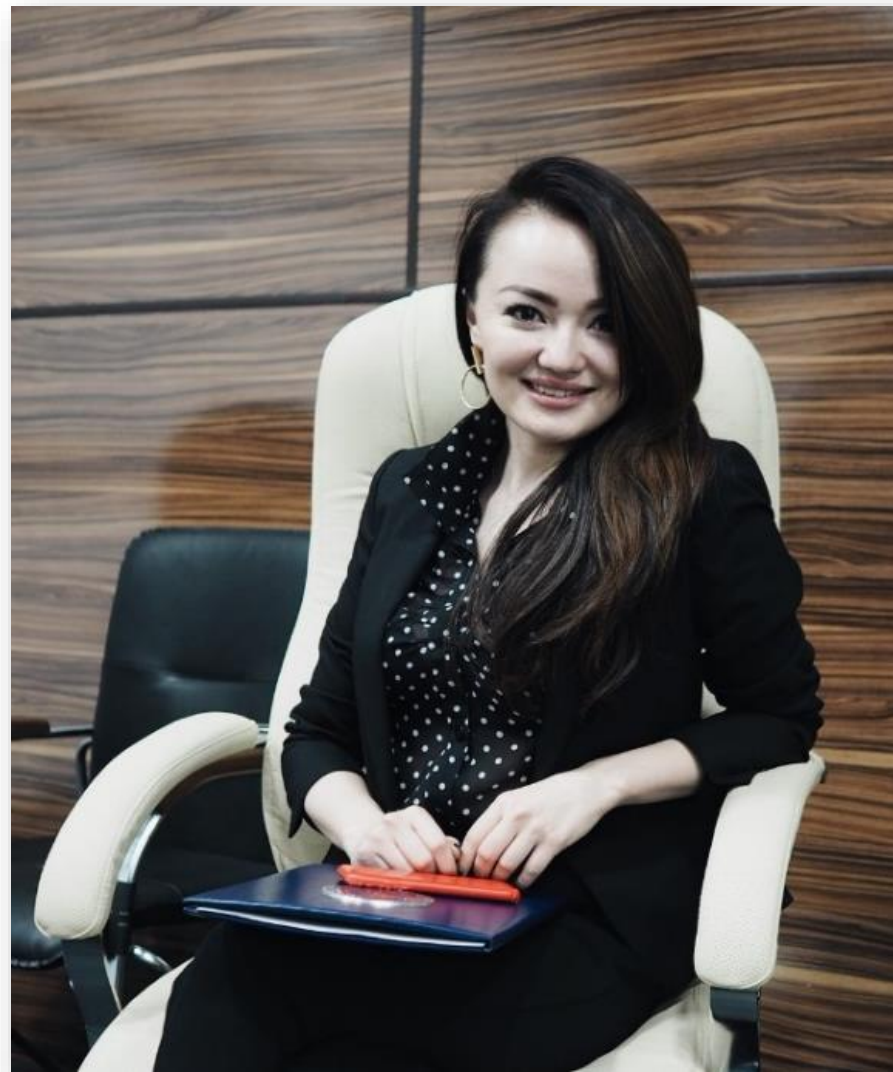


**Assel Aimusheva**  
Executive Director

- Marketing and sales expert
- Develops one of the key activities of the company in the field of regulation, standardization and certification of all aspects of industrial safety at the republican and international levels



# ASSOCIATION WORKING COMMITTEE



**Laila Leshova**

Head of the Marketing team  
of the Association

- Over 5 years experience  
In PR & Marketing
- Launched more than 50  
advertising campaigns,  
developed more than 10  
market entry strategies
- Founder and head of  
marketing agency «Wellgital»



**Assel Musina**

Projects team  
Risk Management Supervisor

- Experience in KPMG  
Over 10 years
- Participant of the events of the  
republican non-governmental  
organization “PosadiDerevo.kz”



# ASSOCIATION WORKING COMMITTEE



**Meruyert Jakipbekova**

Head of the Projects team  
of the Association

- Leading Analyst, Analytical Center, ERG Commercial Center
- Participated in the project for the development of financial institutions in the Republic of Uzbekistan (KPMG); development of the Strategy and Operational Plan of a large IT organization (Nazarbayev University)



**Assiya Haerbayeva**

Senior Consultant, PwC Valuation

- Founder and Financial Director of “Trest “Ekibastuzteploenergmontazh” LLP with a staff of 240 people
- Licensed from the Ministry of Justice of the Republic of Kazakhstan for the right of valuation activity in the field of intangible assets and intellectual property



# ASSOCIATION'S ACTIVITIES

- ✓ Organizing and conducting traditional meetings of the Association members, the organization of which is determined by the Council of the Public Association;
- ✓ Supporting the professional development of the members of the Association by organizing and conducting informal meetings on specific topics;
- ✓ Inviting members of the Association to participate in trainings, seminars, conferences held in one of the areas of interest of the members of the Association, organized by members of the Association or the Graduate School of Business;
- ✓ Consulting support of the Association members in solving their business and professional tasks, including by attracting the resources of the Graduate School of Business;
- ✓ Consulting or other, not contradicting the legislation of the Republic of Kazakhstan, support of members of the Association in creating, organizing or operating their own business by members of the Association or projects with their participation;
- ✓ Assisting in the employment and promotion of members of the Association, taking into account the established order and procedures;
- ✓ Development and strengthening of the support system for members of the Association in other aspects of their professional and other activities, including with the participation of the Graduate School of Business.



# PLANNED EVENTS FOR 2019

- Seasonal general mass events: Nauryz, sports festival, Knowledge Day, New Year
- Corporate annual event of the Association in the format of a business forum
- Participation in Astana Economic Forum and KAZENERGY Forum as expert speakers
- Cooperation with Astana Business Channel - launch of joint media projects
- Reunion 2019
- Continuing cooperation with Atameken NCE
- Mini-MBA for students of leading schools in Astana and Almaty
- A series of business brunches / breakfasts with invited guests - recognized experts in various fields



# POSSIBLE FORMS OF COOPERATION:

- Expert help
- Participation in events as speakers
- Conduct training courses, workshops and seminars on current topics
- Organization of joint business events
- Sponsorship - promotion among alumni





Our association is interested in establishing a number of organizations of Kazakhstan, such as professional associations, international development institutions, non-governmental organizations, etc.

@alumni\_nugsb  
[www.facebook.com/alumninugsb](https://www.facebook.com/alumninugsb)

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