



**ALMA**  
ALMATY MANAGEMENT  
UNIVERSITY







MANAGE YOURSELF  
MANAGE BUSINESS  
MANAGE TIME

1988

YEAR OF FOUNDATION

16 000+

GRADUATES

5 000+

STUDENTS

350

PARTNER COMPANIES











# KAZAKHSTAN

## POPULATION

👤 **20,4 million people** - the largest country in Central Asia.

## EDUCATION

📍 **124 higher education institutions**, including leading international universities.

📍 **40 of them are located in Almaty** – the educational capital of the country.

## NATURE AND RESOURCES

🏔️ **Khan-Tengri peak - 7,010 m** - the highest point in Kazakhstan.

🏠 The richest reserves of oil, gas, uranium, and other minerals.

🏠 Home to snow leopards, saiga antelope, and golden eagles.

## KAZAKHSTAN IS A COUNTRY OF CONTRASTS AND OPPORTUNITIES

📍 From steppes and canyons to mountain peaks and picturesque lakes

📍 Baikonur Cosmodrome - the place where the era of space exploration began

📍 The historical center of the Great Silk Road, connecting East and West

# ALMATY

## CULTURAL AND EDUCATIONAL CAPITAL OF KAZAKHSTAN

👤 **2.3 million residents**, including more than **202,000 students**

## A CITY OF ENERGY, STUDENTS, AND BUSINESS

☆ Theaters, museums, art spaces, exhibitions and street festivals.

☆ A center for startups, creative industries, and international companies.

☆ Mountains, skating rinks, trekking routes and ski resorts, all within 30 minutes from the city center.

## TOP-3 NATURAL LANDMARKS OF ALMATY



**Medeu**

The highest skating rink in the world



**Charyn Canyon**

The "Small Grand Canyon"



**Kolsai Lake**

The "Pearl of Tien Shan"



# ALMAU HISTORY

Almaty Management University (AlmaU) is the first business university in Kazakhstan, founded in 1988 as Almaty School of Managers (ASM). It became a pioneer of business education in the CIS, focused on educating the new generation of managers and entrepreneurs.



In 1996, when the first stage of development was completed, the ASM was transformed into the International Academy of Business (IAB) which allowed it to significantly expand educational programs and launch the country's first Bachelor's degrees in Management.



A significant milestone occurred 25 years after its foundation: in 2014, the higher educational institution gained University status and became known as Almaty Management University (AlmaU). During this period, the university focused on the development of entrepreneurial education, the formation of an innovative ecosystem and the expansion of international relations.



By developing an entrepreneurial culture and innovative approaches to education, AlmaU creates a unique educational environment combining academic knowledge with practical experience. The University has modern laboratories of neuromarketing and behavioral economics, the Institute of Law Legal Clinic, recording and virtual production studios, as well as other creative spaces for the development of research, entrepreneurial, and creative initiatives of students.





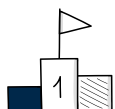
## VISION

A driver of higher education and a leader in educational innovation in the Central Asia+ region

## MISSION

We make the world a better place through the development of education, research, and entrepreneurship

## KEY VALUES



LEADERSHIP



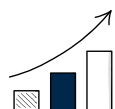
ENTREPRENEURSHIP



INTEGRITY



SUSTAINABILITY



RESPONSIBILITY

## ALMAU

ALMAU IS A UNIVERSITY FOR PEOPLE AND COMMUNITIES THAT CREATES A SPACE FOR SELF-REALIZATION, PROFESSIONAL GROWTH, AND SOCIAL TRANSFORMATION





# ACCREDITATIONS



European Institutional Accreditation in the field of quality of business education IQA CEEMAN (2023-2029)



Specialized accreditation of the Independent Agency for Accreditation and Rating (IAAR) for a period of 5 years (2021-2026)



Institutional accreditation of the Independent Agency for Quality Assurance in Education (IQAA) (2024-2031)



The MBA programs of the AlmaU Graduate School of Business are accredited by Association of MBAs (AMBA), Great Britain (2013-2026)



Graduate School of Business, School of Management and Tourism (2021-2026), Institute of Entrepreneurship (2023-2026) are accredited by the Business Graduates Association (BGA, Great Britain)



The Restaurant and Hotel Business program of the School of Management and Tourism, the Public Relations program of the Media and Film School, the Jurisprudence program of the Institute of Law are accredited by the FIBAA Accreditation and Certification Committee (Germany) (2024-2029)



The School of Management and Tourism is accredited in accordance with the certification procedure according to the rules of the Kazakhstan Project Management Association (KPMA), which meets the ICB v.4.0 standard of the International Project Management Association (IPMA) (International Project of Management Accountants Management Association, PIMA) (2024-2025)



The programs of the School of Digital Technologies and Economics "Accounting and Auditing" (2023-2027) and "Finance" (2026-2030) are accredited by the Association to Chartered Certified Accountants (ACCA)



Since 2017, AlmaU has been a member of the global Babson Collaborative for Entrepreneurship Education, demonstrating the university's commitment to delivering high-quality entrepreneurial education

