

BRIGHT IDEAS

25.10.18/27.10.18

**WOW ISTANBUL CONVENTION CENTER
TURKEY**

2018 SHOW BROCHURE

WWW.GESS-TURKEY.COM

GESS TURKEY — THE BEST RETURN ON INVESTMENT FOR YOUR BUSINESS

The first ever edition of GESS Turkey took place on the 19-21 October 2017, surpassing all projections and cementing its place as the must attend event for Turkey's education industry. Over 50 exhibitors showcased a range of the latest products and innovative services to cater for the flourishing education sector. With a unique mix of local and international suppliers, last year's show set the precedent as the comprehensive platform for key players in the international education market seeking to enter the Turkish market.

Featuring a range of educational products from leading international and local suppliers, GESS Turkey showcased the very best in educational supplies to help teachers teach better and students learn more effectively. Join us in 2018 and use GESS Turkey as the platform to launch your products to a targeted audience of educational buyers ready to do business with you.

OVERVIEW OF GESS TURKEY 2017 NUMBERS

1,500+

Educational professionals
from **23 countries**

51

Exhibitors and educational
brands from over
10 countries

80+

Conference
sessions

100%

of the audience would
recommend a visit to GESS
Turkey to their colleagues

50+

international and
local speakers



A HIGH QUALITY AUDIENCE OF EDUCATIONAL PROFESSIONALS

TURKEY'S BOOMING EDUCATION SYSTEM IN NUMBERS

Total government spend of

\$208M

planned for 2018

of which

\$40billion

to be spent on education
which is **around 18% of the total public spend**

Youth literacy rate is

98%

"It is a very beneficial fair that develops vision in terms of innovations and it cares about the integration of educators, producers, founders and managers. It broadened my perspective and raised my interest in different educational fields"

Manager
Uğur schools

"It was really interesting and useful sharing new ideas and products to use in my educational field"

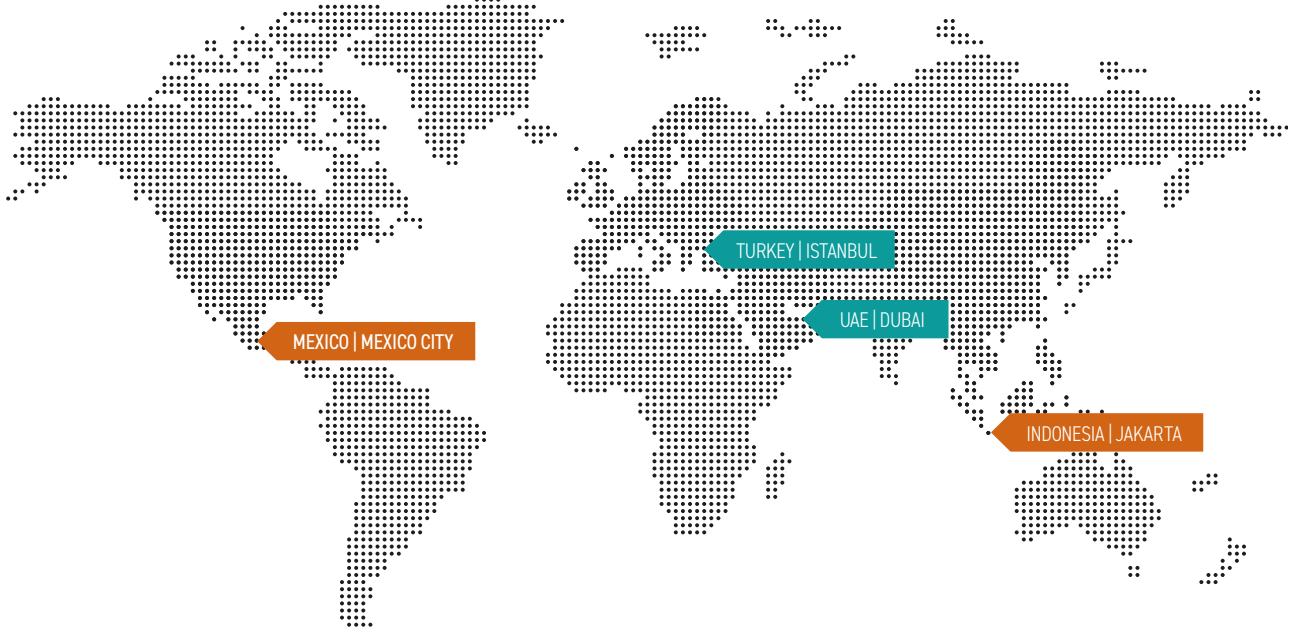
Nursery Owner
Mini toes nurseryout School

