



1. Logo

строчное написание на светлом фоне



строчное написание на темном фоне



ярусное написание на светлом фоне



ярусное написание на темном фоне



# II. Colors

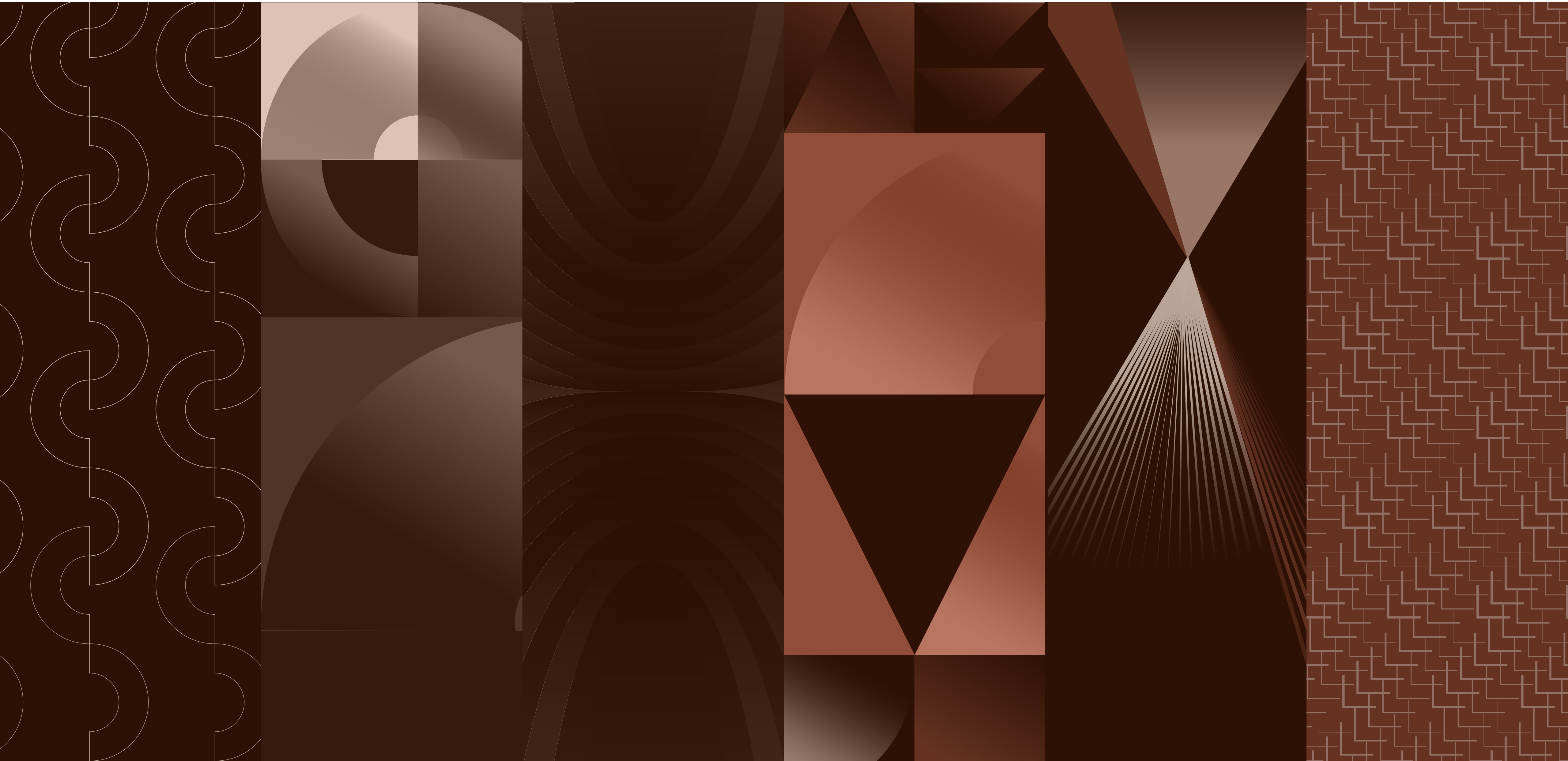
