

# Kazakhstan Insurance Forum

IDEAS  
EXPERIENCE  
OPPORTUNITIES

# NOMADS OF THE FUTURE

Insurance today is a tool for freedom.

For centuries, the Kazakh people have known how to anticipate threats and stick together – the aul principle of mutual aid. Now this works through technology.

You can take risks: invest, try new things, expand – knowing that there is a safety net.

AI and blockchain simply help us stay on the right track. And the forum is a place where the industry agrees on how to make the economy resilient. In essence, we are turning this ancient habit of adapting into one of Kazakhstan's strengths.

# ELEMENTS OF THE CONCEPT



## A STARRY SKY

Freedom and navigation: just as the constellations guided the nomads, so insurance companies and the links between them guide the customer.



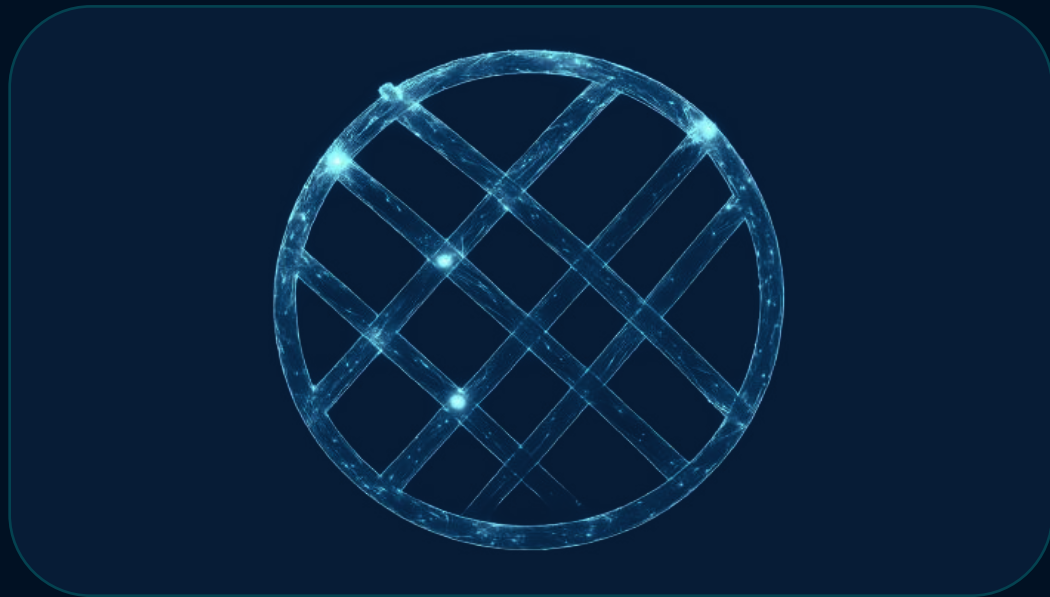
## GOLDEN EAGLE

Proactive protection: monitoring risks from above, warning of threats before they strike.



## YURT

Eternal stability: protection from the steppe storms of yesterday, insurance today — the essence remains the same.



## SHANYRAK

The upper part of the yurt. The heart of the community: equality, openness, and interconnectedness of market players. The forum as a temporary shanyrak.



## THE NOMAD

The customer is in the driving seat: insurance doesn't hold you back, but gives you the freedom to take bold action.



## HORSE

Progress and momentum: Tabun — the strength of unity in Kazakhstan's insurance market, moving forward.



## SANDYK (CHEST)

A metaphor for security: just as the family silver was safeguarded, so insurance protects lives, valuables and businesses.

# COLOUR PALETTE

## WHITE: TRUST AND PURITY

honesty, clarity, transparency. the forum begins with pure intentions.

## YELLOW-ORANGE: ENERGY AND HOSPITALITY

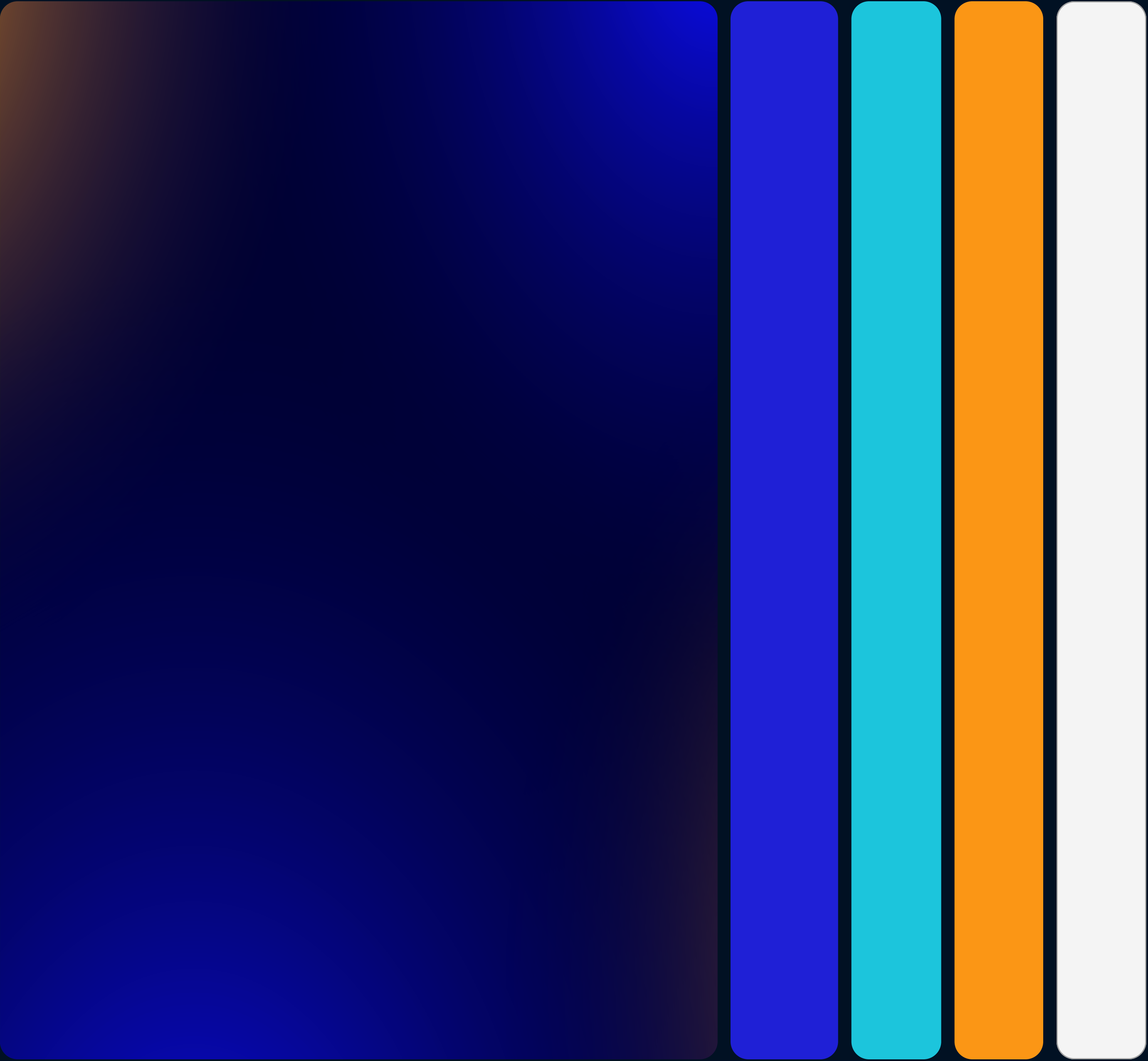
the warmth of the sun and the fire in the yurt, cordiality, the birth of ideas.

