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UNITED ARAB EMIRATES
MINISTRY OF EDUCATION



GESS
GLOBAL EDUCATIONAL
SUPPLIES & SOLUTIONS
DUBAI

Organised by:



BRIGHT IDEAS

26.02.19 / 28.02.19

DUBAI WORLD TRADE CENTRE
SHEIKH SAEED HALLS

POST SHOW REVIEW

WWW.GESSDUBAI.COM

Regional Partner:



KINGDOM OF BAHRAIN
Ministry of Education

Education Partner:



دائرة التعليم والمعرفة
DEPARTMENT OF EDUCATION
AND KNOWLEDGE

Knowledge Partner:

دبي
المعرفة Knowledge

GESS Conference
Sessions:

CPD
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GESS DUBAI – A WORLD CLASS EVENT FOR YOUR BUSINESS

With a high calibre of speakers and innovative conference content, as well as an exhibition that showcased a wide range of educational products from suppliers from all corners of the world, we put all our knowledge in play to deliver the best GESS Dubai yet.

Now entering its 12th edition, more and more companies are using GESS as a platform to launch their products into the Middle East, seeing the show as the most effective way to reach out to a targeted and international audience.

A HIGH QUALITY AUDIENCE OF EDUCATIONAL PROFESSIONALS

EXHIBITORS CAME FROM

40+
COUNTRIES

VISITORS CAME FROM

92
COUNTRIES

74%

OF VISITORS INFLUENCED
OR HAD PURCHASING
AUTHORITY

53%

INCREASE IN VIP CLUB
ATTENDANCE



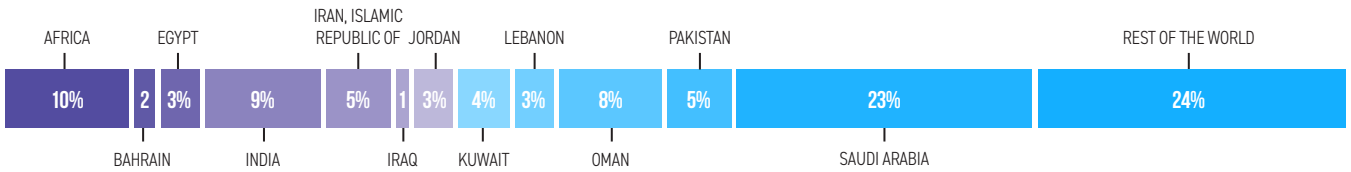
INCREASED QUALITY AND QUANTITY OF VISITORS

Job Function Split Year on Year – Increases in Core Demographics Highlighted

	Head Teacher / Principal	Deputy / Assistant / Principal	Head of Department / Year / Subject	Purchasing / Procurement Manager	IT / ICT Network Technician / Manager	Teacher / Lecturer	Student Teacher / Teacher Trainer	Director / CEO / Owner	Administrator / Marketing	Consultant	Government Advisor / Education Officer	School Manager / Bursar	Supervisor
2017	7.9%	2.3%	7.2%	5%	7.3%	17.2%	3.9%	17.9%	10.6%	10.8%	2.4%	1.9%	5.6%
2018	9%	2.6%	7%	6%	6.6%	14.8%	6.1%	17.6%	9.2%	10.6%	3%	3.4%	4.1%

AN EVENT WITH TRULY INTERNATIONAL SCOPE AND REACH

This year the show witnessed an increase in overseas visitors by **6%**, with particular growth in Africa, Saudi Arabia and India.



THE TOP COUNTRIES WHERE VISITORS CAME FROM:

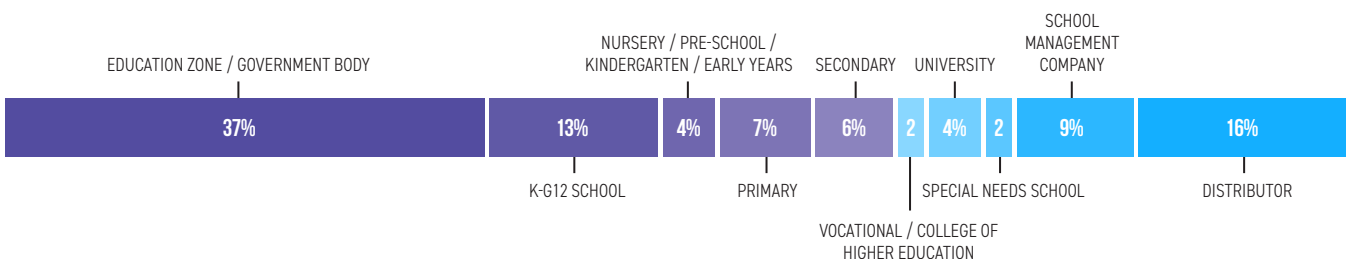
(Outside of UAE)