# фирменная палитра



# III. Patterns



# фирменные паттерны





# IV. Branded media

Branded media: Rollup, 0.8x2m

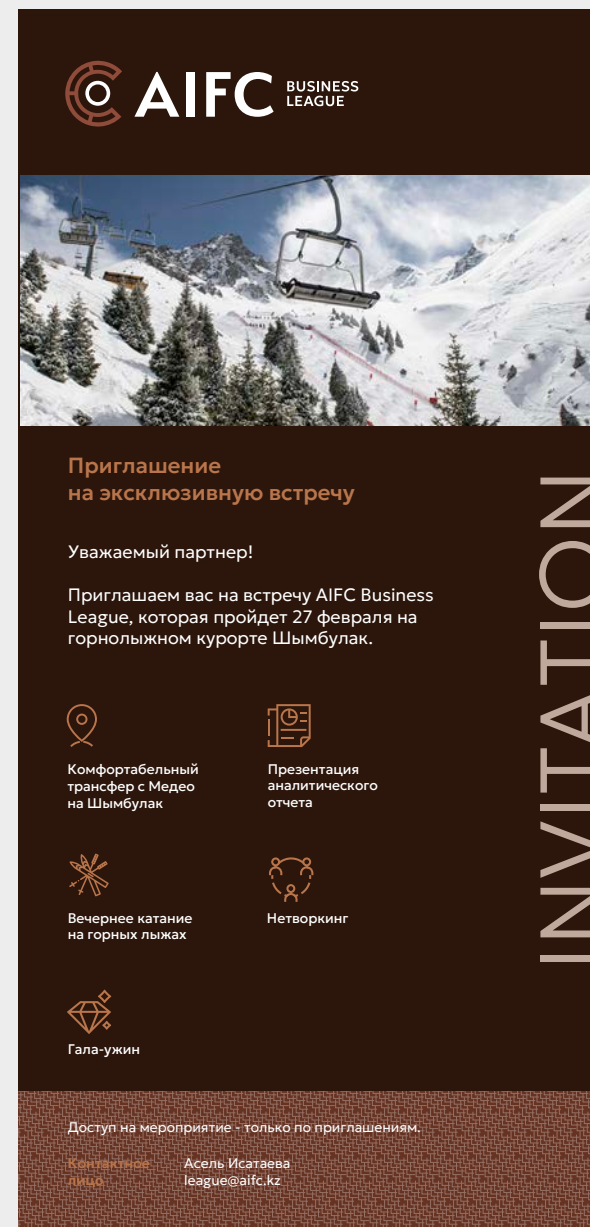
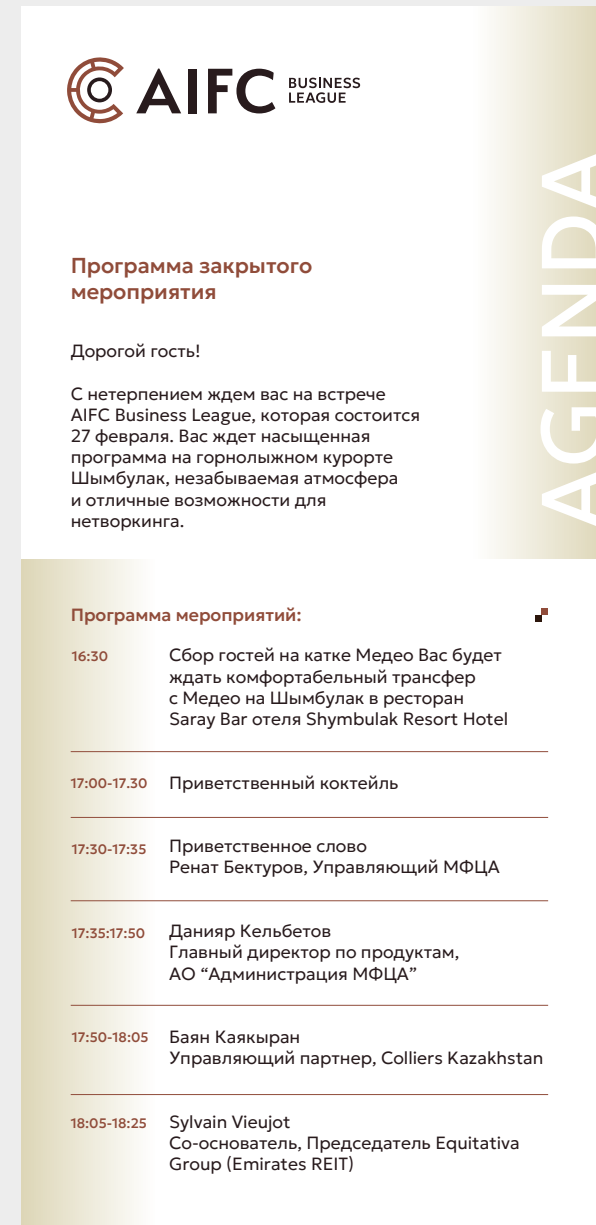