## TURQUOISE: THE SPIRIT OF KAZAKHSTAN AND IDENTITY

the colour of the sky on the flag, stability, a connection to traditions.

## NEON BLUE: THE STARRY SKY AND A LOOK TO THE FUTURE

a look to the future: innovation, technology, the boundless possibilities of the insurance industry.



OSWALD

IDEAS  
EXPERIENS  
OPPORTUNITIES



DEVELOPMENT OF THE CONCEPT, BRANDING AND SCRIPT,  
AND ORGANISATION OF TWO HIGH-PROFILE EVENTS



AYAN BURKIT

His image evokes the steppe and a smart suit. An eagle perched on his arm, his gaze fixed beyond the horizon. A calm strength that knows the value of freedom.



ARUZHAN NURTAZINA

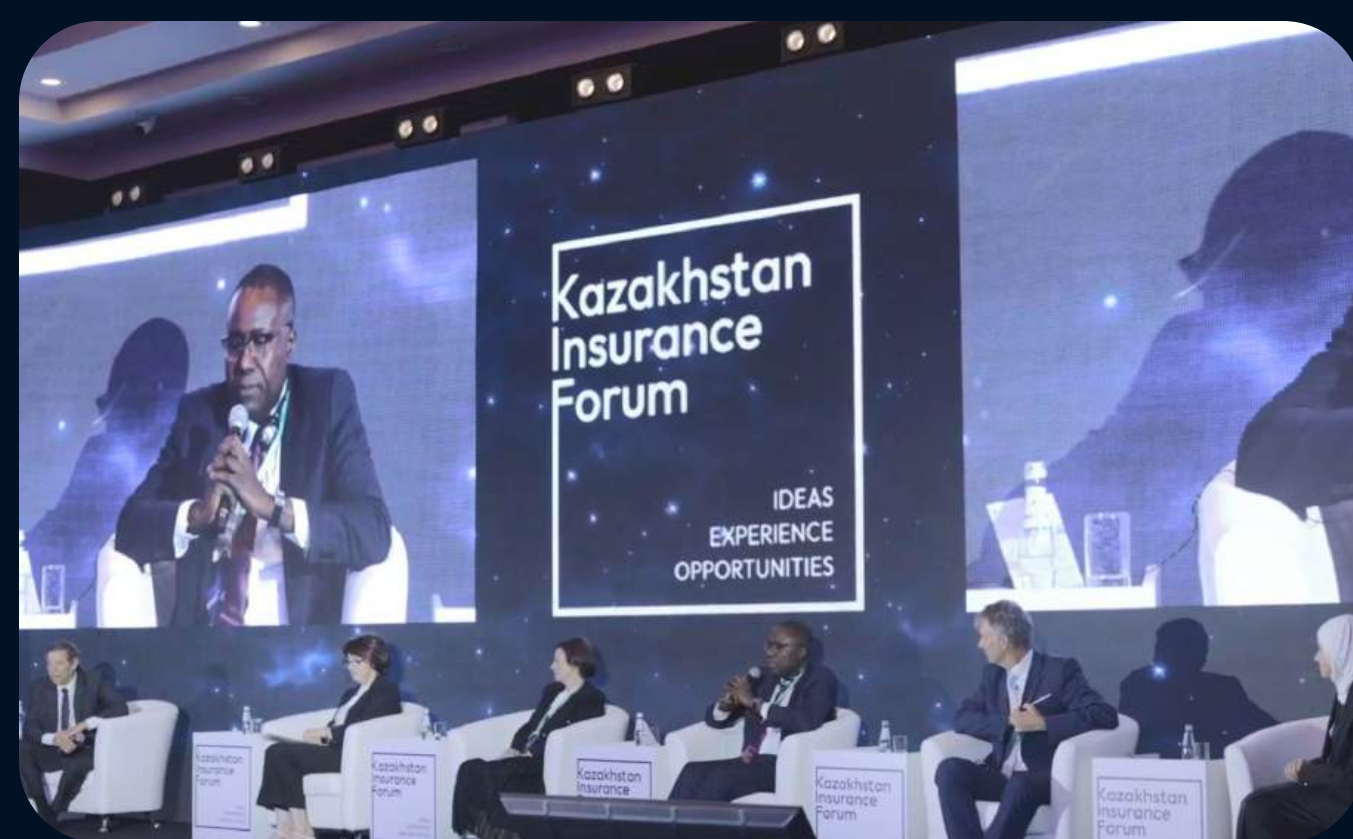
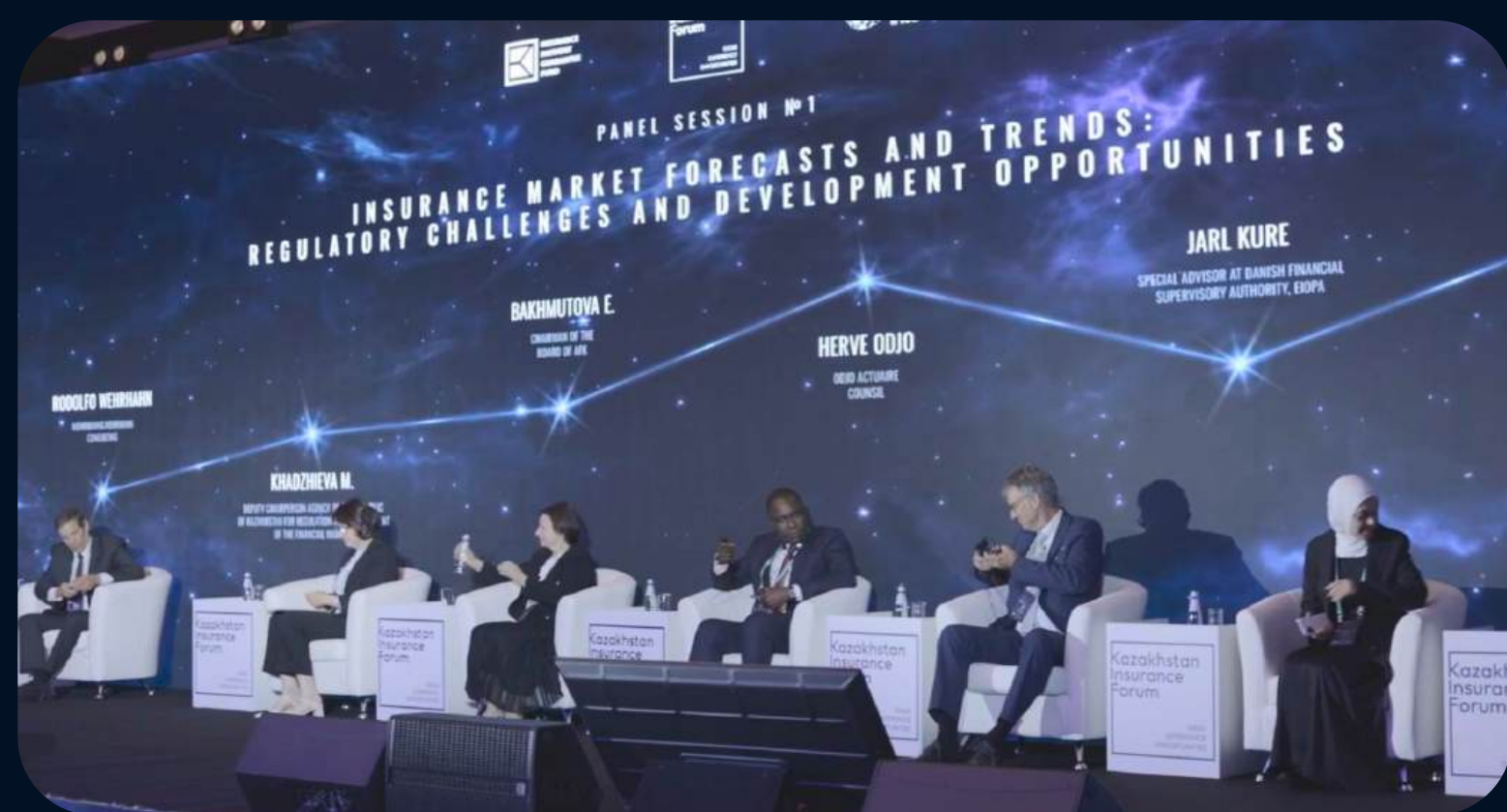
A honey-coloured gaze and emerald silk. On her wrist, a pulse of data. She speaks quickly, sees further, and smiles like a light on the web.

