



**His Excellency Hussain bin Ibrahim Al Hammadi, UAE Minister of Education, visited the UK pavilion**

### Visitor Profile

1. Senior Executives, policy makers, decision makers from government
2. Government officials
3. International schools, educational institutes, universities
4. Principals from all levels of private and public educational institutes under the Ministry of Education
5. Heads of academic subjects, Deans.
6. Administrators, procurement officers, training departments
7. IT departments from government bodies, banks and large companies
8. Potential agents and distributors

### 2016 Key Statistics

- ✓ 500+ exhibitors from 39 countries
- ✓ Over 70 UK companies
- ✓ 11,500 educational professionals attended from 74 countries
- ✓ 72.32% of visitors influenced or had final purchasing authority
- ✓ 91.67% of visited rated GESS as 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 again in 2017

### General Information

The **GESS** show has succeeded in establishing itself as a must-attend event for the region's education professionals as well as local and international education solutions providers. With the ongoing support of the UAE Ministry of Education, it is the only education exhibition and conference within the Middle East to have the presence of five Ministries of Education and other government bodies. This allows the event to have high level discussions that change the education sector in the region and provides the platform for their delegations to network, have training and share knowledge.

**GESS** is the only exhibition covering the entire educational solutions spectrum in the Gulf region. With over 500 exhibitors and around 11,500 education professionals from countries such as Saudi Arabia, UAE, Jordan, India, China, Kuwait, Oman, Qatar, Bahrain and many more. BESA is delighted to inform you that **GESS** will be back with its tenth edition in 2017 at the prestigious **Dubai World Trade Centre**.

### The BESA Service

From the moment you book a stand in the British Pavilion to the moment you return home after the exhibition, BESA's international team will be with you every step of the way. Moreover, at no extra cost and on top of the stand package, see stand booking form, UK companies within the UK pavilion will also get the following:

- ✓ UK stand with unique blue carpet and red aisle carpet
- ✓ UK pavilion meeting lounge with refreshments
- ✓ UK pavilion signage to attract delegates
- ✓ UK show guide
- ✓ Company logo on fascia
- ✓ Enhanced fascia with British flag

### What You Should Do Now...

The BESA international team are here to answer any questions about the show, so please contact [william@besa.org.uk](mailto:william@besa.org.uk) for further information and if you are interested in taking part.

### UKTI Support

For this event there are **grants available from UKTI**. These will be allocated on a first come first, served basis, providing you are eligible. The value of the grant is **£2500**. If you would like to exhibit and apply for a grant, please complete both the booking form and the grant application and send to [william@besa.org.uk](mailto:william@besa.org.uk). For companies that apply and are eligible for a grant, the grant will be paid within one month after the event has taken place.

### Stand Package

There is an opportunity to take advantage of the **early bird** exhibiting rate which is valid until September 23, 2016. The cost before 23 September is \$595 per square metre for shell scheme (min 9sq mtrs) and \$625 per square metre after 23 September, which includes your shell scheme stand build (carpet, walls, name board, stand number) as well as two spotlights, one 13 amp plug socket, one table, two chairs and a waste bin and don't forget all the extras you get which are listed under the BESA service.