

what will you create?



Show brochure

Jakarta Convention Center

18.09.19 - 20.09.19

www.gessindonesia.com

Supported by:



CESS Indonesia

18–20 SEPTEMBER 2019
JAKARTA CONVENTION CENTER

The 5th edition of CESS Indonesia returns in 2019, this year's event was the best yet with a **48%** increase in visitor attendance and engagement from key ministries and associations with key regional buyers and officials in attendance.

Why CESS Indonesia?

- Indonesia's 2019 state budget indicates spending towards education will increase **12.26%** from 2018
- There is **\$32 billion** of government budget allocated to the education sector
- Indonesia has **2.6 million** teachers, **50 million** students and **250,000** schools
- Student enrolment has also grown from **53,000** in 2013 to **61,000** in 2018
- Indonesia is the leading destination for international schools in Southeast Asia with **198** schools
- Indonesia is currently the world's the **16th largest** economy. It's projected to be the **4th largest** economy in the world by 2050



Minister of Education and Culture – Muhadjir Effendy



Governor of Jakarta – Anies Baswedon

Meet the key stakeholders and decision makers in the region

5558

Educational professionals

75%

of visitors influenced or had purchasing authority

20

countries where visitors came from

25%

increase in purchasing / procurement managers

“

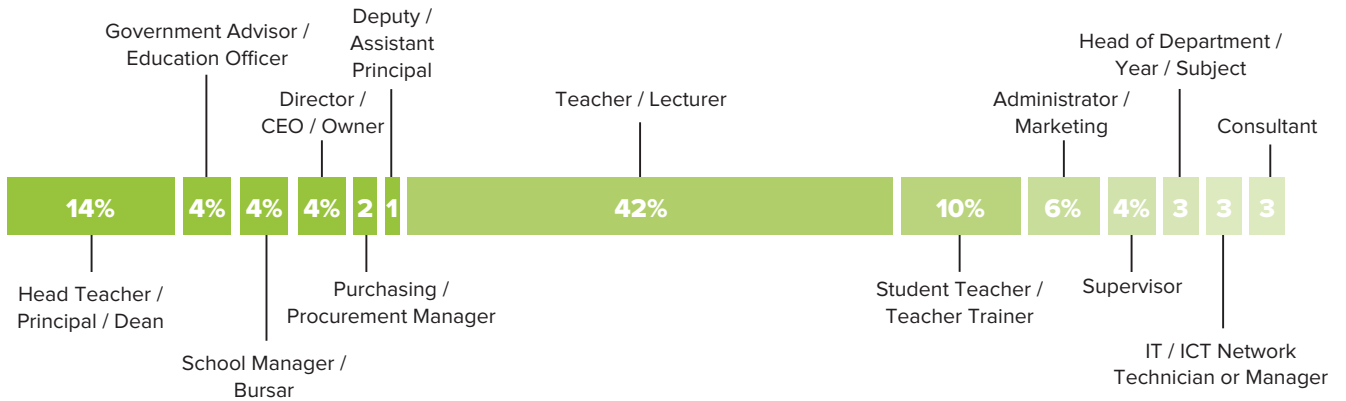
Attending the seminar sessions has given me a lot of useful insights that I can implement in the my school. It's great to see the enthusiasm of so many people at this event.

”