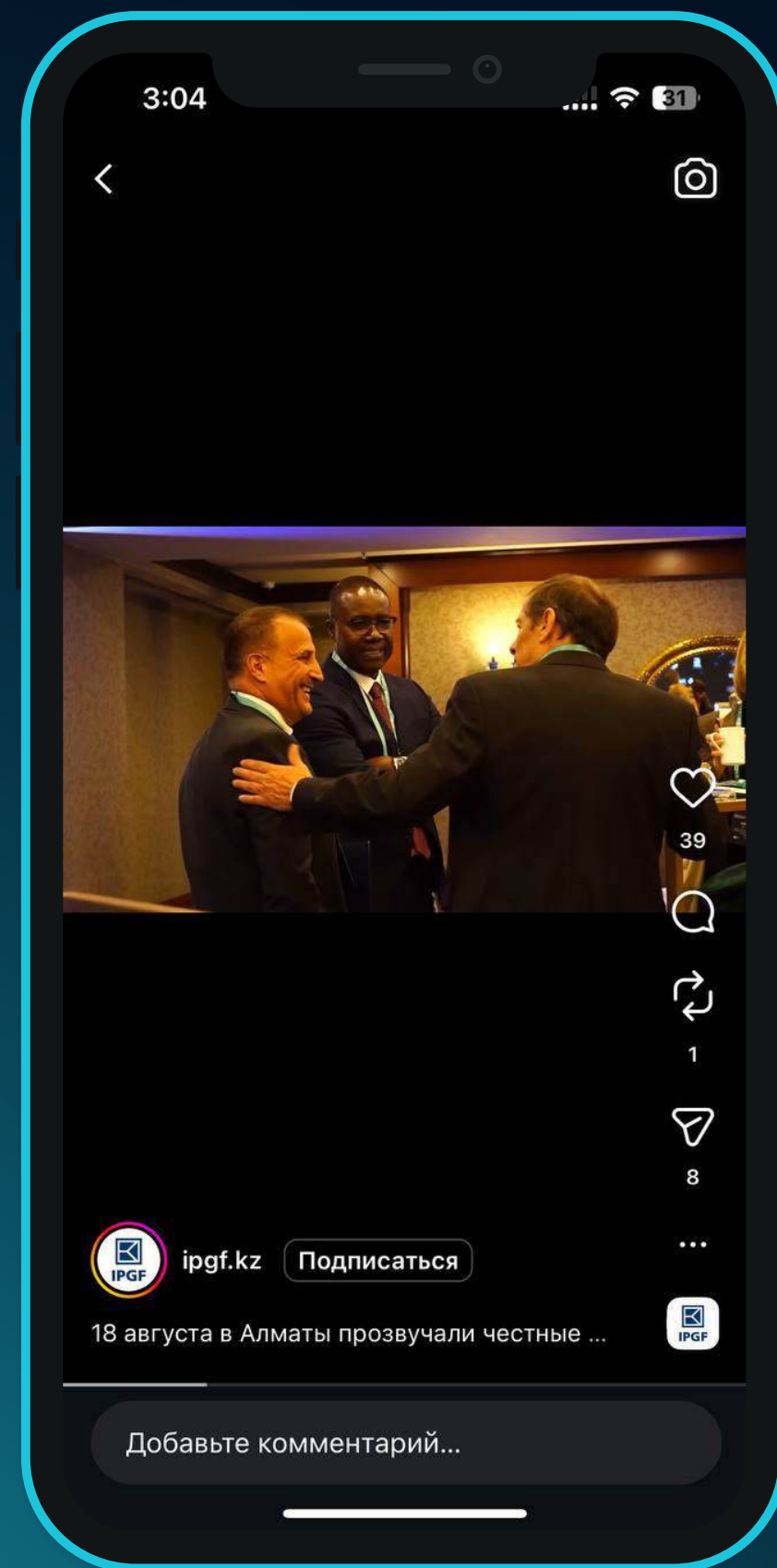
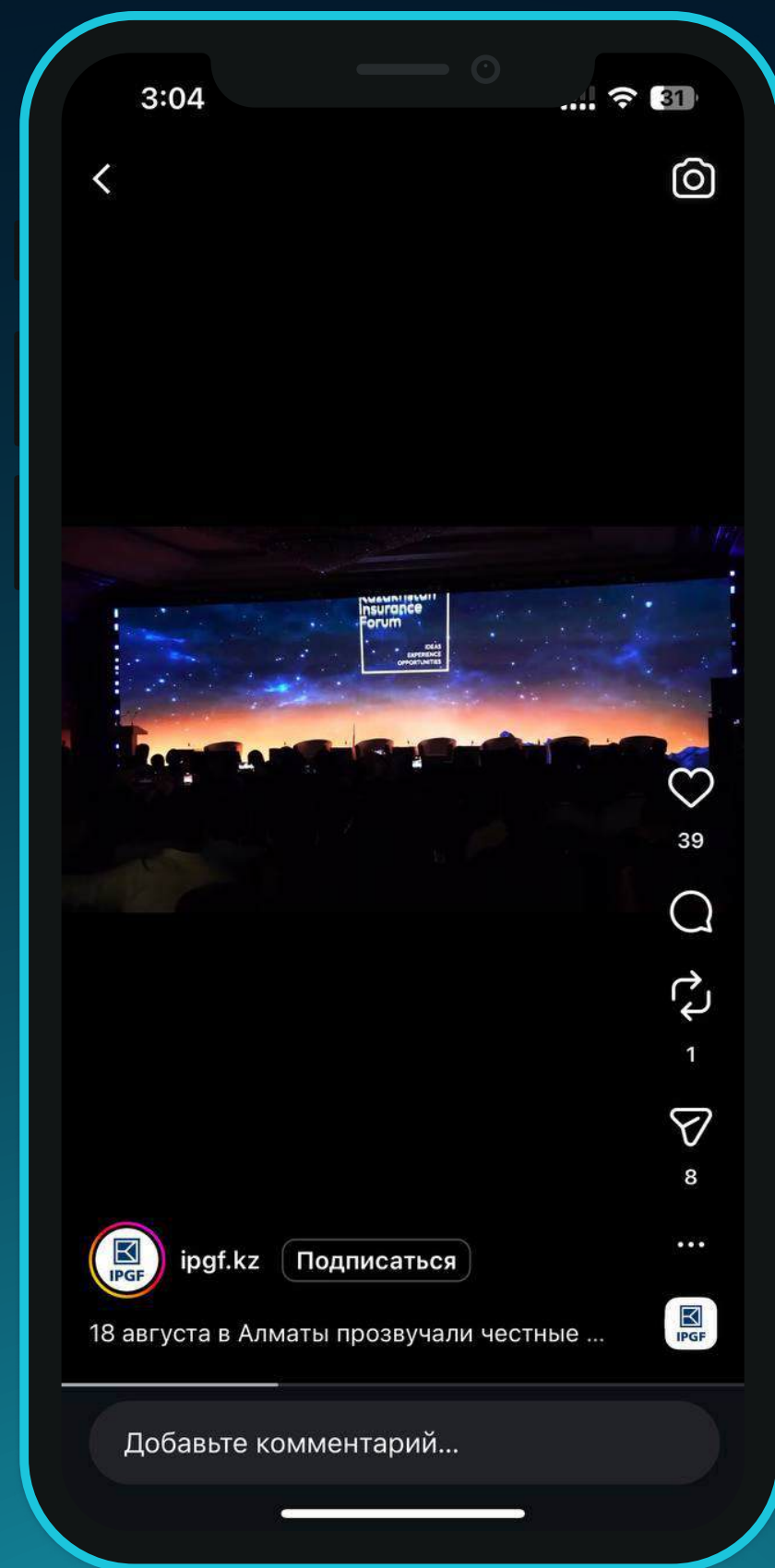
