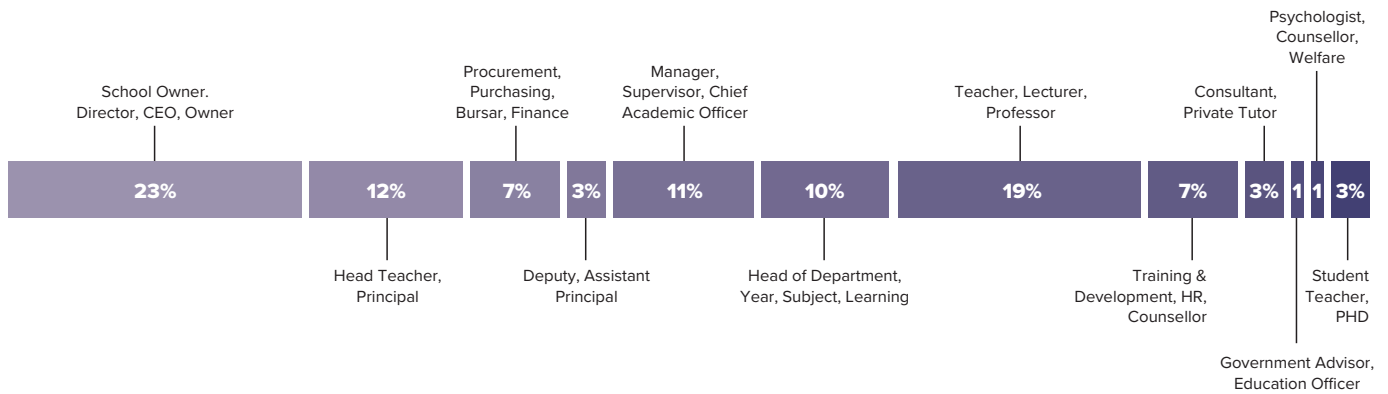


# GESS Dubai Post-show Review

The 12th edition of GESS Dubai took place on the 26 – 28 February 2019, 12,144 educational professionals attended (21% up year on year) from 68 countries. It was a high-quality audience of decision makers with 64% of all visitors influencing or having purchasing authority, making it our best show yet.

GESS Dubai brings together the key decision makers from the education sector to meet with our exhibitors. The unique mix of innovative products and dynamic conference content is created to ensure the visitors that you want to see attend.



“ GESS 2019 was worth the trip from RAK and did get the opportunity to meet & network with industry leaders and collate information on products & services of interest. Looking forward to returning in 2020. ”

Campus Director, Bolton University, Ras Al Khaimah

## A truly global event for the education sector

Visitors came from

**68**  
countries

Key Delegations of Private School owners:

**79** attendees from Nigeria      **57** attendees from Kenya

**12%**  
increase in visitors  
from across the GCC

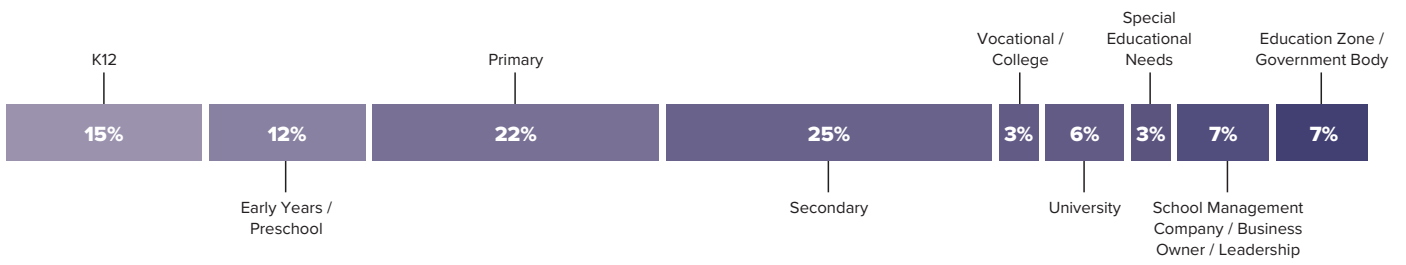
Key countries showing increased attendance:

**20%** Saudi Arabia      **14%** Oman      **126%** Nigeria      **36%** Iraq

“ Lots of interesting new ideas and suppliers. Leaving inspired and with a long shopping list! ”

Allison McDonald, Principal, Al Basma British School

# It's the only show in the region where you can meet the full sphere of educational establishments



“ GESS is a great way to get in front of our Middle East market to meet, discuss and understand their needs more. ”

SENNHEISER

## The feedback speaks for itself

### VISITORS:

**73%**

of visitors are likely to conduct business with an exhibitor as a result of their visit to the show

**96%**

of visitors rated GESS Dubai as good to excellent for finding new products or suppliers

**94%**

of visitors rated GESS as important to the development of their school or organisation

### EXHIBITORS:

**93%**

of exhibitors met their objectives

**80%**

said that GESS Dubai changed their prospects for the better in the region

**92%**

would recommend GESS to another company

**88%**

rated the ROI of exhibiting at GESS Dubai as good to excellent



“ GESS 2019 was truly global event, we have had visitors from several countries in Asia, Africa and the Middle East. It was a great platform to connect us with several interested buyers. I think GESS has truly moved from Gulf education to Global education exhibition. ”

Eduscience, Exhibitor

Jonnie Wicks (UK)

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