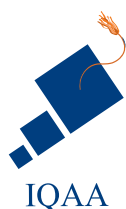




# RANKINGS



In 2025 Eduniversal Best Business Schools Ranking and  
Top-3 in 2024 Top Business Schools Awards



Nº1 in National IQAA ranking of leading humanitarian and  
economic universities in Kazakhstan 2025



Awarded 4 stars in the international QS Stars quality rating,  
with the highest scores in the categories of “Effective Management”,  
“Entrepreneurship”, and “Business & Management Research”



#24 QS Executive MBA Rankings 2025  
(joint program with GSOM SPbU)  
52 in Asia QS Global MBA Rankings 2026  
301+ in the world QS Global MBA Rankings 2026



In the QS Asia University Rankings 2025:  
#741–750 among 1,529 universities in Asia  
44 in Central Asia



Impact Rankings 2025: Ranked 1001-1500 in Times Higher Education  
Impact Rankings 2025 among 2500+ universities in the world  
according to 17 UN SDGs



Ranked among the TOP-10 universities in Kazakhstan for employment  
indicator and recognized as the leader in student academic mobility,  
according to the 2024 NCE Atamaken ranking



ALMA  
1988  
one university  
one community  
one future



# THE BOARD OF TRUSTEES



## **Yerkin Tatishev**

Chairman of the Board of Trustees, Founder and Chairman of the Board of Directors of KUSTO Group



## **Assylbek Kozhakhmetov**

Founder and President of AlmaU, DBA



## **Zhanat Berdalina**

Honorary Member of the Board of Trustees, Independent Director of Polymetal



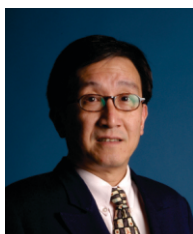
## **Zhaxybek Kulekeyev**

Advisor to the Chairman of the Management Board of JSC NC KazMunayGas, Chairman of the Board of Directors of the L.N. Gumilev Eurasian National University



## **Asset Abdualiyeu**

Founder and CEO of Silkroad Innovation Hub (Silicon Valley), Founding Partner of BuildTech VC



## **Tan Chin Tiong**

Honorary Professor at Singapore University of Management (Singapore)

**THE BOARD OF TRUSTEES** is an elected body, which is a form of collegiate management of the University. The tasks of the Board of Trustees include assisting in solving urgent and promising issues of the University's development, attracting financial and intangible resources to ensure the University's activities, and improving the quality of working conditions, education, and services provided.



**Andrey Linnik**

Advisor to the Chairman  
of the Board of Aspara Munay LLP,  
Graduate of the MBA/DBA  
program at AlmaU



**Gulbanu Pazykhair**

Chairman of the Management  
Board of Altyn Samruk  
Qazaqstan JSC



**Dinara Seijaparova**

Executive Director  
of the UN Global Compact  
in Central Asia



**Xiaobo Wu**

Director of the National  
Institute of Innovation  
Management of Zhejiang  
University (China)



**Erlan Dosymbekov**

EY Caucasus and  
Central Asia Managing  
Partner





# AlmaU PROGRAMS

**5000+**

STUDENTS

**170+**

INTERNATIONAL STUDENTS

**3**

LANGUAGES OF INSTRUCTION

**25+**

PROGRAMS

# BACHELOR

- Business Analytics and Economics
- Business Administration in Entrepreneurship
- Marketing
- Finance
- Management
- Accounting
- Logistics
- Urban and City-Management
- Fintech and AI
- Sport Management
- International Business
- Information systems
- Data science
- Software engineering
- Product management
- Law
- International Relations and Economics
- Restaurant and Hotel Business
- Tourism and Events management
- Psychology
- Public Relations
- New Media
- Digital Filmmaking
- Content, Marketing and Data Analysis





# MASTER'S DEGREE

- Management
- Project Management
- Management in Creative Industries
- Urban planning
- Finance
- Marketing
- Jurisprudence (Business Law)
- Supply Chain Management
- Management in education

# DOCTORAL STUDIES

- Marketing
- Management
- Finance
- Business administration PhD



## GRADUATE SCHOOL OF BUSINESS

29

YEARS OF EXPERIENCE  
IN THE IMPLEMENTATION  
OF MBA PROGRAMS

3

REPRESENTATIVE OFFICES  
IN KAZAKHSTAN

10 000+

MBA AND DBA GRADUATES

20

YEARS OF EXPERIENCE  
IN THE IMPLEMENTATION OF DBA

2

REPRESENTATIVE OFFICES  
IN UZBEKISTAN AND  
TAJIKISTAN

11

MBA PROGRAMS IN CITIES  
ACROSS CENTRAL ASIA



### FOR THE FIRST TIME IN CENTRAL ASIA AND KAZAKHSTAN

MBA programs of the Graduate School  
of Business are accredited by AMBA  
(Association MBA's, UK)

#24 QS Executive MBA Rankings 2025  
(joint program with GSOM SPbU)

52 in Asia QS Global MBA Rankings 2026  
301+ in the world QS Global MBA Rankings  
2026

## DOUBLE DIPLOMA PROGRAMS

- Graduate School of Management of St. Petersburg University (Russian Federation);
- Antwerp Management School (Belgium);
- North Kazakhstan University named after Kozybayev (Republic of Kazakhstan);
- TOSHKENT SHAHRIDAGI YEODJU TEXNIKA INSTITUTI (Uzbekistan);

## Higher education institutions-partners on visiting modules:

- ADA University (Azerbaijan)
- Caucasus International University (Georgia)
- EADA Business School (Spain)
- IE Business School (Spain)
- SolBridge International School of Business (South Korea)
- School of Management, Zhejiang University (China)
- NUCB Business School (Japan)







## ALUMNI AND PARTNERS:

**8000+**

MBA & DBA GRADUATES

**300+**

CORPORATE PARTNERS

**28 000+**

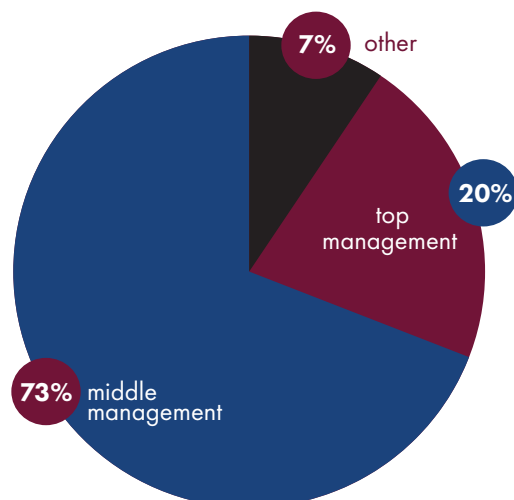
ALMAU EXTENSION GRADUATES

## PROGRAMS:

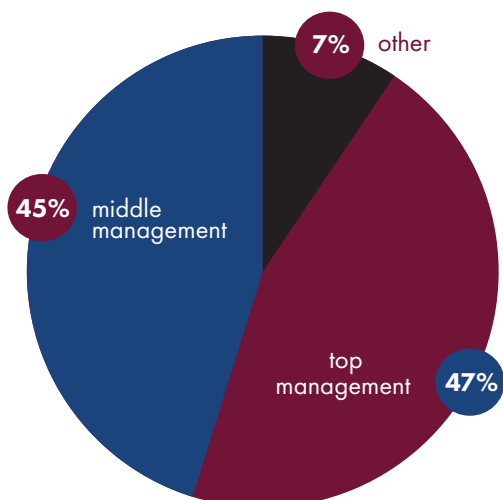
- Global Executive MBA
- Executive MBA
- General MBA
- Blended MBA
- MBA in Financial Engineering
- Healthcare Management
- Short-term Programs

## CAREER EVOLUTION 3 YEARS AFTER GRADUATION

At the start of MBA



By the end of MBA





## ALMAU EXTENSION

## CENTRE FOR CORPORATE TRAINING, PROFESSIONAL DEVELOPMENT AND CONSULTING

**AlmaU Extension** is a recognised leader in executive education and the development of managerial competencies for business.

We design practice-oriented programmes tailored to corporate objectives and develop a new generation of leaders equipped for change.

**50+**

BUSINESS TRAINERS  
AND CONSULTANTS

**100+**

PROGRAMMES  
AND TRAININGS  
ANNUALLY

**300+**

CORPORATE  
CLIENTS

**28 000+**

TRAINED  
PARTICIPANTS

### KEY AREAS

#### Open Programmes

Professional development, specialised programmes, PRE-MBA

#### Corporate Programmes

Customized programmes for Organizations

#### Consulting & Organizational Diagnostics

Consulting services, organisational diagnostics, HR-audit

#### Strategic & Foresight Sessions

Strategic and foresight sessions, development of organisational strategy

### PROGRAMMES FOR EVERY STAGE OF YOUR CAREER AND TEAMALMAU EXTENSION CORPORATE

### PROGRAMME SUCCESS CASES



Executive Education Program  
«Advanced Management Technologies»



Premier Executive Education Program  
«Advanced Management Technologies»



Professional Retraining Programme  
«Manager Standard»



Executive Education Program  
«Effective Manager»



Executive Education Programme  
"General Management Programme"



Mini-MBA  
"Executive Manager"  
and "Manager Standard"



Soft Skills Development Programme for  
100+ Employees



Training Programme  
"School for Retail Outlet Owners"



Executive Education Programme  
"Leadership in Action"



Mini-MBA  
"Corporate Management"





## INTERNATIONAL COOPERATION

- EXCHANGE PROGRAMS
- DOUBLE DIPLOMA
- RESEARCH INTERNSHIPS
- SUMMER AND WINTER SCHOOLS
- CULTURAL EXCHANGE PROGRAMS

# 250+

INTERNATIONAL STUDENTS

# 130+

HIGHER EDUCATION INSTITUTIONS – PARTNERS

# 35+

COUNTRIES OF THE WORLD

# 20+

ASSOCIATIONS AND ORGANIZATIONS

SWITZERLAND



**Geneva Business School®**  
Real Business. Responsible Leaders.

FRANCE



SPAIN



SOUTH KOREA



GERMANY



LITHUANIA



### OUTBOUND MOBILITY OF STUDENTS 890+

France, Turkey, Poland, South Korea, China, Japan, Lithuania, Latvia, Croatia, Hungary, Germany, Spain, Russia, Hong Kong, Malaysia, etc.