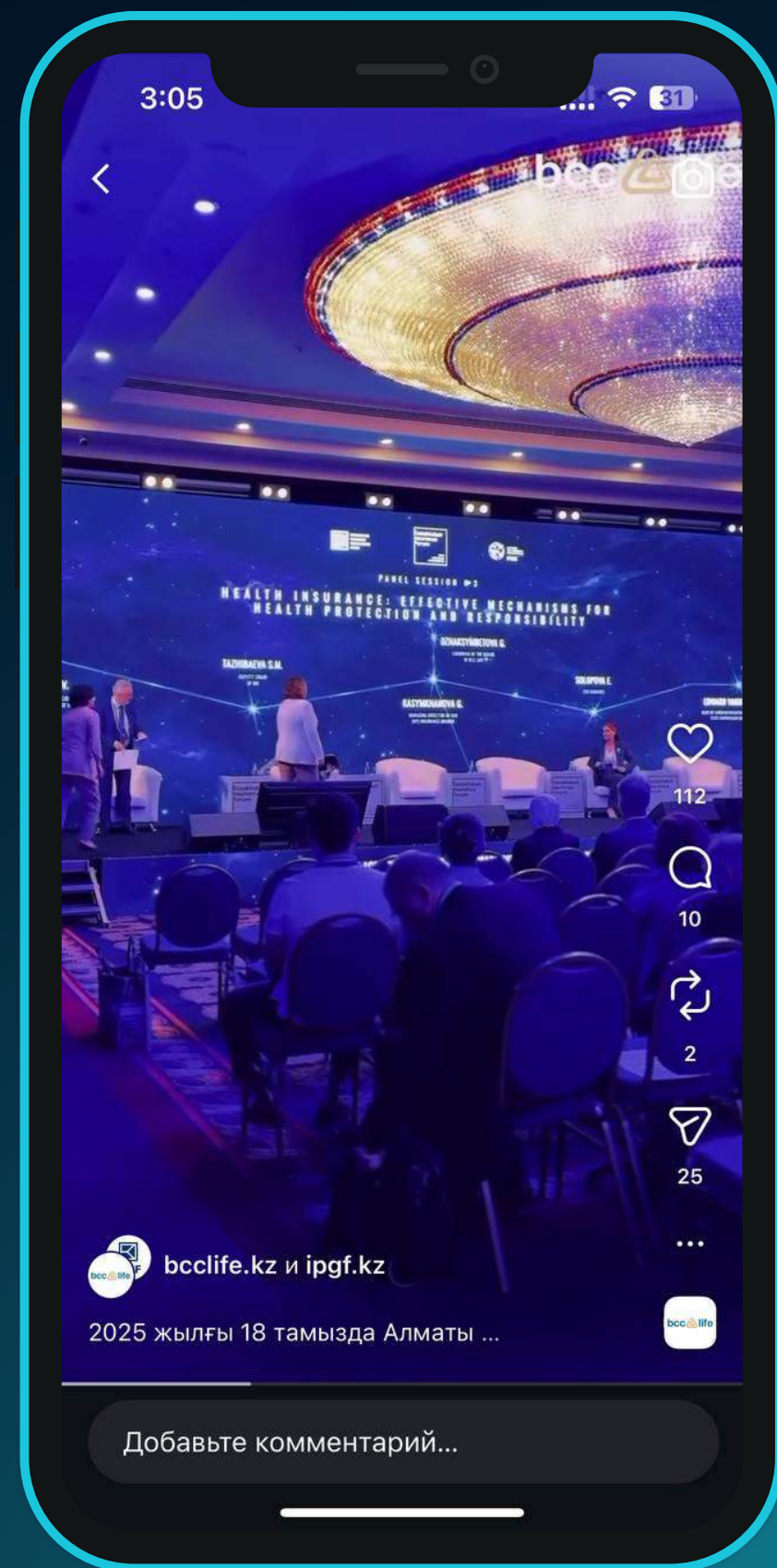
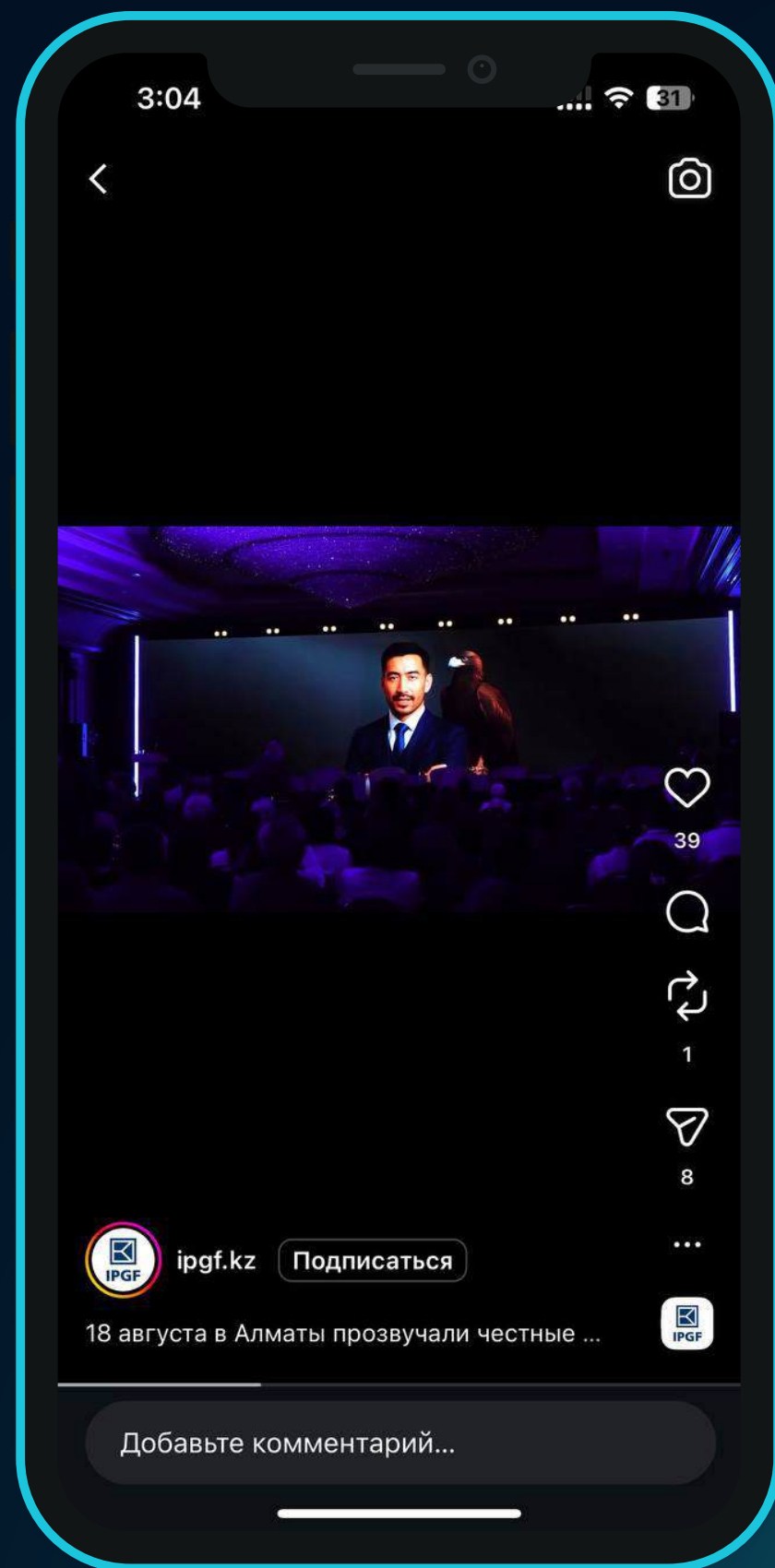
