

In partnership with:



Organised by:



We



14-16 MARCH 2017
HALLS 5 - 8
DUBAI WORLD TRADE CENTRE

Education

WWW.GESSDUBAI.COM



Knowledge Partner:

Supported by:



THE GULF EDUCATION MARKET - A UNIQUE OPPORTUNITY FOR YOUR BUSINESS

The Gulf region, located between Europe and the Indian sub-continent, remains a strategically important area of the world. The education sector continues to experience growth in both student enrolment figures and related infrastructure. Furthermore, GCC governments continue to reserve large portions of their budgets towards the development of the education sector, which is seen as a key force enabling growth.

- The total number of students in the GCC education sector is set to reach 15.0 million in 2020, at a CAGR of 3.6% – Alpen Capital
- The total number of schools is projected to increase at a 3.0% CAGR from 2015 to 2020, taking the figure to over 50,000 representing the need for 7,000 new schools in the next 5 years – Alpen Capital
- Enrolment increase at private schools is expected to reach 3 million at a 5.1% CAGR over the next 5 years – Alpen Capital
- The average Government spend on education of GCC countries is 15.6% of their total budgeted expenditure – Alpen Capital
- In UAE, Oman and Saudi Arabia this figure is > 20% - Alpen Capital
- UAE: The education sector received 21.2%, \$13.2 Billion of 2016 budget – Alpen Capital
- Saudi Arabia: 2016 budget saw \$51.5 billion allocated to education – Alpen Capital

GESS DUBAI

Now entering its 10th year GESS enables the full spectrum of educational suppliers and solutions providers to access important decision makers in the education sector from throughout the Middle East. With the biggest show to date in 2016, more and more companies are using GESS Dubai as a platform to launch their products in the lucrative Middle East education market, seeing the show as the most effective way to reach out to a targeted audience.

The show has cemented its reputation for delivering an exceptional variety of products and solutions that will help raise the quality of teaching and learning in classrooms across the Middle East.

11,500
EDUCATIONAL
PROFESSIONALS FROM **74** COUNTRIES



72.32% OF ALL VISITORS INFLUENCED
OR HAD FINAL PURCHASING AUTHORITY

**PARTICIPATING MINISTRIES OF
EDUCATION AND GOVERNMENT BODIES**
INC. UAE, BAHRAIN, TURKEY, ABEGS & KHDA



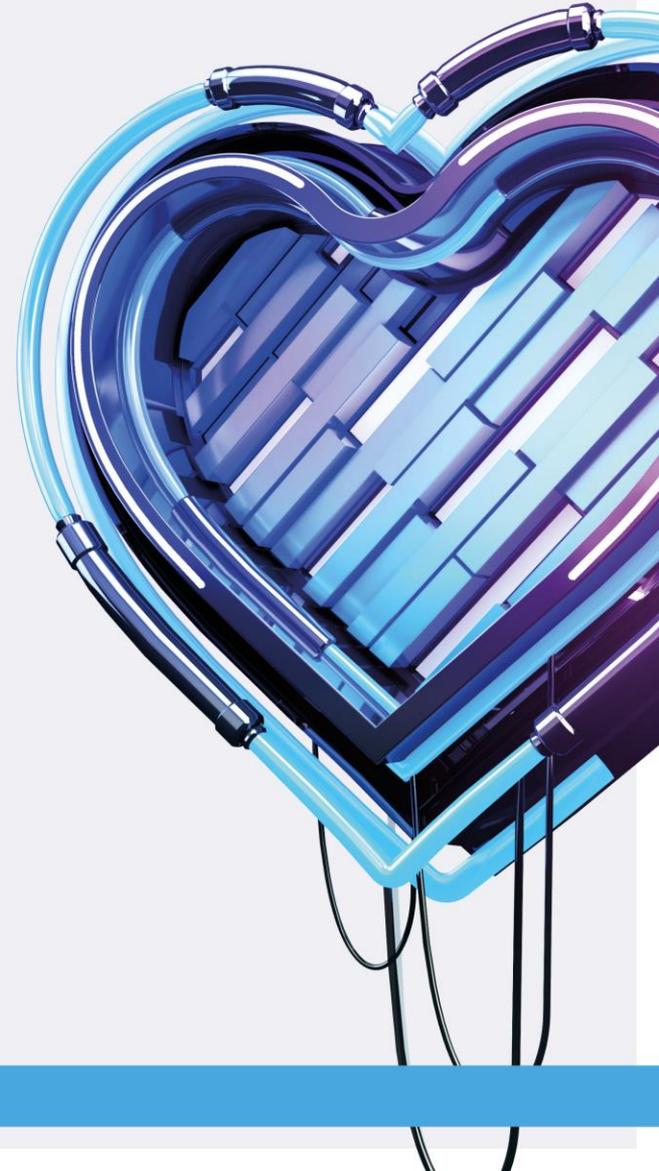
550+ EXHIBITING COMPANIES
REPRESENTING **39** COUNTRIES



THE GLOBAL EDUCATION FORUM

Every year, GEF continues to discuss and address the key educational issues, concerns and best practice for the Middle East. The topics at the event are driven by the education community and focus on key issues and learning requirements to drive the Middle East education industry forward.