### INBOUND MOBILITY OF STUDENTS 250+

France, Spain, Russia, Kyrgyzstan, Uzbekistan, China, Germany, United Kingdom, USA

### INTERNATIONAL STUDENTS (FULL-TIME) 250+

Afghanistan, Bangladesh, Germany, Israel, India, Iran, China, Kyrgyzstan, Nigeria, Uzbekistan, Russia, USA, Tajikistan, Ukraine





## SCIENCE

### INTERNATIONAL SCIENTIFIC RECOGNITION

In the last three years, 100+ scientific articles have been published in leading international journals indexed in Scopus and Web of Science databases

### ATTRACTING FUNDING

The University has successfully attracted more than 1 billion tenge of scientific grants for advanced research

### EMPHASIZING UP-TO-DATE GLOBAL RESEARCH

The University conducts research in priority areas, including Higher Education Governance

- Industrial Policy
- Neuromarketing & Neuromanagement
- Gender Studies
- Postcolonial Studies
- Labor Market Forecasting
- Urban Studies
- Artificial Intelligence, Data Analysis & Modeling

### TWO KEY PROJECTS WERE DEVELOPED AND ARE BEING IMPLEMENTED

The project on the "Development of Scientific-Methodological and Conceptual Foundations for the Implementation of the Initiative of Academic Excellence in Higher Education and Science of Kazakhstan" is aimed at establishing science-based approaches to the implementation of the academic excellence initiative in Kazakhstan. Its goal is to increase the competitiveness of universities and strengthen their contribution to the social and economic development of the country.

The project on the "Development of Strategy for Accelerated Technological Diversification and New Industrial Policy of Kazakhstan" is aimed at forming the concept of industrial policy focused on the forecasted growth of the high tech products share and accelerated diversification of manufacturing industries in the context of structural reforms.

## LABORATORY

### LABORATORY OF NEUROMARKETING AND NEUROMANAGEMENT

is a new branch of marketing using methods and ideas from neuroscience, psychology, and economics for marketing purposes. It is equipped with:

- video cameras
- FaceReading technology
- microphone
- GSR (Galvanic Skin Response)
- eye-tracking Tobi Glasses 2

\*The first mobile Laboratory of Neuromarketing and Neuromanagement in Kazakhstan

### JOINT PROJECTS

- Organization and conduct of a neuromarketing study for a trade and retail network
- Research for Olymp clinical diagnostic laboratory
- Evaluation of airline promotion methods: neuromarketing approach
- Study of Kairat football club fans' behavior during a football match
- Neurobiological study based on physical perception of designers' collection and identification of neuro-biological peculiarities of models' choice

### LABORATORY OF BEHAVIORAL AND EXPERIMENTAL ECONOMICS

at AlmaU conducts research on economic decision-making processes. Equipped with individual, isolated workstations, the laboratory ensures confidentiality and enhances the accuracy of experimental results. Participants make decisions on computers using specialized server platforms. The research conducted in the laboratory contributes to the development of behavioral economics and provides a deeper analysis of economic decision-making mechanisms.

**ALMAU LEGAL CLINIC** established within the Institute of Law at AlmaU, provides free legal assistance to citizens and non-profit organizations. Students of the "Jurisprudence" educational program, under the guidance of experienced mentors and supervisors, answer public inquiries, analyze real cases, and study practical situations. This not only helps them master the fundamentals of the profession and develop legal assistance skills but also promotes legal literacy among citizens.

**THE CENTER FOR INDUSTRIAL ARTIFICIAL INTELLIGENCE (AlmaU Industrial AI Center)** is a gateway to Kazakhstan's industrial future. The Center focuses on developing and implementing digital solutions that can radically increase the efficiency of enterprises. We study and adapt the world's best practices in the use of digital twins, identify the most promising areas for their implementation in domestic industries, and develop innovative digital twin concepts for key sectors of the economy. The Center will serve as a platform where business, technology, and AlmaU expertise converge to shape a new industrial ecosystem for the country.



## QAYNAR BULAQ ALMATY IS AN OPEN SPACE FOR DEVELOPMENT

**Qaynar Bulaq Almaty space is a hub of power, innovation, business development, and experts**

- Practitioners with 5+ years of experience in building, managing and scaling businesses are engaged as experts
- Access to consulting support for SMEs on a permanent basis (commercial/non-commercial)
- Project implementation in partnership with leading companies of Kazakhstan and Central Asia
- Free platform for implementation of impactful social projects
- 1,500+ events hosted (accelerators, conferences, master classes)
- A database of experts in 42 business areas was created (1,300+ experts)
- More than 11,000+ citizens (from 11 to 72 years old) participated in the events

Projects have been implemented in partnership with the Almaty City Akimat, Atameken NCE, and entrepreneurial communities of Atyrau and Shymkent. Programs in Kazakh language have been developed and conducted for micro-businesses of the Republic of Kazakhstan. Consultations for entrepreneurs in online and offline formats are held on a regular basis, and a podcast studio is operating. SeniorClub AlmaU project Almaty is being developed, and guest lectures of entrepreneurs for teenagers are held.

Annual events such as Oratorfest, Marathon and Hackathon of Business Games, Festival of Urban Communities, industry expert platforms, Monetization of Ideas Competition for Teenagers.

## PARTNERS

**CK  
STOM**
**aster**

**senior club**

**ECOPHARM**

**NAZARBAYEV  
UNIVERSITY**  
NATIONAL  
LABORATORY ASTANA

**Mondelēz**  
International

**Partners**  
Media Group


**АТАМЕКЕН**

**АТАМЕКЕН**  
ІСКЕР ӘЙЕЛДЕР КЕҢЕСІ  
СОВЕТ ДЕЛОВЫХ ЖЕНЩИН  
COUNCIL OF BUSINESSWOMEN

**PS** internet  
company

## VIRTUAL VIDEO PRODUCTION

In 2023, with the support of Media and Film School, a virtual video production studio was opened by 33Studio company.



### Studio functions:

- creation of commercials
- shooting music videos
- filmmaking
- online presentations
- broadcasting



The technology of 3D scene development on the Unreal Engine allows to create photorealistic, dynamic, three-dimensional space.



AlmaU students use advanced technologies in educational process.





## TOLYQ ADAM PROGRAM

ALMAU serves as the only platform for the implementation of the unique TOLYQ ADAM program developed by the School faculty.

The TOLYQ ADAM program aims to develop holistic individuals capable of effectively adapting to the challenges of the modern world while preserving their identity. The program shapes the thinking and qualities required for responsible leadership, civic responsibility, and sustainable influence in society. We train not just specialists, but well-rounded people who strive for harmony with themselves and the surrounding world.

**Only he who molds with HEART and MIND,  
With unwavering WILL, great heights will find.**

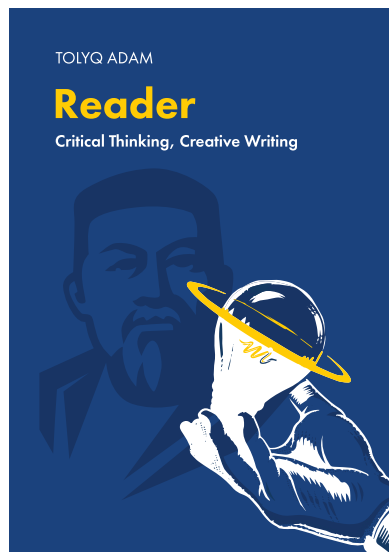
Abai Kunanbayuly (1845–1904)

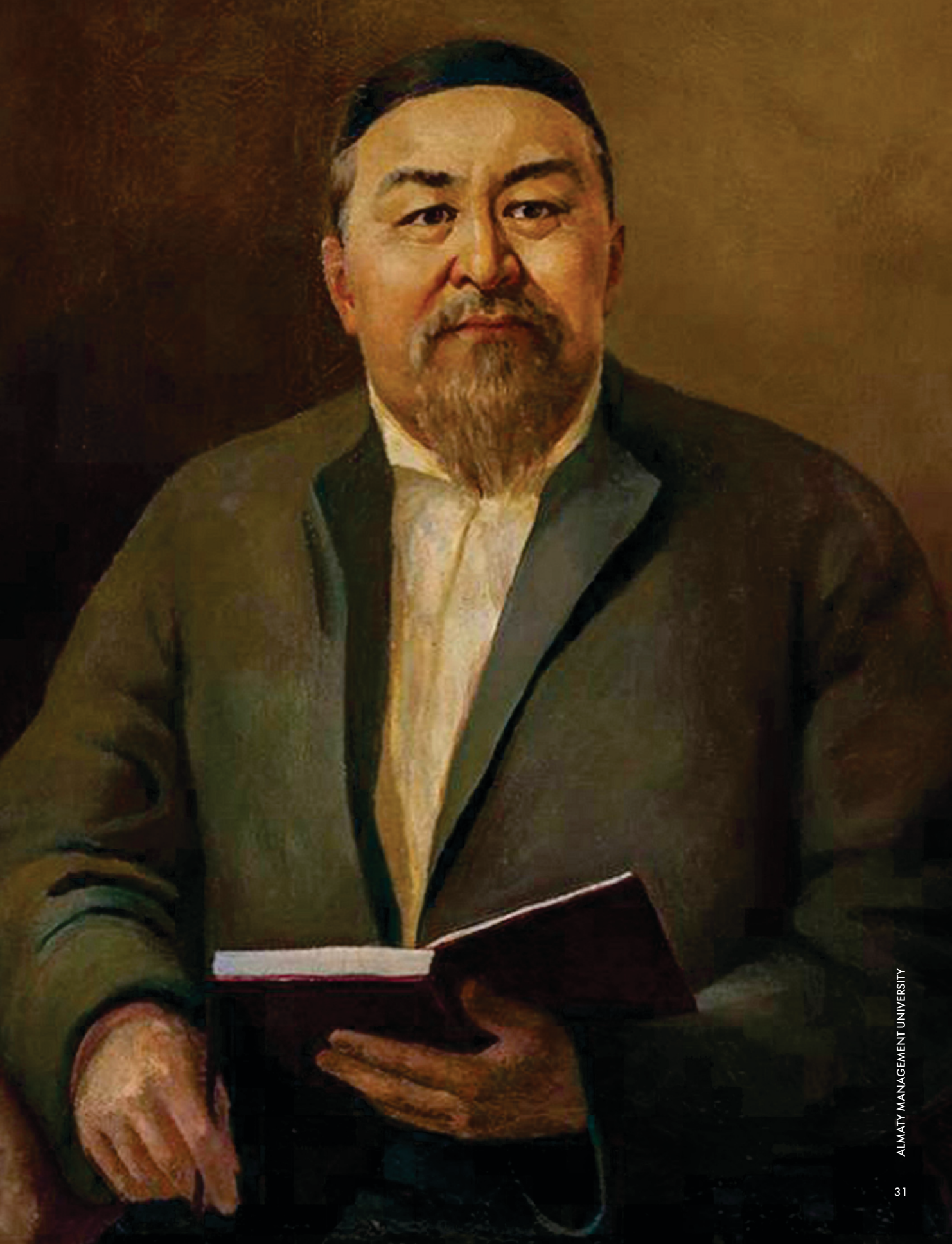
Abai's teachings and his philosophy of the Whole Man come from human nature. This is the formation of a single personality by strengthening the harmony of INTELLECT – WILL – HEART.