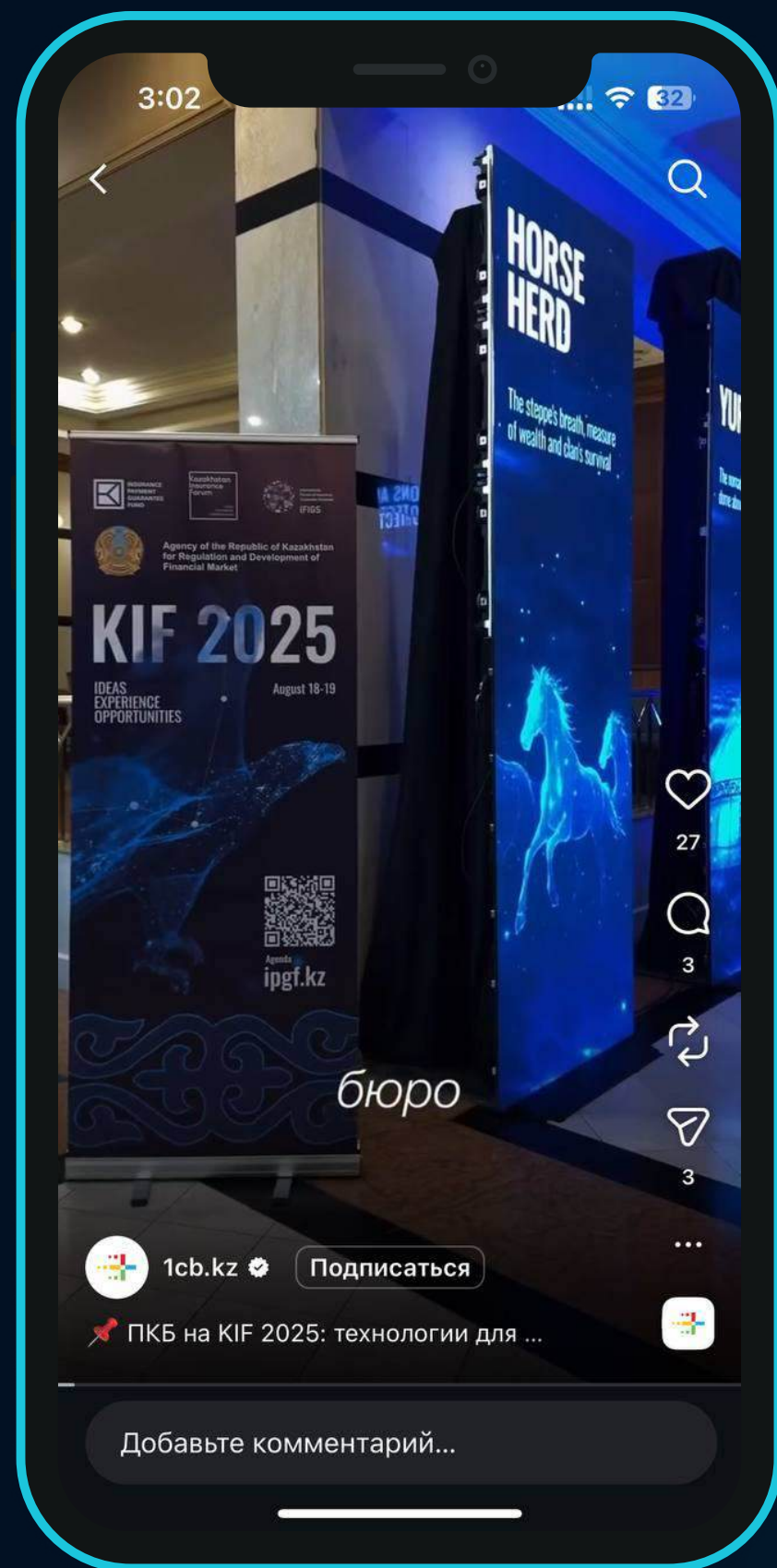
# INTERIOR DESIGN