Branded media: **Banner, 2x3m**





## Branded media: Program





Branded media: Certificate





Branded media: **Covers**



**Ренат Бектуров**  
Управляющий Международным финансовым центром «Астана»





**Баян Каякыран**  
Управляющий партнер, Colliers Kazakhstan





**Данияр Кельбетов**  
Главный директор по финансовым продуктам, АО «Администрация МФЦА»





**Ернар Жанадил**  
Председатель Правления АО «Администрация МФЦА»





**Sylvain Vieujot**  
Со-основатель, Председатель Equitativa Group (Emirates REIT)



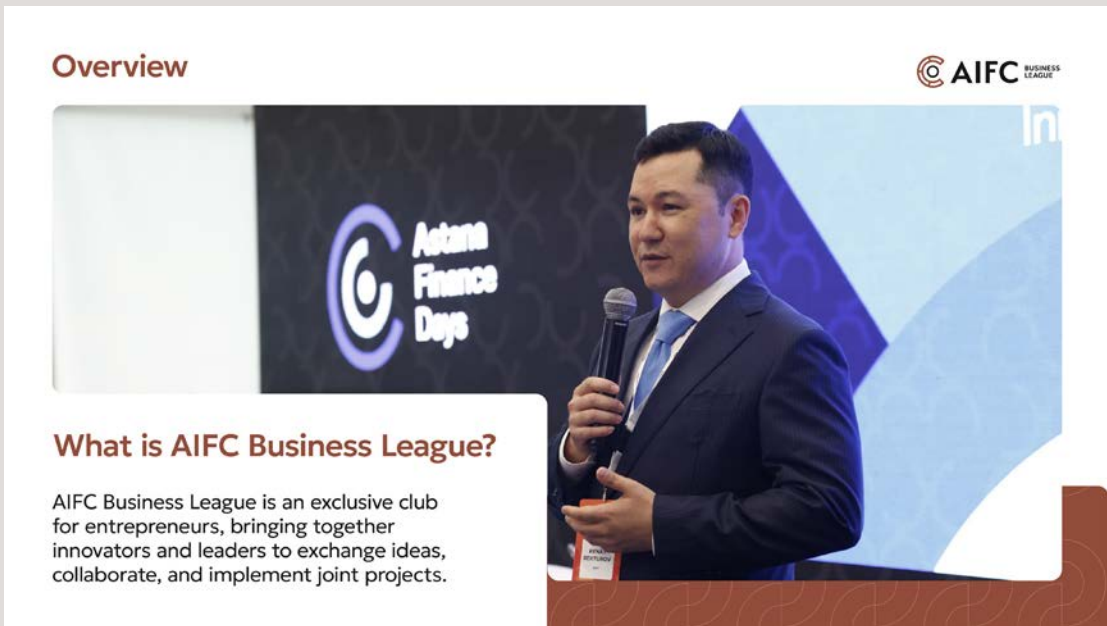


**Гульнур Сарсекеева**  
Генеральный директор, BI Property







# Branded media: Presentation Template





Branded media: Presentation Template

Events





### The launch AIFC Business League

📍 Astana, September 2024

- The official launch ceremony
- Welcome address to the first members of the club
- A dialogue with the founders and shareholders of DNA Payments Group and Dodo Brands, sharing their experiences and success stories

Events




### The 2<sup>nd</sup> meeting of the AIFC Business League: Investing in Kazakhstan's Creative Industry

📍 Almaty, December 2024

- An exclusive presentation of an analytical overview of the current market situation and investment prospects in Kazakhstan's and the region's creative industries
- Participation of entrepreneurs, investors, creators, and producers to discuss opportunities and establish connections Almaty

Review partner: Dasco Group    Event sponsor: JSC "Eurasian Bank"

Events



### Upcoming events

📍 Almaty, Shymbulak Ski Resort, February 2025

- Exclusive presentation of the report on the commercial real estate market and the REIT market in Kazakhstan and the region
- Participation of investors, developers, and leading representatives of the financial and construction industries
- Sponsorship opportunities for the event are open for discussion

Partnerships

### Benefits for event partners:

- Access to a high-level audience:  
Establishing connections with business people, entrepreneurs, and industry leaders
- Public representation of the company:  
The opportunity to give a presentation or participate in a panel discussion
- Branding and advertising:  
Placement of logos, promotional materials, and giveaways at the event venue
- Increased visibility:  
Coverage in the official media and social networks of the organizers, as well as the publication of joint content

Leading AIFC in the region

The AIFC holds a strategic position, providing access to the rapidly growing CIS market with a combined GDP of USD 2.67 trillion and a population of 245 million people.