### Courses developed on the basis of Abai's concept, Tolyq Adam

#### 7 courses

1. Critical thinking, creative writing
2. Great books culture
3. Me, the World
4. Philosophical dialogue
5. Service learning
6. Life design
7. Biohacking: Healthy lifestyle







## URBAN INSTITUTE

### MISSION OF THE INSTITUTE FOR URBAN STUDIES:

creating a progressive generation of professionals in urban planning, development, and management

### PURPOSE:

improving the quality of urban planning and management in Kazakhstan through educational and research activities, communication in professional dialogue on the most relevant issues of cities and regions development in Kazakhstan

### RESEARCH AND PROJECT ACTIVITIES:

- Public Sociology Lab “Home is Better”, 2022 (supported by FURST Public Foundation)
- Guidelines for Community Engagement in the Improvement of Open Public Spaces in the Republic of Kazakhstan, 2022 (in partnership with DECENTA Public Foundation)
- Morphological Urban Analysis of the Bostandyk District of Almaty, 2022 (commissioned by the Digitalization Department of Almaty)
- Continuing education program “Digital Urbanism” (digital urban planner & smart city engineer) (in partnership with Most IT Hub), 2023
- Study of Inclusive Public Facilities in the Medeu District of Almaty (in partnership with TenQogam, <https://inva.gov.kz>)
- Urban Transformation Program with Air Quality Research “Green and Safe Streets Almaty” (supported by UNDP City Experiment Fund), 2024

### ACHIEVEMENTS:

- 4th place in the national ranking of Atameken NCE in the field of Public Administration
- Corresponding member of AESOP (Association of European Schools of Planning)
- Winner of the Tomorrow City Shanghai 2025 Award, Shanghai, China (Best Project Region Smart City Award)

### KEY FEATURES:

- Public defense of diploma projects outside the university at partner enterprises (50 external guests)
- 90% of the teaching staff are industry experts
- 85% graduate employment rate (including BI Group, Sergek Technologies, City Hall, architectural bureaus)

### MAIN PARTNERS



Алматы Қаласының  
Көлік Холдингі  
Транспортный Холдинг  
Города Алматы

**SERGEK**  
GROUP  
International

**MOST**  
Business Intelligence

**URBAN  
FORUM**  
KAZAKHSTAN



**City  
Experiment  
Fund**

**Q88**

АССОЦИАЦИЯ  
УСТОЙЧИВОГО  
РАЗВИТИЯ  
ТЕРРИТОРИЙ



**АЛМАТЫГЕНПЛАН**  
научно-исследовательский институт





URBAN  
CENTER



TACTICAL URBANISM  
"GREEN AND SAFE STREETS ALMATY", 2024



## CENTER FOR CREATIVE INDUSTRIES

The Centre for Creative Industries (CCI) was established in April 2021 with a mission to foster creativity and support the growth of creative industries across Kazakhstan and Central Asia through research, training, education for creators, and tailored acceleration programmes. The Centre aspires to become a leading think tank in the region's creative economy, providing high-quality education for aspiring and established creative entrepreneurs, industry experts, and policymakers. It also seeks to influence policy-making in this area through applied research and expert analysis.