JOB TITLES	
OKUL MÜDÜRÜ / YÖNETİCİ DEKAN/HEAD TEACHER/ PRINCIPAL / DEAN	17%
YÖNETİCİ/CEO/ŞİRKET SAHİBİ (DIRECTOR/CEO/OWNER)	10%
SATIN ALMA / TEDARİK YÖNETİCİSİ/PURCHASING/PROCUREMENT MANAGER	5%
MÜDÜR YARDIMCISI/DEPUTY / ASSISTANT PRINCIPAL	4%
OKUL YÖNETİMİ/SCHOOL MANAGER/BURSAR	2%
BÖLÜM&ZÜMRE BAŞKANI/HEAD OF DEPARTMENT /YEAR/ SUBJECT	8%
BT/BİT/ AĞ TEKNİSYENİ VEYA YÖNETİCİSİ/IT/ICT NETWORK TECHNICIAN OR MANAGER	7%
BAKANLIK (GOVERNMENT ADVISOR/EDUCATION OFFICER)	1%
ÖĞRETMEN / ÖĞRETİM GÖREVLİSİ/TEACHER/LECTURER	30%
İL İLÇE EĞİTİM MÜDÜRLÜĞÜ (PROV. DIRECT.FOR NATIONAL EDUC.)	2%
DANIŞMAN (CONSULTANT)	5%
İDARI İŞLER/PAZARLAMA (ADMINISTRATOR / MARKETING)	4%
STAJYER ÖĞRETMEN / ÖĞRETMEN EĞİTİMÇİSİ/STUDENT TEACHER / TEACHER TRAINER	3%
MÜTEVELLİ HEYETİ (BOARD OF TRUSTEES)	1%
MÜFETTİŞ (SUPERVISOR)	1%

EDUCATIONAL ESTABLISHMENTS	
AKADEMİ / YÜKSEKOKUL /ACADEMY /COLLEGE OF HIGHER EDUCATION	4%
DANIŞMANLIK / TEDARİKÇİ / DİSTRİBÜTÖR/CONSULTANCY/NON-EDUCATION COMPANY/SUPPLIER/DISTRIBUTOR	13%
EDUCATION ZONE/GOVERNMENT BODY/BAKANLIK	6%
İLKOKUL / PRIMARY	11%
KREŞ / OKUL ÖNCESİ / ANAOKULU / ANA SINIFI /NURSERY / PRE-SCHOOL / KINDERGARTEN / EARLY YEARS	7%
LİSE /K-12 SCHOOL	23%
MESLEK YÜKSEK OKULU / ÖZEL/VOCATIONAL COLLEGE- PRIVATE	1%
ORTAOKUL / SECONDARY	18%
ÖZEL EĞİTİM OKULLARI / SPECIAL NEEDS SCHOOL	3%
SCHOOL MANAGEMENT COMPANY / OWNER/OKUL YÖNETİMİ FIRMASI / SAHİBİ	6%
TEKNİK VE MESLEK LİSESİ / TECHNICAL AND VOCATIONAL HIGH SCHOOL	2%
ÜNİVERSİTE /UNIVERSITY	6%

SECTORS	
PRIVATE	45%
PUBLIC	55%

GESS EVENTS



BE PART OF SOMETHING EXTRAORDINARY

Taking a stand at GESS Turkey is crucial to your growth in the Balkans regions, enabling you to position your company as an authority on the future of the education industry. Contact us now to reserve your place at this exciting event and take advantage of what will be your most powerful sales platform of 2018.

For more details contact:

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Other GESS events:



Organised by:



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