Moscow 115<sup>th</sup>    Astana 64<sup>th</sup>    Istanbul 107<sup>th</sup>    Baku 118<sup>th</sup>    Bishkek not ranked    Yerevan not ranked    Tashkent not ranked

🏆 Astana is the highest ranked city in the region (GFCI 36 as of March 2025)

AIFC Advantages

A modern and dynamic center for finance, offering a comprehensive range of opportunities for businesses seeking to establish themselves in the emerging business landscape of Central Asia.



- English common law jurisdiction
- World class regulation standards
- Independent judicial system
- Emerging capital market
- Special tax and currency regime

AIFC Jurisdiction

AIFC provides a cutting-edge legal framework based on the principles, norms, and precedents of the world-renowned law of England and Wales and the highest standards of the world's leading financial centers



- Internationally familiar legal framework
  - Employment
  - Corporate Regulation
  - AML & FATF
- Flexibility of corporate regulation
- Variety of legal forms
  - Private/Public companies
  - Investment companies
  - Foundations
  - Partnerships SPCs
  - Non-profit org. etc.
- AIFC Court's exclusive jurisdiction over disputes

Access to capital

A hub for financial activities and investments in the region, enabling businesses to connect with global markets and access funding from a diverse range of sources



- Trusted and liquid capital markets
- Astana International Exchange offers businesses and investors innovative services and products
- Support in investors outreach
- A gateway for top-tier investment projects to connect with strategic investors for successful funding opportunities
- Variety of financial instruments
  - Banks
  - Asset Management firms
  - Investment companies
  - Crowdfunding platforms

Sponsorship opportunities



- Option 1  
(1) Full brand integration in print, digital, and on-site visuals, plus inclusion in PR and social media content; and (2) speaker slot with a presentation during the event.  
📍 Sponsorship package: 20 min KZT
- Option 2  
Speaker slot with a presentation during the event.  
📍 Sponsorship package: 5 min KZT
- Option 3  
Sponsorship support for the Fund management report.  
Advertising placement in the report:  
1-page 1 min KZT    2-page spread 2 min KZT    back cover 5 min KZT  
📍 Sponsorship package: 10 min KZT (includes speaking opportunity during the presentation of the report, logo placement, welcome message, and 2-page advert (back cover spread))

Tailored partnership packages are available, offering flexible combinations of the options presented

AIFC BUSINESS LEAGUE

For detailed information about the AIFC Business League and membership conditions:

Assel Issatayeva  
CEO AIFC Business League

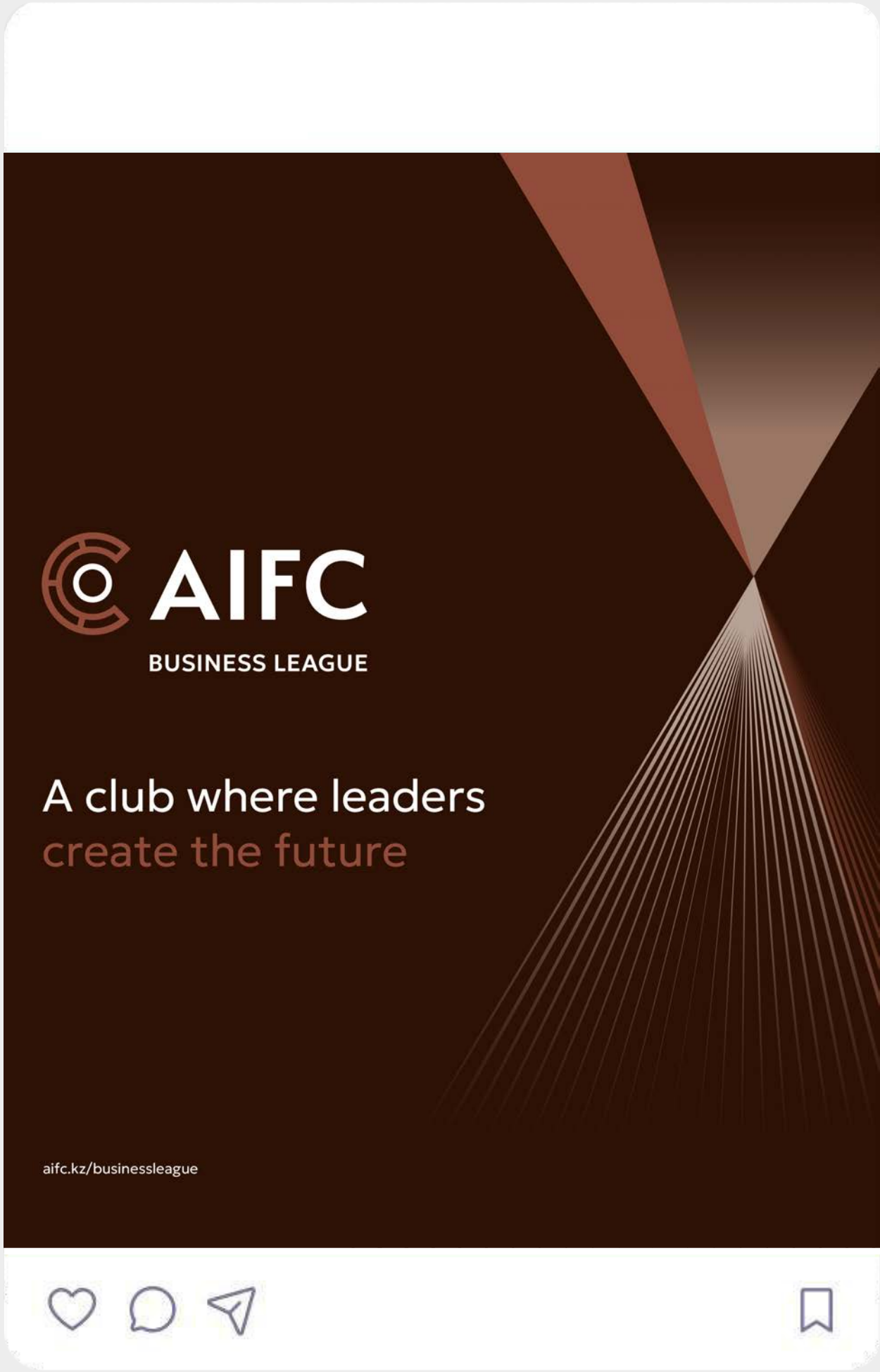
✉ a.issatayeva@aifc.kz  
☎ +7 771 296 8888



aifc.kz/businessleague



Branded media: SMM, 1080x1350





Branded media: SMM, 1080x1350



**Ренат Бектуров**

Управляющий  
Международным  
финансовым  
центром «Астана»