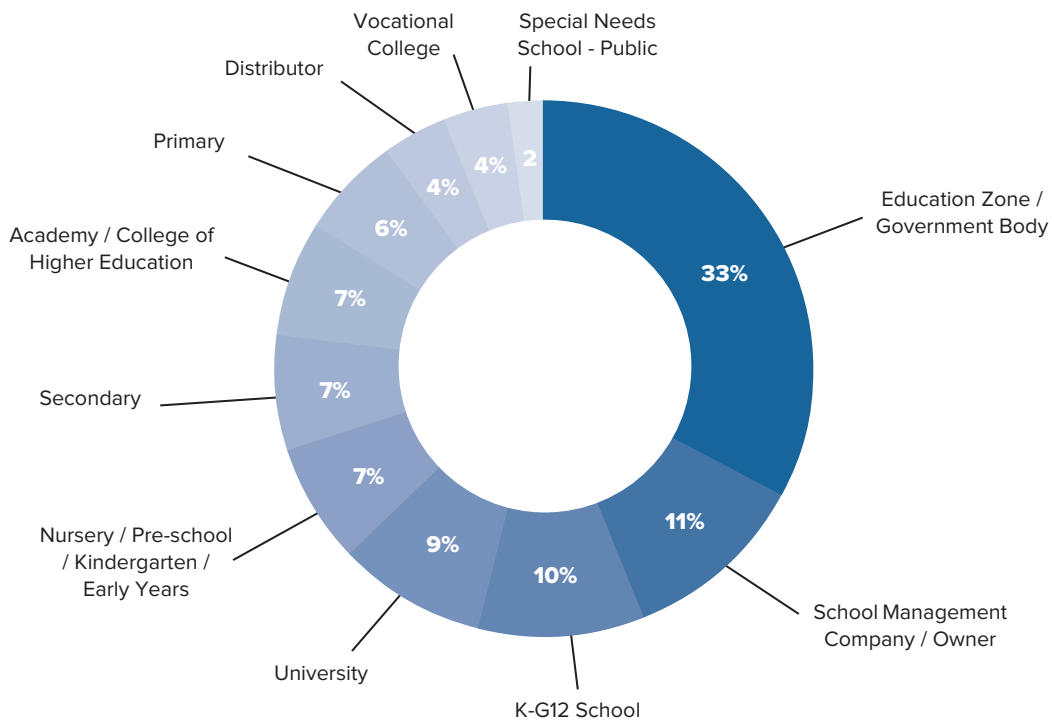
Lenny Marlina, Vice-Principal, Idear Preschool Daan Mogot

THE PERFECT PLATFORM FOR YOUR BUSINESS

CESS Indonesia brings together key decision makers from the private and public education sectors to meet our exhibitors. The unique mix of innovative products and dynamic conference content is created to ensure the visitors that you want to see attend.



YOUR OPPORTUNITY TO MEET WITH THE FULL SPHERE OF EDUCATIONAL ESTABLISHMENTS



94%

of exhibitors were successful in establishing contacts for future sales or marketing

88%

of exhibitors felt that GESS indonesia changed their prospects in the region

94%

of exhibitors would recommend GESS Indonesia to another company

88%

of exhibitors rated the quality of visitors as good to excellent

VISITORS THAT SPECIFY THE FULL RANGE OF EDUCATIONAL PRODUCTS



2420 Teacher & Professional Training



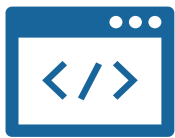
2018 Books / Magazines / Publishers / E-Publishers



1950 School Management



1874 Educational Toys & Games



1796 Coding, Digital & Interactive Technology



1728 Arts, Craft, Music and Design



1688 Multimedia Technology / AV



1642 Software & Online / e-Learning Resources



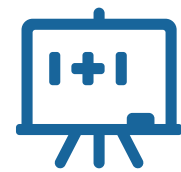
1494 STEM (Science, Technology, Engineering & Mathematics)



1421 Foreign Languages



1404 ICT Hardware



1378 Learning Environment / Furniture



1361 3D Printing



1354 Special Educational Needs



1351 Robotic Technology



1247 Virtual / Augmented Reality



1245 Playground & Sports Equipment



1226 Government and Associations



1165 Vocational Equipment & Resources



1122 Uniforms

NO OTHER EDUCATION EVENT IN THE REGION HAS THE SUPPORT FROM KEY MINISTRIES AND ASSOCIATIONS, WITH PARTICIPATION FROM:

- Ananto Kusuma Seta, Senior Advisor to The Minister of Innovation and Competitiveness at Ministry of Education and Culture, Indonesia
- Syaefuloh Hidayat, Head of Junior and Senior High School, Jakarta Education Board
- Muhammad Ramli Rahim, Chairman of Indonesian Teacher Association (IGI)
- Gusman Yahya, Director of PSF School Development Outreach at Sampoerna Foundation
- Senior Representative, Indonesian Lecturer Associations (ADI)
- Prof. Dr. Muhadjir Effendy, MAP, Minister, Indonesia Ministry of Education and Culture
- H. Anies Rasyid Baswedan, Ph.D, Governor, Jakarta Capital City Government
- Totok Amin Soefijanto, Ed.D, Senior Policy Advisor - TGUPP - DKI Jakarta Governor Delivery Unit, Jakarta Capital City Government



For the first time in 2018, GESS Indonesia partnered with the Indonesian Teachers Associations to create a key buyers programme, with 30 representatives from IGI offices, as well as regional government including provinces and cities came to the event.

Realising a qualified learning process with broad, equitable, and fair access – that is exactly what the Indonesia Ministry of Education and Culture is aiming for 2015 – 2019. GESS Indonesia 2018 could contribute directly to the advancement of educational quality throughout the nation to create an educated and highly-moral generation,

Dr. Ir. Ari Santoso, DEA., Head of Communication and Public Service, Indonesia Ministry of Education and Culture

From a teacher's point of view, GESS Indonesia 2018 is seen as a bridge to know more about technology implementation in the learning process so that we could improve the quality, efficiency, also convenience for us teachers and students,

Muhammad Ramli Rahim, Chairman of Indonesian teacher Association (IGI).

GESS Indonesia 2018 could give us inputs and guidance in transforming a conventional learning method to the modern way with technology utilisation, which we believe would improve learning efficiency between the lecturer and our student,

Dino Patti Djalal, Chairman of Indonesian lecturer Associations (ADI).

A targeted audience of buyers you just won't see at any other show in the region

Program Leader	Beacon Academy	Purchasing Manager.....	Santa Laurensia
DP Coordinator	Beacon Academy	Project Leader & Facilitator.....	School Development Outreach
Kepala Sekolah	Bethany Christian School		Sampoerna University
Superintendent	Bina Bangsa School	Director	Sekolah Alam Indonesia
Head of Research & Development.....	Bina Tunas Bangsa School	Academic Supervisor	Sekolah Bogor Raya
Biology Teacher	Binus School Serpong	Academic Director	Sekolah Cikal
Principal	Blossom	Principal	Sekolah Kanaan
Founder.....	Bogor Agricultural University	Director	Sekolah Lentera Kasih
Procurement	British School	Direktur	Sekolah Mutiara Hati
Upper Primary Teacher	Deutsche Schule	Director	Sekolah Victory Plus
School Director	Dharma Mulya Christian School	IPEKA Plus BSD.....	Senior High School Principal
Secondary Principal.....	East West International School	Purchasing Manager.....	Sinarmas World Academy
Primary Principal.....	East West International School	Principal	Singapore National Academy
Executive Director	Elyon Christian School	Direktur HRD.....	SMP Lazuardi Al Falah Depok
Centre Director Workshop Presenter.....	Equalbright School of	Primary Principal.....	Springfield
	Multiple Intelligences	Principal	Springfield School
School Principal	Erudio School of Science	Academic Principal	Springfield School
School Director	Esa Cipta Harapan School	CEO.....	Stella Maris International Education
Principal Trainer & Founder	ESI Kids Singapore	Division Head	Stella Maris International Education
Director	Foreign Language Institute	Rector Lecturer.....	Surya University
Principal	Global Islamic School	Head of Department.....	Swiss German University
Whole School Curriculum Coordinator	Global Jaya	School Director	Temasek Independent School
	International School	Academic Specialist IBCP Coodinator.....	The Gandhi Memorial
Director of Studies	Golden Gate College	Principal	International School
Lecturer	Health Polytechnic Ministry of Health	Innovation & Strategic Development Manager ..	TK Tiara Veritas
Program Development Coordinator.....	Highfield Secondary School	School Director	Tunas Muda School
Training Research & Development	Highscope Indonesia	Early Childhood Principal	Tzu Chi School
School Director	Indonesian Creative School	Vice Rektor.....	Tzu Chi School Early Childhood
Head Teacher	Integrated Children Academy	Deputy Rektor	Universiotas Yarsi
Executive Director	International Islamic Education Council	Vice Dean for Resources	Universitas Fajar
Principal of Junior High.....	Ipeka Integrated Christian School	Lecturer	Universitas Indonesia
Director	Islamic Village Foundation	Rektor Universitas Muhammadiyah Luwuk.....	Universitas Indraprasta PGRI
Digital Literacy Coach	Jakarta Intercultural School		Universitas Muhammadiyah Luwuk
Manager Purchasing.....	Jakarta Nanyang School		Muhammadiyah Luwuk
Vice Principal.....	Kanaan Global School	Director	Universitas Terbuka
Vice Director.....	Kinderfield Highfield School Headquarters		
Principal & Art Teacher.....	Lazuardi Al Falah GIS		
Owner.....	Leadership Islamic School & Daycare		
School Director	Luqman Al Hakim Integrated School		
Principal	Madina Islamic School		
Director	Medan		
Director	Mentari Intercultural School		
Director	Millennia World School		
School Vice Director.....	Mutiara Harapan Islamic School		
Purchasing.....	Nationalhigh Jakarta School		
CEO.....	Pendidikan Goldengate Utama		
Lecturer	Politeknik LP3I Jakarta		
Lecturer	Politeknik Negeri Sriwijaya		
Lecturer.....	POLTEKES JAKARTA 1		
Principal	Poltekkes Kemenkes 1		
Kindergarten Principal.....	Royal Primary Academy		
Principal	Royal Tots Academy		
	Saint Peter		