This year GESS saw more than 130 speakers from the Middle East and internationally come together to run over 200 sessions over the three days. The program was opened by His Excellency Eng. Hussain Bin Ibrahim Al Hammadi the Minister of Education for the UAE.



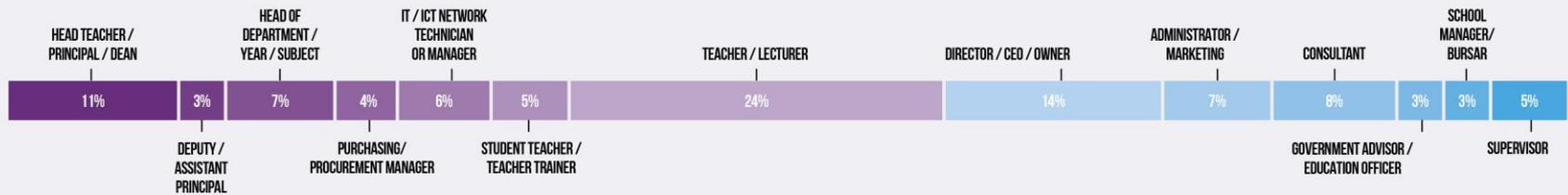
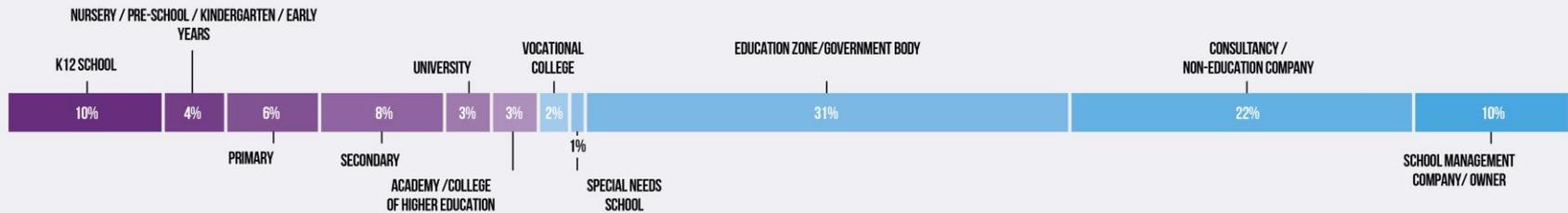
200+ CONFERENCE SESSIONS



130+ SPEAKERS



YOUR OPPORTUNITY TO MEET WITH THE FULL RANGE OF EDUCATIONAL ESTABLISHMENTS



GESS DUBAI SHOW SUPPORT



The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. U.S. Commercial Service trade professionals in over 100 U.S. cities and in more than 75 countries help U.S. companies get started in exporting or increase sales to new global markets.



British Education Suppliers Association is a trade association and has over 300 members that cover everything to do with education.



A trade association, representing the interests of the education industry, both in Germany and abroad, with more than 225 members from across all levels of education.



Worlddidac Association is the global trade association for companies providing products for education and training at all levels.



Korean Trade Investment Promotion Agency has provided support to Korean companies looking to export since 1962.



Department for International Trade

The Department for International Trade provide expert international trade advice and practical support to UK-based companies who want to grow their business overseas.



The International Society for Technology in Education (ISTE®) is the premier nonprofit organization serving educators and education leaders committed to empowering connected learners in a connected world. ISTE serves more than 100,000 education stakeholders throughout the world.

A VOICE FOR THE EDUCATION INDUSTRY

A TARGETED AND EFFECTIVE MARKETING CAMPAIGN



Inspirational advertising campaign to differentiate GESS from other educational shows in the region and emphasising our unique educational content and worldwide relevance of the brand.



Regular emails and GESS Talks monthly newsletters with an average CTR of 4.31% event when sent out side of the show cycle.



Digital and social media campaign with search views of over 750,000 pre-show and Twitter reach of over 1 million onsite.