CCI offers a diverse range of short-term courses, workshops, and acceleration programmes designed to enhance creativity, cultivate entrepreneurial skills, and build expertise within the creative economy. Its programmes cater to a wide audience, including teenagers, university students, emerging and experienced creative entrepreneurs, educators, researchers, and government officials.

### PROGRAMMES AND PROJECTS:

- **Fostering Creative Thinking:** Developing the ability to think outside the box through innovative training approaches.
- **Online Training for ERG Capital Project Employees:** A specialised course aimed at enhancing creative thinking using the 'Design Thinking' methodology.
- **Creative Industries Acceleration Programmes:** Structured initiatives providing mentorship, training, networking opportunities, and resources to accelerate the growth and sustainability of creative startups and projects. Tailored for creative entrepreneurs across various sectors including digital arts, design, media, fashion, and cultural tourism.
- **Atlas of New Professions and Competencies:** Developing the first comprehensive atlas for Almaty, mapping new occupations anticipated to emerge in the creative industries. The full analytical report includes insights into professions undergoing transformation or decline.
- **Research on Digital Skills Development in Kazakhstan's Cultural Industries:** Conducted with in the framework of a UNESCO Almaty Regional Office grant, this project is supported by the Ministry of Culture, Sports and Tourism of the Republic of Korea under the UNESCO-Korean Funds-in-Trust initiative and the Digital Creativity Lab programme. The study examines the current state of digital skills, legislative frameworks, statistics on women's participation in creative industries, and identifies existing gaps and training needs.

**BY PROVIDING EDUCATION FOR CREATORS AND IMPLEMENTING ACCELERATION PROGRAMMES, THE CCI AIMS TO EMPOWER INDIVIDUALS AND ORGANISATIONS WITHIN THE CREATIVE INDUSTRIES TO THRIVE IN AN EVOLVING AND INCREASINGLY DIGITALISED GLOBAL LANDSCAPE.**





## TECHNOLOGY COMMERCIALIZATION CENTER

The Center for Technology Commercialization (CCT) is a structural unit of the university that helps transform scientific results into real products, services and technologies that are in demand by business and the market.

**Additionally, the CCT provides:**

Expert support for applications for commercialization grants. Development, registration and support of SRW, DW and R&D contracts. Intellectual property objects: preparation and filing of applications for patents, utility models, and copyright certificates.



**TCC**  
Technology Commercialization Center



**InnoBoost**  
Acceleration Program

### THE MAIN PROGRAMS ARE THE INNOBOOST WINTER ACCELERATION PROGRAM.

The InnoBoost Acceleration Program is a specialized training program designed for research and development projects with the aim of commercializing R&D innovations into real business projects that can attract investors from the private sector.

The program is aimed at startups and research groups that have the potential to create innovative products or services based on scientific achievements. InnoBoost's main goal is to help program participants develop, expand, and successfully implement their projects in local and global markets and supply chains.

CCT is a "bridge" between science and business. It helps scientific ideas to go beyond the laboratory and become commercially successful projects.

### PARTNERS:







## INFRASTRUCTURE

EVERY YEAR, THE UNIVERSITY IS ENGAGED IN INFRASTRUCTURE DEVELOPMENT AND LANDSCAPING FOR COMFORTABLE LEARNING, MEETINGS, PROJECT DEVELOPMENT, SPORTS AND RECREATIONAL ACTIVITIES

- Tatishev Wing AlmaU
- AlmaU Creative Zone
- AlmaU Open Library
- Laboratories on different disciplines
- Qaynar Bulaq Almaty
- Faculty club
- “CREMA cafe” Coffee house
- Canteen
- AlmaU Sport & Art Zone
- Gym
- Football ground
- Indoor football/basketball field
- Yoga room
- Parking





## STUDENT ORGANIZATIONS



### HUNTERS

Campaign team, brand ambassadors of the University. The team is engaged in the promotion of university among applicants and are consultants of the AlmaU Admissions Committee



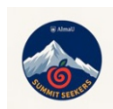
### ENACTUS

Enactus is a student club that drives social change through entrepreneurship. Students here implement impactful projects, contribute to society, develop their skills, and become part of the international Enactus community



### QARA CLUB

A modern art club dedicated to nurturing students' creative potential. Participants freely express themselves through painting, photography, and videography, exploring new styles and techniques



### SUMMIT SEEKERS

Summit Seekers is a club for students who enjoy climbing, hiking, and an active lifestyle. Participants learn safety fundamentals, practice outdoor navigation, and conquer routes of varying difficulty



### LIGHT UP

Light Up is a student theatre club that unites creativity, performing arts, and self-expression. Participants develop their acting skills, stage productions, and perform at a variety of university events



### REMUS

An event-organization aiming to arrange an interesting leisure and friendly environment among AlmaU students. The main purpose of the organization is to hold cultural and entertainment events for students of our city to develop their leadership skills



### SYNERGY

Debate club organizing trainings and discussion platforms to expand horizons and develop critical thinking