Conference content that matters

CESS Indonesia is an education conference and exhibition with a difference. All of our conference content is free to attend and offers educators exposure to the latest teaching methods and best practice through collaborative and innovative sessions. Our conference allows visitors to take home practical teaching methods to use in the classroom immediately and part of what makes GESS Indonesia unique is that we regularly meet and speak to members of the teaching community to ensure we are providing the content that they want to see.



**EDTECH
IN ACTION**



**INNOVATION
STAGE**



**EDUCATION
IN ACTION**



**FUTURE
LEARNING**



**LEADERSHIP
STREAM**



**LEARNING
ESSENTIALS**



**INNOVATION
PODS**



**KEYNOTE
LEADERSHIP
& PLANNING**



**NEUROSCIENCE
IN EDUCATION**



**START-UP
PAVILION**

I found my first experience as a GESS Indonesia speaker was engaging and meaningful. I encouraged myself to be confident in order to inspire people with good experience and useful ideas. The exhibition and conference was good, giving me insight about current educational technology and learning inputs from other speakers.

Lianly Rompis, Head Of Study Program, Unika De La Salle Manado

It was great. We had an amazing crowd during our presentation session. The participants also asked a lot of questions

Rizqi Khoirunnisa, Project Leader/Facilitator, Putera Sampoerna Foundation – SDO

A marketing campaign to give your brand the exposure it deserves

As an exhibitor at GESS Indonesia, your marketing support starts the moment you secure your stand. Our cohesive and engaging campaign ensures you get face to face with the visitors you want to see. With **94%** of visitors rating the quality of information and marketing before GESS Indonesia as good to excellent, our targeted, cross channel marketing campaign ensure the right, high-quality audience attended.

EMAIL CAMPAIGN

Our email marketing campaign is a hugely effective channel of communication with our audience. We make sure all the emails sent to our global database of more than **35,000** educators are personalised with trackable links to key information about speakers, exhibitors and other show features including registration. Emails are also sent out in multiple languages, reflecting international scope of our content and audience base.