1. Saudi Arabia
2. India
3. Oman
4. Iran
5. Kuwait
6. Pakistan



7. Kenya
8. Egypt
9. Jordan
10. Lebanon
11. Bahrain
12. Nigeria

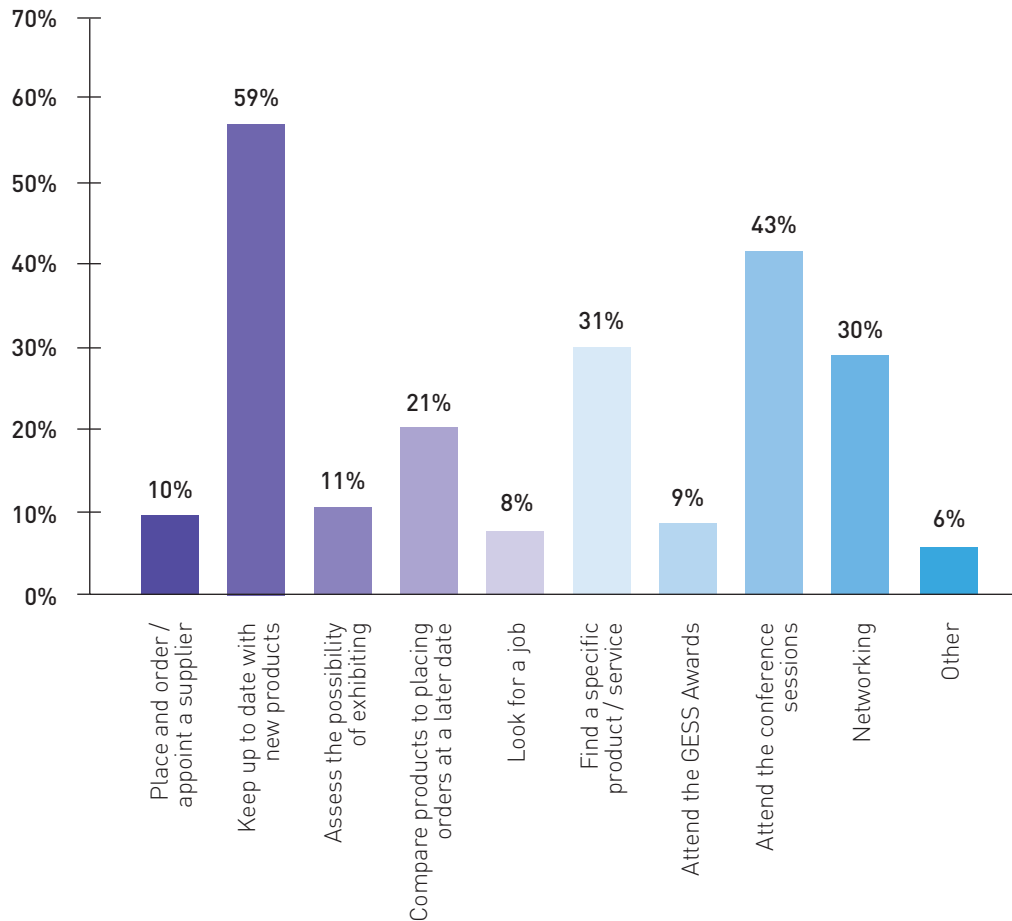
YOUR OPPORTUNITY TO MEET WITH THE FULL SPHERE OF EDUCATIONAL ESTABLISHMENTS



A PASSION FOR EDUCATION – AN EXHIBITION AND CONFERENCE TO INSPIRE AND ENGAGE

MAIN REASON FOR ATTENDING GESS

VISITORS COULD SELECT MULTIPLE CHOICES



THE CONTENT WAS SO RELEVANT THAT OUR VISITORS CAME BACK IN BIGGER NUMBERS THAN IN 2017

Revisits per day Day	2018 vs. 2017
Wednesday	+14.4%
Thursday	+9.4%
Total	+11.8%

69%

OF VISITORS ARE LIKELY TO CONDUCT BUSINESS WITH AN EXHIBITOR AS A RESULT OF THEIR VISIT TO THE SHOW

95%

OF VISITORS ARE LIKELY TO VISIT GESS DUBAI AGAIN IN 2019

93%

OF VISITORS RATED GESS AS IMPORTANT TO THE DEVELOPMENT OF THEIR SCHOOL OR ORGANISATION

98%

OF EXHIBITORS RATED GESS DUBAI 2018 AS GOOD TO EXCELLENT FOR MEETING THEIR OVERALL OBJECTIVES

95%

OF EXHIBITORS RATED GESS DUBAI 2018 AS GOOD TO EXCELLENT FOR ESTABLISHING CONTACTS FOR FUTURE SALES OR MARKETING

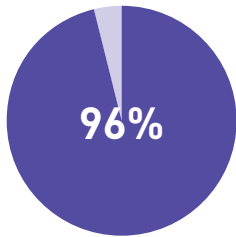
85%

RATED GESS DUBAI AS GOOD TO EXCELLENT FOR THE QUALITY OF VISITORS

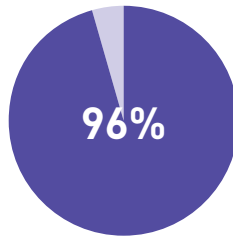


SHOW ASPECTS RATED GOOD TO EXCELLENT

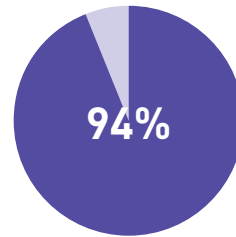
% OF VISITORS WHO RATED EACH ASPECT POSITIVELY



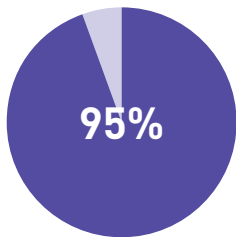
Industry networking



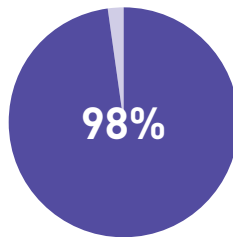
Sourcing new suppliers



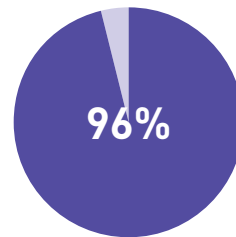
Finding new products



Variety of products on show floor



Quality of exhibitors



Quality of information available before GESS



HERE'S SOME OF OUR VISITORS THAT YOU JUST WON'T SEE AT ANY OTHER EVENT

Ambassador School Sharjah.....	Headteacher	Dubai International School	Principal
ABEGS.....	Director General	Dubai National School - Al Twar.....	School Principal
Abu Dhabi Department of	Academic Quality Improvement Officer	Dubai Scholars Private School	Head of School
Education and Knowledge		Dwight School Dubai	Head Of School
Abu Dhabi Indian School	Principal	Eagle Academy	Director
ACTVET.....	Director General	Eastern Michigan University	Dean
ADVETI	Procurement Team Leader	Edu Fun Nursery	Principal
AIM Academy	Director	Eminence Private School	Director
Ajman Academy.....	Director	Emirates College for	Head Procurement And Contract Management
Ajyal Almareefa International School	Owner	Advanced Education	
Al Basma British School	Principal	Erciyes University	Faculty
Aldar Academies	Head Of Procurement	Esol Education.....	Manager
Al Diyafah High School.....	Head of School	Eton House International Schools Middle East.....	Executive Principal
Al Huda private school	Owner	Evolence Knowledge Investments.....	Development Director
Al Ittihad Private School.....	Purchasing Manager	Frontline International Private School	Vice Principal
Al Maaref Private School.....	Vice Principal	Fujairah Private Academy	Head Of Sixth Form
Al Manahel School.....	Director	GEMS	Procurement Officer
Al Nibras International Bilingual School.....	Vice Principal	Gems American Academy	Vice Principal
Al Noor School.....	Owner	GEMS Education	Manager Procurement
Al Resalah Schools.....	General Director	GEMS Education	Svp Procurement
Al Salam Private School.....	School Owner	GEMS Founders School.....	Principal
Alittihad National Private School Al Ain	High School Principal	GEMS Our Own English High School.....	Principal
Al Nashaa Al Saleh Private School.....	Owner	GEMS Vertus School.....	Principal
Alnibras Schools - Kuwait.....	Deputy General Manager	GEMS Wellington Academy - Al Khail	Acting Assistant Principal
Ambassador School	CEO	GEMS Wellington Academy Silicon Oasis.....	Vice Principal
American International School	Head Of Primary	GEMS Westminster School - Sharjah	Head of Secondary
American School of Creative Science - Barsha	Principal	GEMS Winchester School.....	Principal
American School of Dubai	Procurement Manager	GEMS World Academy.....	Head Of Secondary
American University in Dubai.....	Director	German International School Dubai.....	Purchase Manager
Amity International School.....	Principal	Global Indian International School Dubai.....	Principal
Arcadia college	Deputy Headteacher	Golden Beach Nursery.....	Nursery Manager
Australian International School	Founder And MD	Greenfield Community School	Head of Primary
Avalon Heights.....	Principal	Hartland International School	Principal
Babilou Middle East Education	CEO	Horizon Kids Nursery	Nursery Manager
Barney Home Nursery Group	CEO	Humming Bird School.....	Director
Bloom Gardens School LLC, Brighton.....	Procurement Manager	Institute of Applied Technology.....	Director High School System
College Abu Dhabi		International Leadership Academy,	Director
Bloomingdale International School.....	Director	The British School in the Netherlands	
Blossom Early Learning Centre.....	Centre Director	Irfan Establishment and Schools.....	CEO
Bright Oasis Nursery.....	Nursery Manager	Jumeira Baccalaureate School.....	Bursar
British International School.....	Vice Principal	Jebel Ali Primary School.....	Principal
British Playhouse Nursery.....	Founder	JESS, Dubai	Director
British University of Bahrain.....	Owner	JSS International School.....	CEO
Cambridge Educational Institute.....	CEO Director	JSS Private School	Principal
Carla's Nursery	Owner	Jumeirah English Speaking School - Arabian Ranches	Deputy Headteacher
Childhood Steps Kindergarten.....	Owner	Karachi Public School	Director
Clay International Secondary School.....	Director	Kayan International High School	Principal
Collegiate American School.....	Deputy Head Of Secondary School	Kent College Dubai.....	Principal
Compass International School Doha.....	Head Of Primary	Kenya Private Schools Association.....	Chair
Cranleigh School, Abu Dhabi	Bursar	Kids Spot Nursery	Owner
Creative Nest Nursery.....	Managing Director	Kidzmania	School Owner
Crescent International School.....	Principal	Kings College The British School Madrid.....	Deputy Head
Cypress Hillside School.....	Owner	Kings School - Al Barsha	Director of Education & Principal
De Beautiful Beginning School.....	CEO	Latifa School for Girls	Headmistress
Deans International School	Principal	Leaders' Field International School.....	School Head
Deira International School.....	Director	Little StreamNursery	Director
Deira Private School.....	Vice Principal	LVNGSchools (Lycée Albert Camus -	Business Development Manager
Desca Junior School.....	Director	Evolution International School	
DESS	Assistant Head Teacher	Madar School.....	Procurement Officer
Deutsche Internationale Schule	Head Of Kindergarten	Maharat Learning Center and Child Early	Owner And Managing Director
Diamond Junior School.....	Director	Intervention Medical Center	
Doroos Plus Educational Centre.....	Chairwoman	Mahrah Bint Ahamad School.....	First School Principal
Dubai College	Director	Malindi Little Angels Junior School.....	Director
Dubai English Speaking School.....	Deputy Headteacher	Ministry of Education.....	Head of Procurement, Dubai

Ministry of Education.....	Director General Of Education In Jeddah	School of Modern Skills	School Principal
Montgomery Schools	Director	Shaikha Bint Saeed School.....	Principal
MSB Educational Institute-Shabbirabad	Principal	Sharjah English School.....	Assistant Head teacher
Multinational School Riyadh	Executive Principal	Sheikh Zayed Private academy for Girls.....	Assistant Head Teacher
Mustard Seed Schools.....	Director	Shepherds Junior School.....	Director
Nahda Academy.....	Head Of Procurement	Shining Star International School.....	Vice Principal
Nahda International Academy	Head Of School	South View School	Founding Head Of Primary
Nasra Public School.....	Founder And CEO	Springdales School Dubai.....	Head Of The Department
New Academy School.....	Principal	St Christophers School	Assistant Headteacher
New Cairo Academy	Owner	St Marys Catholic High School	Vice Principal
New Indian Model School	Vice Principal	Star International School.....	Asst Head
New World Private School.....	Vice Principal Academics	Star Kids Nursery	Managing Director
NIMS Group of schools.....	Dean	Sunmarke School.....	Deputy Head Teacher
NIMS UAE	Director	Swiss International Scientific School Dubai.....	Procurement Administrator
Nord Anglia International School	Head Teacher	Symbiosis International University	Faculty
Oakfield Early Learning Centre.....	Centre Director	Taaleem Training & Skills Development Centre	CEO
Omair School	School Principal	Taaleem.....	Principal
Oulu University Teacher Training School.....	Vice Principal	Tahere School	School Manager
Oxford School.....	Director	Takumul Academy	Director
Paddington Nursery	Deputy Head	Taryam American Private School.....	Principal
Pakistan Education Academy.....	Principal	Tatweer Company for	Application Development Manager
Pandaplay School.....	CEO	Educational Services Ltd	
Podar Education Network.....	President	THAAT Early Learning and Child Care.....	Managing Director
Podar Jumbo Kids School Baner.....	Owner	The Alpha School.....	Principal
Polaris Private School	Principal	The Arbor School.....	Head Of Primary
Pomegranate Institute	CEO And Founder	The British School Al Khubairat	Deputy Head
Prime Achievers Academy	School Owner	The British School in The Netherlands	CEO And Principal
Pristine Private School.....	Director	The Children's Garden Barsha.....	Deputy Head
Raffles World Academy	Principal	The City School International.....	Director International
RAK Academy	Purchase Manager	The Gulf International Private Academy.....	Principal
RAKEZ Academic Zone.....	Director Of Academic Zone	The Millenium School.....	Head Of Primary
Rashid School for Boys	Deputy Headmaster	The Pottersland School.....	Director
Redwood Montessori (Kids First Group)	Director	The School of Research Science.....	Principal
Regent International School	Head of Whole School	University of Modern Sciences.....	College Dean
Repton School	Deputy Head	University of Oulu	Director
Rising School Dubai	Founding Executive Principal	Uptown School.....	Principal
Riyadh Najed School	General Manager	Victoria International School of Sharjah.....	Deputy Principal
Roots and Wings Nursery	Nursery Owner	Victory Heights Primary School.....	Director
Rosary School.....	Principal	Virginia International Private School	Vice Principal
Sabari Indian School	Principal	Virginia School.....	Board Chairman
Safa British School.....	Vice Principal	Westminster School	Vice Principal
Saifiyah Boys High School.....	Principal	Yellow Submarine Nursery.....	Managing Director
Saifiyah Girls School.....	Principal	Yusr International School.....	CEO
Saint George Schools.....	General Manager	Zakia Education Center	Director
Scholars International Academy.....	Vice Principal	Zayed University	Faculty
School of Geniuses "Ein&Stein.....	Director		



CESS VIP CLUB — A NETWORKING CLUB FOR THE REGION'S LEADING EDUCATIONALISTS

The GESS VIP Club is by invite only, designed to build and develop lasting business relationships and create an exclusive experience for education professionals who have direct purchasing authority or who influence the buying process at their school or institution.



Members of the VIP Club receive a personalised show experience and membership, featuring a range of premium services and opportunities to network, discuss and collaborate with other members and exhibitors at the show. The 2018 VIP Club was our largest to date, welcoming over 697 key decision makers (455 in 2017) from 28 countries worldwide.

To nominate your key buyers in the region, please contact: vipclub@gesseducation.com

CESS AWARDS



Described as the 'Oscars' of the education industry, the GESS Education Awards are now in their 5th year, recognising and rewarding the quality and diversity of educational products, resources, services and people as well as the best educational institutions. It also celebrates the outstanding accomplishments of education professionals in raising quality standards for teaching and learning in schools across the region.

An esteemed panel of educators chose outstanding initiatives and achievements by individuals, organisations and companies who have made significant contributions to the advancement of education in the Middle East.

Shortlisted entries came from 46 countries;

Afghanistan	Egypt	Lebanon	South Korea
Argentina	Ethiopia	Malaysia	Spain
Armenia	Finland	Mexico	Sri Lanka
Australia	Germany	Morocco	Switzerland
Azerbaijan	Hong Kong S.A.R., China	Netherlands	Taiwan
Bahamas	India	Oman	Turkey
Bahrain	Indonesia	Pakistan	United Arab Emirates
Brazil	Ireland	Poland	United Kingdom
Canada	Italy	Russia	United States
China	Jordan	Saudi Arabia	Vietnam
Colombia	Kenya	Serbia	
Denmark	Kuwait	South Africa	

The winners were celebrated at a Gala Dinner on the 2nd night of the exhibition with over 364 people in attendance. To find out more about the 2019 GESS Awards email awards@gesseducation.com

“The education market in the Middle East has grown rapidly in the last decade, and has witnessed many exemplary contributions that have made it into what it is today. We are honoured to be given the opportunity to put the spotlight on and celebrate these achievements through the Lifetime Achievement Awards.”

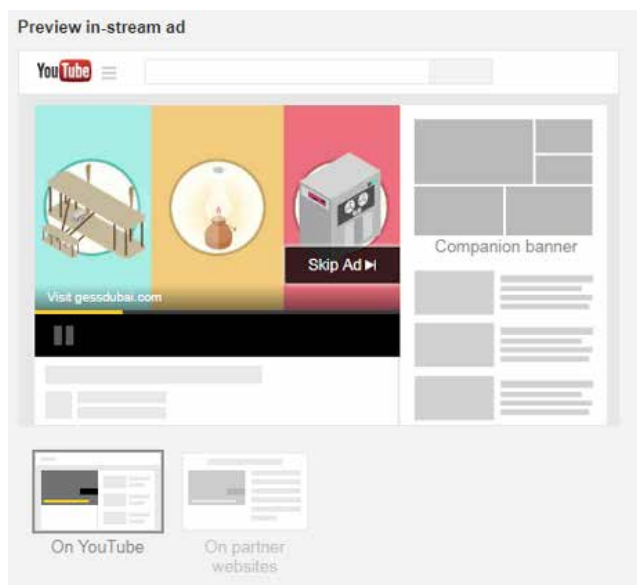
Clive Pierrepont, Director of Communications, Táaleem

THE RIGHT MARKETING INITIATIVES FOR THE RIGHT AUDIENCE

Unlike other shows, we send a personal email to all exhibitors outlining the free marketing services that we offer. Pre show, exhibitors receive an exhibitor info pack, digital banners and other key information ensuring brand exposure to maximise footfall to their stand. As well as asking for press releases, images and articles we also request social media details to allow us to push out tweets and messages about our exhibitors.

With 96% of visitors rating the quality of information and marketing before GESS as good to excellent, our targeted, cross channel marketing campaign ensure the right, high-quality and international audience attended GESS Dubai.

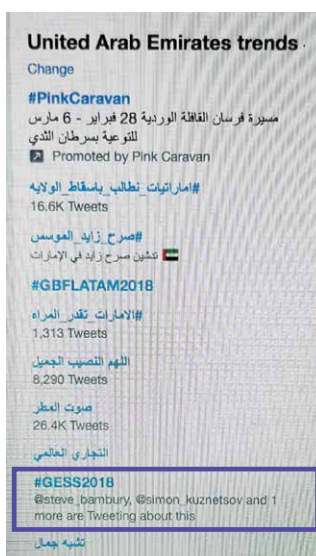
NEW FOR 2018 – TARGETED YOUTUBE CAMPAIGN



VIDEO INSIGHTS

- Top traffic-driving location was Saudi Arabia, United Arab Emirates and Oman.
- Video ads were most viewed on mobiles.
- Most video views came from the **24-44** age demographic
- When analysing audience data, ads were most viewed by 'Business Professionals', users in the Education sector and 'Green Enthusiasts'.

GESS DUBAI 2018 – BRINGING BRIGHT IDEAS TO LIFE



- Trended on Twitter in UAE on all 3 days of the show
- **2.95K** social posts made using #GESS2018 or @gesseducation (Twitter), @GESSDubai Facebook), @gesseducation (Instagram) made **20.6M** impressions (27 Feb – 1 March)
- Twitter most engaged with platform by audience – **2.71K** posts (27 Feb – 1 March)

DON'T JUST TAKE OUR WORD FOR IT...HERE'S WHAT OUR VISITORS AND EXHIBITORS HAD TO SAY

CESS Dubai is a quality event, attending is crucial to our business

Promethean

CESS 2018 was a show with a great diversity in attendees! It is definitely the place to meet educationalists and thought-leaders in the region.

pi-top

This is my first time. A great interactive platform to know about the latest products and ideas. We made a lot of new connections with multi-cultural people.

Tesca Technologies Pvt Ltd

CESS 2018 was both eye opening and useful from an international business development perspective. The show provided us with the opportunity to meet maths teachers and curriculum managers from around the globe – particularly those teaching the English Curriculum.

Maths – No Problem!

We are a newly developing company and CESS is the first exhibition we have done. We have had meetings with decision makers and potential distributors worldwide, specifically from our targeted sales areas. We will definitely be participating in future CESS events.

Eduscience UK

Time saving, direct, highly organized one stop event that will enable you to compare, examine and determine the best products needed to meet your goal.

Director of Finance and Operations, AIS

CESS; one stop solution for all educational needs

Vice Principal, SSIS

CESS is a wonderful opportunity for schools in the region to stay up to date with developments and innovation in educational products, at the same time as accessing quality PD inputs. Valuable resource for the region.