Style: futuristic steppe  
with digital yurts and AI guides

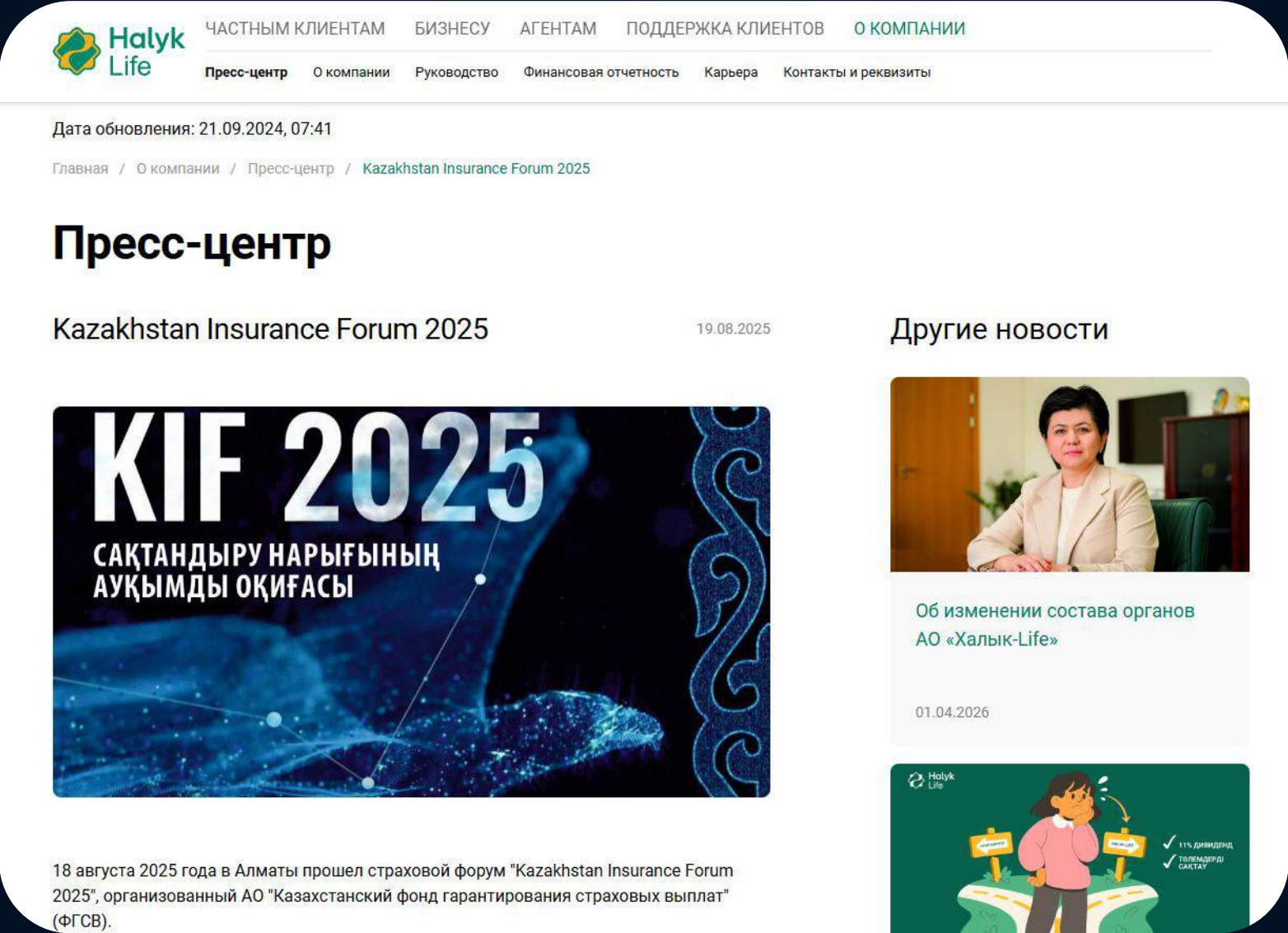
- Entrance area
- Media screens
- Stage design
- Development of the neuro-host
- 'Cube' art installation
- Welcome video