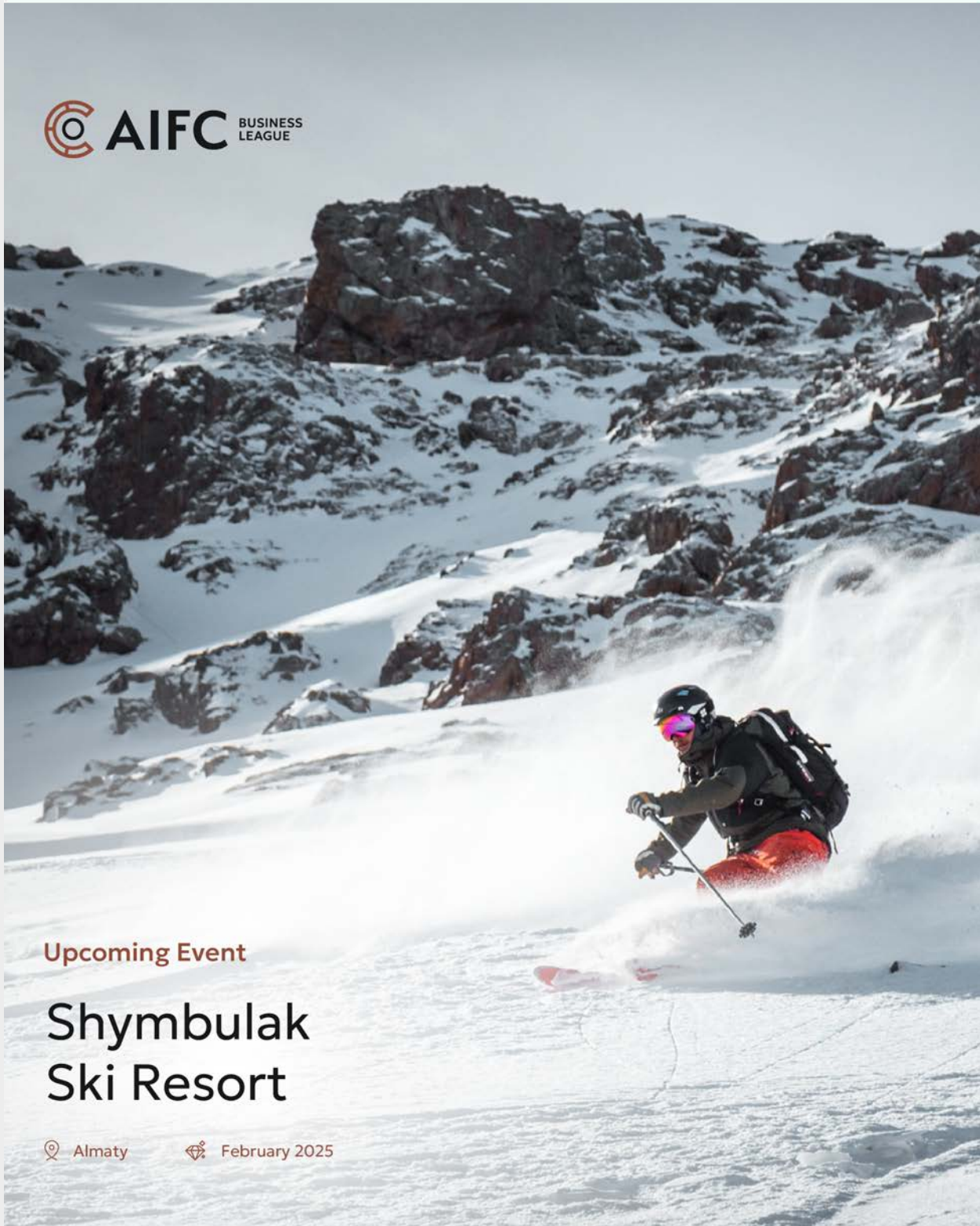





**Upcoming Event**

**Shymbulak  
Ski Resort**

 Almaty  February 2025







Презентация отчета

**«Казахстан:  
Коммерческая  
недвижимость  
и перспективы  
рынка REIT 2025»**





**Баян  
Каякыран**

Управляющий партнер,  
Colliers Kazakhstan





**Sylvain  
Vieujot**

Со-основатель,  
Председатель Equitativa  
Group (Emirates REIT)



**Гульнур  
Сарсенкеева**

Генеральный директор,  
BI Property







Branded media: SMM, 1080x1350



The 2<sup>nd</sup> meeting of the AIFC Business League:

Investing in Kazakhstan's Creative Industry

Almaty, December 2024 | Review partner: Dasco Group | Event sponsor: JSC "Eurasian Bank"










Events

The launch AIFC Business League

Astana, September 2024







2-ая встреча Бизнес-лиги МФЦА:

Инвестиции в креативную индустрию Казахстана

24 декабря, Алматы

aifc.kz



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Branded media: SMM Stories, 1080x1920



**Данияр  
Кельбетов**

Главный директор  
по финансовым продуктам,  
АО «Администрация МФЦА»

→



**Ернар  
Жанадил**

Председатель Правления  
АО «Администрация МФЦА»

→

Презентация отчета

«Казахстан:  
Коммерческая  
недвижимость  
и перспективы  
рынка REIT 2025»







Программа мероприятий:

16:30

Сбор гостей на катке Медео Вас будет ждать комфортабельный трансфер с Медео на Шымбулак в ресторан Saray Bar отеля Shymbulak Resort Hotel