The GESS VIP Club ensured that 72% of visitors influenced or had final purchasing authority. The GESS VIP Club brings together the region's leading education professionals, creating lasting and beneficial business relationships, whilst creating an exclusive experience for those responsible for purchasing decisions at the show.

A SELECTION OF KEY ATTENDEES TO GESS DUBAI YOU JUST WON'T SEE AT ANY OTHER EVENT

Abu Dhabi International Pvt School - Procurement Manager

AGS Muscat - Principal

Aj Group of Schools - Group Finance Manager

Al Dar University College - Vice Chairman of the Board of Directors

Al Farabi Colleges - CEO

Al Hussan Education & Training Group - Owner and President

Al Mizhar American Academy - Head of Curriculum and Assessment

American Grammar School & Colleges - Managing Director

American University of Kuwait - Assistant Director

Barney Home Nursery - Director

Blossom Nursery - Founder

Brighton College Abu Dhabi - Deputy Head Prep School

British International School Ajman - Principal

Canadian International School - Principal

Deira International School - Procurement Manager

Dubai College - Bursar

Dubai English Speaking College - Head of Innovation

Dubai International School - Principal

Emirates International School - Procurement Manager

Emirates National School - Procurement and Contracts Department

Gems Education - Senior Procurement Officer

Gems Education - Principal CEO

Gems Modern Academy - Principal

Gems Wellington International School - Principal

Gems Winchester School - Principal

Georgetown University Qatar - Chief Facilities and IT Officer

Hartland International School - Purchaser

Home Grown Childrens Eco Nursery - Owner

IAT - Procurement Manager

Institute of Applied Technology - Curriculum Developer

Iranian School - Head

Ittihad Pvt School Jumeirah - School Principal

Jumeirah English Speaking School - Director

Little Gems International - Executive Principal

Liverpool City College - Principal

Lycee Francais International - Director

Military Technological College - Procurement in Charge

Multinational School Riyadh - Executive Principal

Multinational School Riyadh - Chairperson and Board of Governors

Olive International School Doha - Director

Our Kids School - Head Procurement

Paris Sorbonne University - Associate Professor

Qassim University - Dean of University Development Deanship

Qatar Finland International School - Administrative Vice Principal

Raffles International School - Deputy Head Teacher

Raffles World Academy - Dean of Students

Ras Al Khaimah Academy - Purchase Manager

Ras Al Khaimah Private School - Owner

Repton New English School - Executive Manager

Sabis - Director

School of Research Science - Principal

Sharjah American International School - School Principal

Swiss International School - Head of Early Years

Swiss International Scientific School Dubai - Procurement Executive

Taaleem Management LLC - Procurement Analyst

Taleem - Procurement Manager

Tanweer Educators Professional Development - CEO

The British School Al Khubairat - Bursar

DON'T JUST TAKE OUR WORD FOR IT...

"GESS Dubai is the only platform for educational business in the Middle East and it's becoming even more important."

Laurenz Wohlfarth, Sales Director, FisherTechnik

"At GESS you always meet the right people who are interested in new and innovative products. Most important of all, government bodies visit the GESS exhibition."

Bilal Al Mokaddem, Area Sales Manager, Hohenloher

"GESS Dubai is a hub for an open exchange between people, organisations and practises, it's a place for people to share innovation and new ideas, and brings together people from around the world to look critically at education"

Vice President for Professional Learning , GEMS Education

"GESS Dubai has provided a great opportunity to share practice and to excite colleagues as well as students. We are able to make global links in developing the curriculum to keep up with students and future proofing our education system"

Teacher of Computing and ICT , Dubai English Speaking College

91.67% of visitors rated GESS as good/excellent for finding new products

87.92% of exhibitors were successful in meeting their overall objectives at the show

79.17% of exhibitors will exhibit in 2017

WHY SHOULD YOU EXHIBIT OR SPONSOR?

CESS Dubai is the largest education event in the Middle East

It is the only event that brings the full spectrum of educationalists and suppliers together at one time in one place.

CESS Dubai is renowned for its high-quality content, thought leadership and world-class speakers

As an exhibitor at CESS Dubai you can...

- Build your sales pipeline & see 1000's of the key decision makers from across the Middle East over 3 days
- Enrich relationships with existing clients through face-to-face meetings
- Increase brand awareness
- Save time and money by meeting the people that matter all in one place
- Be part of the biggest and most prestigious education event in the Middle East



CESS EVENTS



THANK YOU FOR YOUR TIME

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WWW.GESSDUBAI.COM

OTHER GESS EVENTS:

