



## 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. Now entering its 4th year, GESS Indonesia has cemented its reputation as the leading education exhibition and conference in South East Asia. Bringing together thousands of the leading educational professionals from across the region and many of the world's leading educational supplies and solutions suppliers under one roof. The 2017 event attracted a quality audience of educational professionals, with more than 77% of our audience influencing or having final purchasing power and with an international presence from 21 countries. Each year, more and more companies are using GESS Indonesia as the most effective way to reach out to a targeted audience.

## Why Indonesia?

GESS Indonesia has the full support of the Ministry of Education and Culture, Ministry of Research, Technology and Higher Education, Ministry of Religious Affairs and the Jakarta Education Board.

- Government spending is proposed at IDR 2,070.5 trillion (approx. USD \$158 billion) in the 2017 budget with 20% of all government expenditure devoted to education.
- The government aims to provide universal access to senior secondary education for all young people by 2019.
- Between 2011 and 2013, Indonesia's GDP passed the USD 1 trillion and GDP growth has been above 6% per year since.
- The market value of the higher education sector in Indonesia expects to reach \$15bn by 2030 compared to \$3bn in 2014.
- Indonesia expects to have a workforce of 65 million young people by 2035.

## 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, 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

## DIT Support

For this event, there are grants available from DIT. These are allocated on a first come first, served basis, providing you are eligible. The value of the grant is £2000. If you would like to exhibit and apply for a grant, please complete the booking, grant application and the T&Cs signed forms and send to [yasmin@besa.org.uk](mailto:yasmin@besa.org.uk). For companies that apply and are eligible for a grant, the grant will be paid 4 – 6 weeks 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 **18 February 2018**. The cost before this date is \$405 per sqm (min. 9sqm) for shell scheme and \$425 per sqm after this date. Shell schemes includes: walls, fascia, grey carpet, 2 x 40W florescent lamps, 2 amp socket (per 9sqm), reception desk with lockable counter, 2 x chairs and a waste bin.