17:00-17:30

Приветственный коктейль

17:30-17:35

Приветственное слово  
Ренат Бектуров,  
Управляющий МФЦА

17:35-17:50

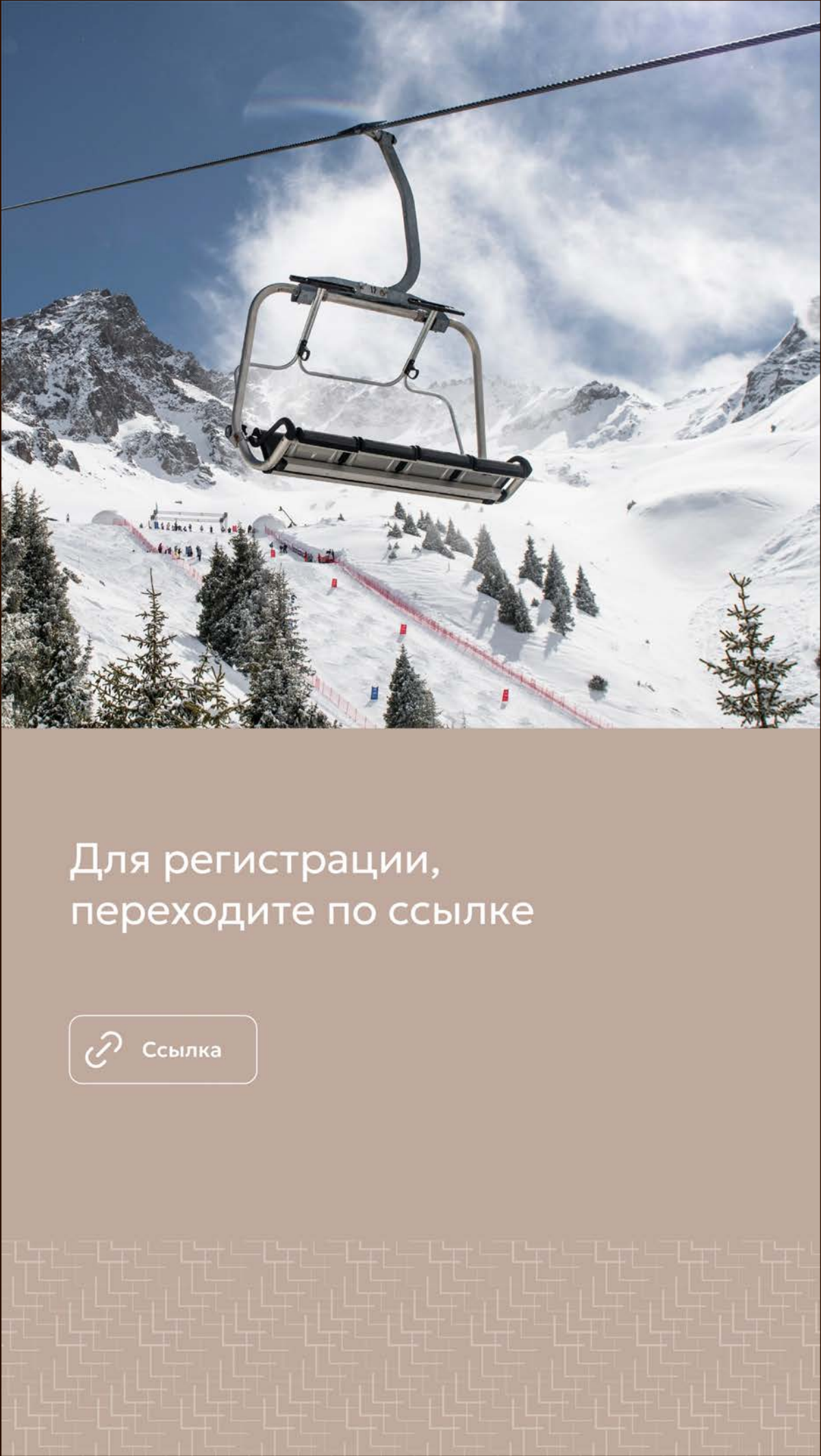
Данияр Кельбетов  
Главный директор по продуктам,  
АО “Администрация МФЦА”

17:50-18:05

Баян Каякыран  
Управляющий партнер, Colliers  
Kazakhstan

18:05-18:25

Sylvain Vieujot  
Со-основатель, Председатель  
Equitativa Group (Emirates REIT)





Branded media: SMM Stories, 1080x1920

# NETWORKING EVENTS

of the AIFC Business League

Networking events of the AIFC Business League

## The launch AIFC Business League

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Фотоочет

## The launch AIFC Business League

[Смотреть по ссылке](#)



Branded media: **Vest**





Branded media: **Polo**





Branded media: **Sweatshirt**