EXHIBITOR MARKETING PACK

Once we receive your booking form, we'll send you an exhibitor marketing pack, outlining the free marketing services on offer. This interactive document allows you to submit content for our pre show marketing pieces, including the Show Preview and update contact details to put us in touch with your marketing department.

NEW FOR 2019: HIGHER EDUCATION

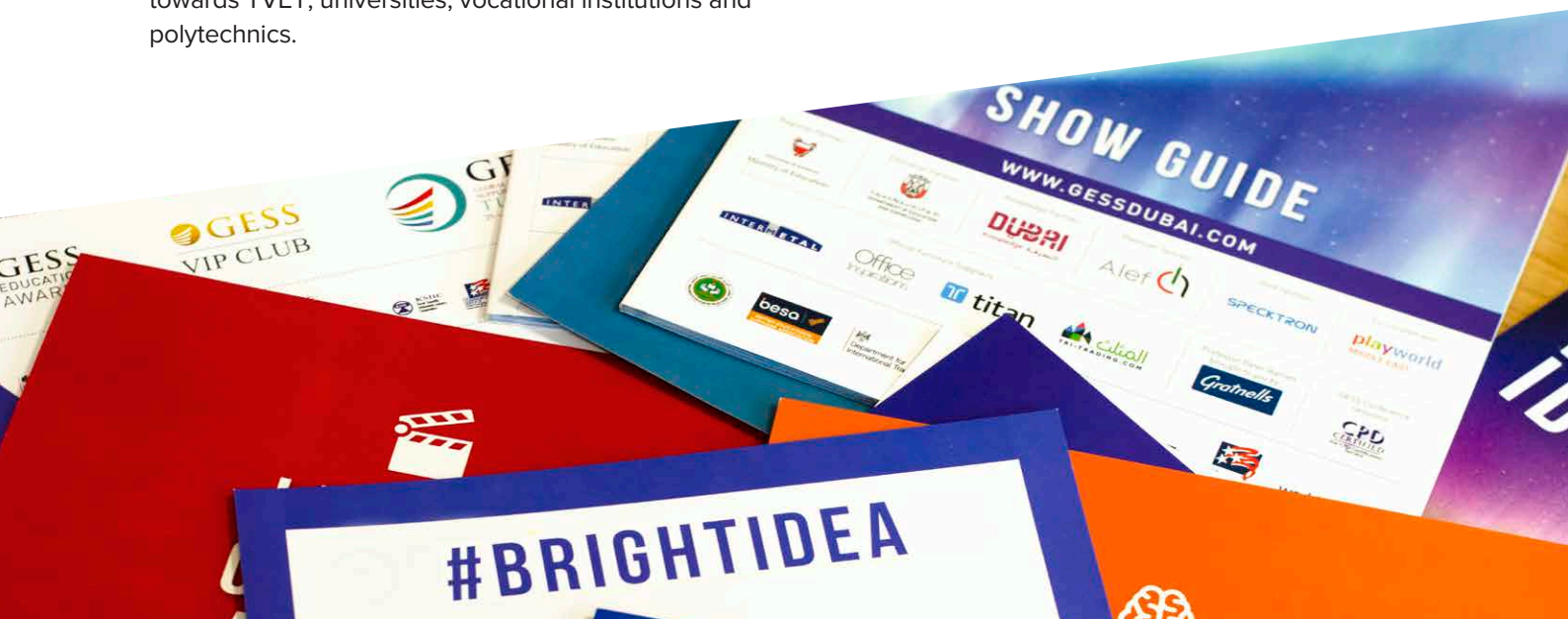
A dedicated area on the show floor for educational suppliers, visitors and conference sessions aimed towards TVET, universities, vocational institutions and polytechnics.

DIRECT MAIL

Targeted towards key job functions including head teachers, bursars, procurement managers, directors and owners our direct mail ensures GESS reaches the audience that matters. Incorporating our current creative, our direct mail offers recipients concise show content, the chance to interact with that content digitally using QR codes, as well as provide user-generated content.