Head of School, Nahda International Academy

Great event, enabling networking and sourcing resources

Assistant Head Teacher, Zayed Academy

The exhibitors all did a very good job, we were all able to see new innovations and bought some resources that we took back to Nigeria to use in our school. The lecturers and facilitators were wonderful. We enjoyed every day of the conference. We came with 4 members of staff in 2017 and this year we came back with 8 delegates. Keep up the good work.

CEO, De Beautiful Beginning School

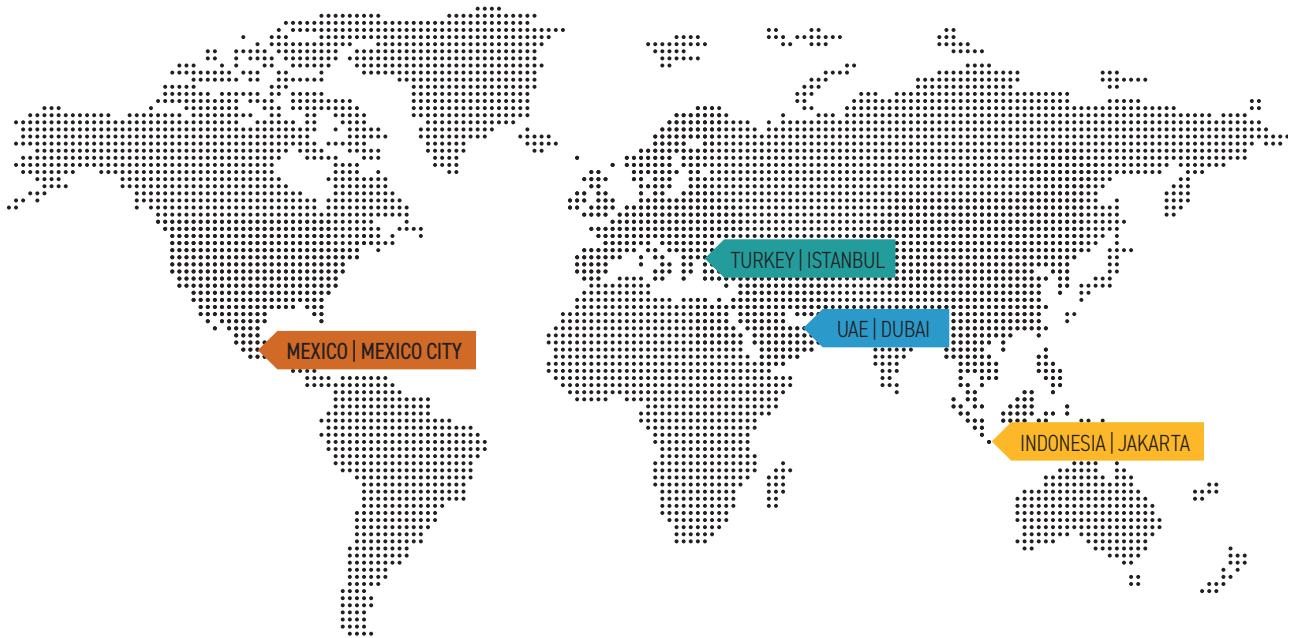
Very inspiring, buzzing atmosphere. Wonderful collection of exhibitors and informative speakers. Venue perfect and VIP Club a welcome addition. Will definitely come again next year.

Mathematics Teacher, Brighton College Al Ain

The conference sessions have been very beneficial for me. The Leadership Stream was my favourite. In terms of products I loved the robots, but I found all the supplies for schools.

HS Manager, Alemeh School, Iran

GESS EVENTS



BE PART OF SOMETHING EXTRAORDINARY

Taking a stand at GESS Dubai is crucial to your growth in the Middle East, contact us now to reserve your place at this exciting event and take advantage of what will be your most powerful sales platform of 2019.

For more details contact:

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Other GESS events:



Organised by:



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