### MAFIA

Mafia is a student club in the format of an anti-cafe where students can play board games and enjoy hot drinks with tasty snacks. The club carries out mafia games strictly according to the sports rules and create a cozy and friendly atmosphere



### MOF

A city-wide event organization engaged in the arrangement of high-profile and large-scale events throughout the city. MOF is a chosen family that honors its traditions and passes on its knowledge from generation to generation



### CHEERLEADERS

AlmaU cheerleading group is a bright and fiery team performing at the university's events and arranging its own events



### DOS

Student charitable organization arranging fairs and events, supporting children with disabilities, and working with orphanages



### SPORT LIFE

A sports club organizing tournaments and competitions in football, volleyball, table tennis and other sports



### LUMOS

A creative organization that aims to develop creativity and search talent among students in singing, music, and dancing





## THIRD MISSION

### SYR QORGANI SEKSEYIL

#### AlmaU environmental initiative: contribution to the restoration of the Aral Sea

In March 2024, the University successfully implemented the first eco-volunteer project, "**Syr qorǵany – sekseyil**", which engaged **80 volunteers** and marked an important step in addressing the environmental challenges of the Aral Sea region.

The main goal is to restore the ecosystem of the region and protect it from the effects of the ecological disaster by planting saxaul seedlings, a plant playing a key role in combating desertification.

With the support of the **Ministry of Ecology and Natural Resources of the Republic of Kazakhstan** and local executive bodies from **March 1 to March 3 2024**, the participants planted **5,100 saxaul seedlings** in the dried up bed of the Aral Sea. In just three days, the team covered **1,030 kilometers**, demonstrating that joint efforts can make a significant contribution to nature conservation.

The Project was supported by Global Foods, Polymetal International PLC (POLY), Safia and Asyl Dan brands.

Syr qorǵany – sekseyil is an investment in the future where nature and humans coexist in harmony. AlmaU remains committed to supporting initiatives aimed at sustainable development and environmental well-being of Kazakhstan.



## ULY BALQASH SHAQYRADY

### Uly Balqash Shaqyrady: Expedition for the Sake of Ecology

The **Uly Balqash Shaqyrady** ice trek is an initiative by AlmaU aimed at raising awareness of the environmental issues facing Lake Balkhash. The expedition has been conducted three times—in **2019, 2020, and 2023**—bringing together activists, education, and athletes.

Its main goal is to highlight the problem of the lake's shrinking water levels and the urgent need for its preservation.





## NORTHERN SKI RACE

On December 17, 2023, Lobanovo village in North Kazakhstan region hosted a remarkable event - the first ski race named after Samat Musin. This race honored the legendary Kazakhstani skier, Master of Sports of International Class, multiple champion of Kazakhstan, two-time silver and bronze medalist of the USSR championships in cross-country skiing.

A year later, on December 18, 2024, the event was held for the second time, but this time under the new name of the Northern Race "Ski Trail of Musin-Ivanov", now honoring the memory of two outstanding athletes – Samat Musin and his friend and colleague, Nikolai Ivanov, who made an equally significant contribution to the development of skiing in Kazakhstan.

## INITIATIVE AND ARRANGEMENT

The project was launched on the initiative of AlmaU President, Asylbek Kozhakhmetov, together with Zeynep Higher Multidisciplinary College. The event traditionally attracts a large number of participants, ranging from local residents and students to representatives of the authorities. The race route runs in the picturesque area of Aiyrtau district along the same locations where Samat and Nikolay used to train.

The main idea of the race is not only to popularize skiing, but also to raise awareness of the natural and cultural heritage of the region, highlighting its tourism potential. Aiyrtau district is famous for its picturesque landscapes, dense forests, and excellent conditions for outdoor activities.

AlmaU remains committed to supporting initiatives aimed at developing sport, health, culture, and sustainable future of Kazakhstan!



## STUDENT ENTREPRENEURSHIP ECOSYSTEM

In 2017, initiated by Eurasian Resources Group (ERG), the Institute of Entrepreneurship launched the Student Entrepreneurship Ecosystem project, positioning itself as a pioneer and methodological leader in building entrepreneurial ecosystems. The project aims to develop entrepreneurial universities, strengthen youth entrepreneurship, and foster a strong startup culture across Kazakhstan's regions.

The initiative operates in four regions of Kazakhstan: Pavlodar, Kostanay, Karaganda, and Aktobe. Starting with 7 universities in 2017, the project has grown steadily and expanded to 11 institutions by 2025. Over the past 8 years, it has directly impacted more than 12,000 students and around 1,000 faculty members, contributing to the creation of over 610 business projects.

This year, proving the strategic importance of integrating entrepreneurship into education for regional economic growth, the project was expanded and adapted for colleges. In May 2025, a transformation program for 4 technology colleges was launched, introducing a second track of development: strengthening both regional universities and colleges. Today, systematic work is being carried out with top management, faculty, administrative staff, and students of colleges, gradually embedding entrepreneurship at every level of the educational institution.



# ONE UNIVERSITY



# ONE COMMUNITY







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