SOCIAL MEDIA

With **69%** of our audience seeing social media as the most effective way of finding out about show content, regular posts on Facebook, Twitter, Instagram and LinkedIn play a vital role in engaging our visitors. Our social campaign follows the theme of our weekly show news emails, and using #tags allows visitors to stay up to date with the latest GESS news. Our breadth of content and engaging video and image led posts makes sure our content stands out from the crowd.





Leaders in education for the leading lights in education

The Leaders in Education 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 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 attendance was our largest to date, welcoming over **417** key decision makers (**379** in 2017).

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

Leadership Stream

Exclusively for our GESS Leaders In Education members, these sessions are aimed at Leaders and decision makers from pre-school, K12 and Higher Education colleges and universities. The Leadership Stream sessions provide solutions to challenges that school leaders and educational institutions face as well as highlight the qualities shared by all good leaders and the skills required to advance in senior positions.

2018 was the first time we hosted a dedicated Leadership Stream with fantastic success, welcoming international and local school leaders to share experience and best practise with our key visitors. Topics in the Leadership Stream included, the implementation of 21st Century technologies, creating effective Learning Environments and the adopting varying leadership styles.



LEADERSHIP
STREAM



Don't just take our word for it.. here's what our visitors and exhibitors had to say

The start-up market for edtech is expected to boom in the next five to 10 years. Online courses will be a main focal point of growth as students are expected to take more online courses for their specific fields of interest. We're thankful for the opportunity to reach out to potential customers through exhibitions like GESS.

Sony Eko Yanuar, head of operation of the Indonesia EdTech Association (INETA)

As many as 20 schools have already expressed interest in using our application. Our participation here at GESS has yielded positive developments, which is why we are thankful for this platform that enables us to reach out to schools to show what we can offer.

Febri Raharningrum, Smartbee Community Engagement Manager

I learn a lot and get inspired. I also learn about leadership and how technology in education that I can implement in school.

Irma Nurul Fatimah Irma, Principal, Lazuardi Al Falah GIS

This is very good because education is changing quicker, quicker & quicker. We're actually having a revolution and change in education at all levels and it's hard for countries that people keep up today unless they're going to events like this. Going on the internet is not the same as feeling, seeing, touching, and seeing how they operate for itself and that way they can get an idea of what the new things are.

Steven Mc Kee, Exhibitor Labtech International

This event is really good for the region, it attracts a lot of delegates from the Government side as well as the private schools. In the UK pavilion this year we have 15 companies all which produce or deliver service of education. The attendant this year is very good for both side the private and the government side.

William Prietto Parra, BESA

This event is truly national and international. Our friends who are Sagu-Saku Alumni came all the way from across Indonesia from Sabang to Merauke. Even our friends from Malaysia came for this particular event.

Nurbadriyah M.Pd, Ikatan Guru Indonesia

This year's GESS event was great, especially to attract education segments. It's been going on for two days and there are a lot of people coming from schools, teachers, and principals.

Nandita Dhea Maharani, Epson Indonesia

As a leader in the school, we need to think about how to improve our school from time to time to meet the society needs. Searching the newest innovation and visiting some developed schools are two things that leaders need to put in their agenda every year. GESS give us solution by providing such wonderful event where there are many things in one place at the same time which we can get to bring them to our school. Thank you GESS, keep serving the education with your best solution.

Muzakkir Asyari, School Director, Luqman Al Hakim Integrated School

GESS Indonesia serves as a multifunctional platform that brings eminent leaders, teachers, technologists, suppliers and other innovative members of the education fraternity to bond, network, learn and share in an immense atmosphere of collaborative camaraderie

Raj Thaosen, Program Leader, Beacon Academy

I've been a regular visitor to GESS Indonesia since 2016 and each year has given me new knowledge and experience. The event opens opportunities to network, refreshes my mind and expands my skills.