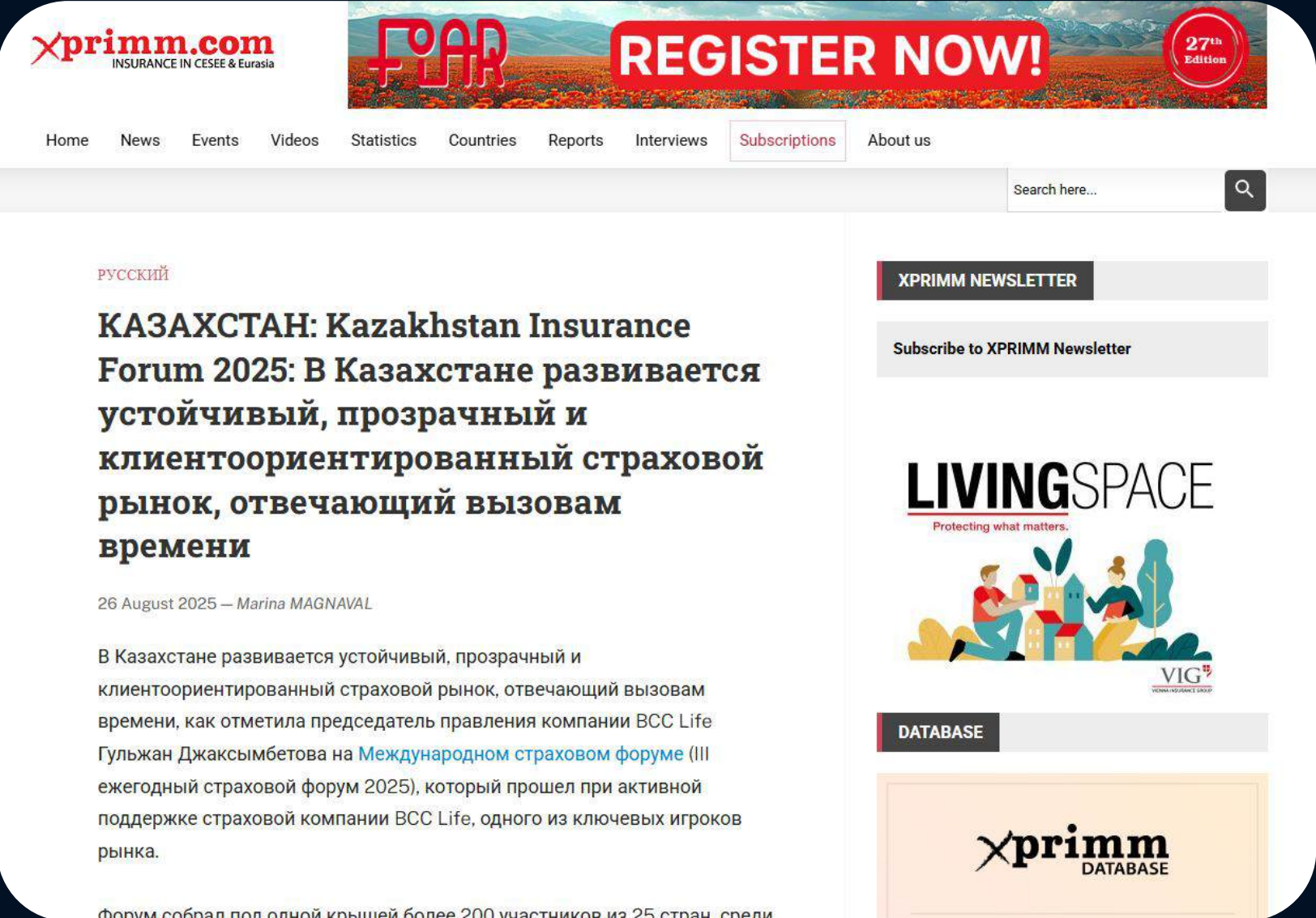




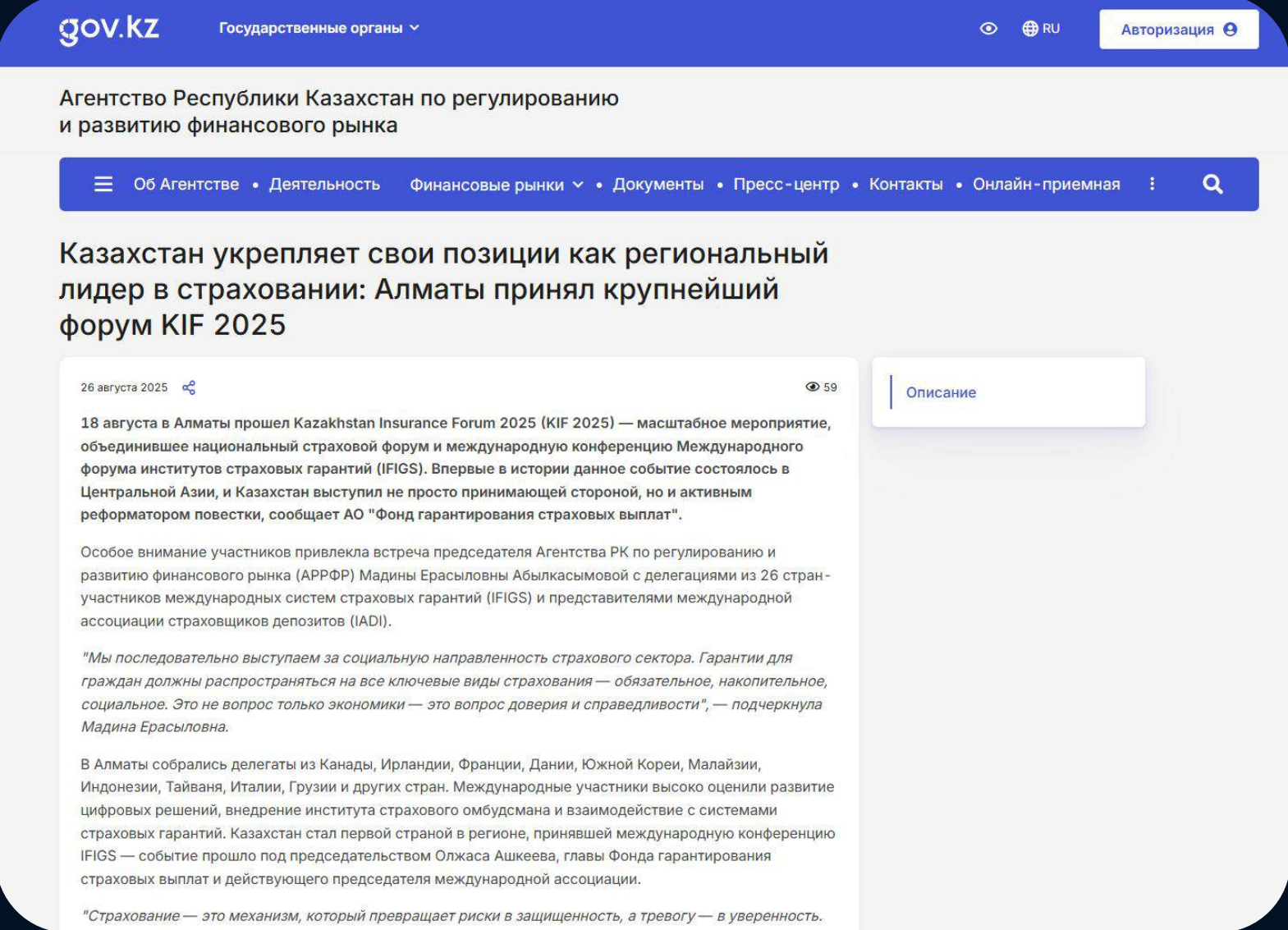
# MEDIA COVERAGE OF THE EVENT



READ THE ARTICLE



READ THE ARTICLE



READ THE ARTICLE