Febriandrini Kumala, Mathematics Teacher, SMP Lazuardi Al Falah GIS Depok

GESS is a place for learning new skills and also meeting with education vendors

Yunia Handayani, Curriculum, SMP Citra Kasih Jakarta

GESS Indonesia was an excellent launch pad for announcing our existence as a company in the market. The visibility we have gained from exhibiting and speaking gave us a good platform for pursuing future business.

EtonX

GESS Indonesia was a very fruitful and enriching experience for the Reactor team. In addition to extending our thought leadership in the entrepreneurship education space, we also got the chance to collaborate and show best practise with other educators in the region.

Reactor

Great exposure to a new market

The Royal Society, London

Great opportunity to get in touch with potential customers and partners from the education industry.

Cerdas Digital Nusantara (Squiline), PT

GESS enabled us to meet the right people from within the education sector and introduce our products.

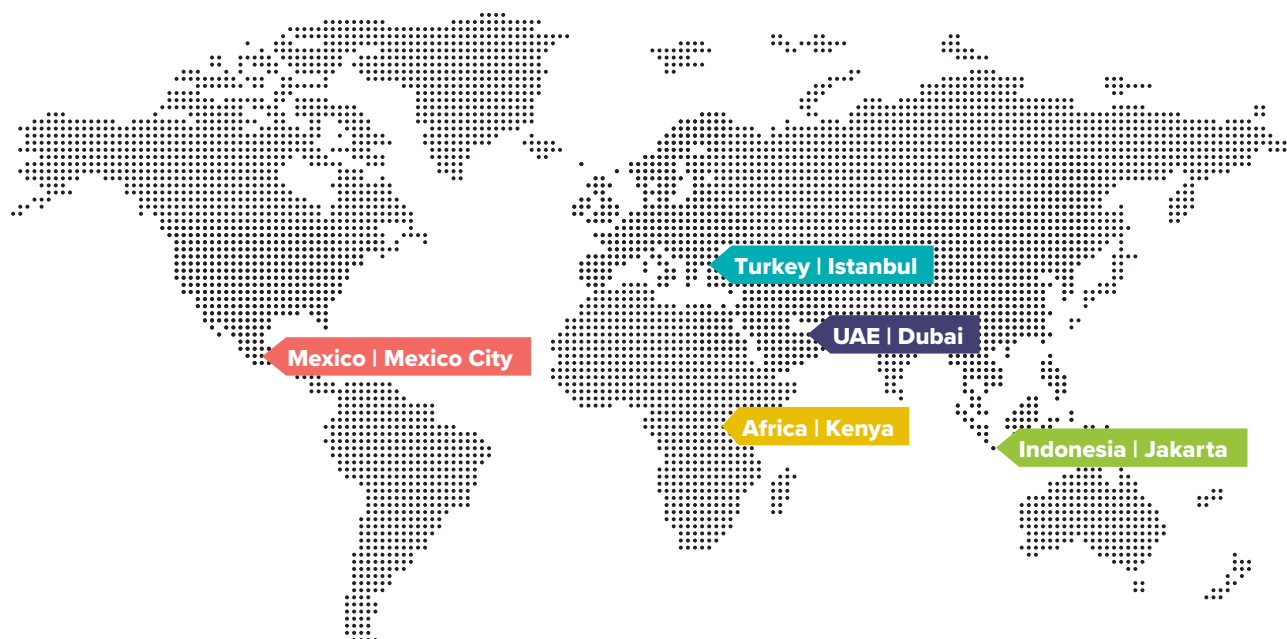
Kelaskita.com

GESS Indonesia is indeed COOL and very inspiring us as visitors, we would love to visit GESS again, so that we can keep up to date information and developments in both education and technology.

Sri Mujryani, Principal, SMPN 210



GESS Events



Be part of something extraordinary

The choice is yours, join us to showcase your products to our targeted audience of educational professionals and find how GESS can benefit your business globally. 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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Email: jwicks@tarsus.com

Kerstin Koschnicke, Portfolio
Director, Tarsus Asia
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