

In partnership with:



Department for
International Trade



25 – 27 February 2020 Dubai World Trade Centre

Visitor Profile

1. Senior executives, policy makers, decision makers from government
2. Government officials
3. International schools, educational institutes, universities
4. Principals from all levels of private and public educational institutes under the Ministry of Education
5. Heads of academic subjects, Deans.
6. Administrators, procurement officers, training departments
7. IT departments from government bodies, banks and large companies
8. Potential agents and distributors

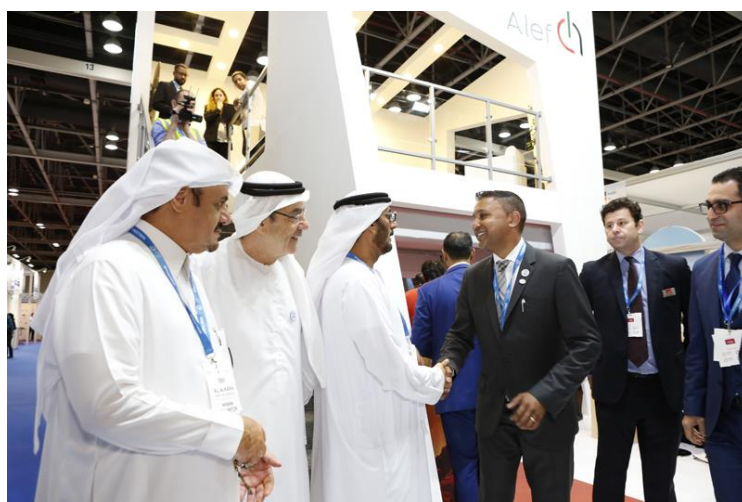
Key Statistics

- ✓ 600+ exhibitors from over 40 countries
- ✓ Over 70 UK companies
- ✓ 12,000 educational professionals attended from over 90 countries
- ✓ 94% of visitors rated GESS as important to the development of their school or organization.
- ✓ 98.% of visitors rated overall show experience as good to excellent
- ✓ 72% of exhibitors were successful in meeting their overall objectives at the show
- ✓ 92% of exhibitors will exhibit again.

DIT Support

For this event there are **grants available from DIT**. These will be 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 both the booking form and the grant application and send to lois@besa.org.uk.

For companies that apply and are eligible for a grant, the grant will be paid 4 to 6 weeks after the event.



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. With the ongoing support of the UAE Ministry of Education, it is the only education exhibition and conference within the Middle East to have the presence of five Ministries of Education and other government bodies. This allows the event to have high level discussions that change the education sector in the region and provides the platform for their delegations to network, have training and share knowledge.

GESS is the only exhibition covering the entire educational solutions spectrum in the Gulf region. With over 600 exhibitors and over 12,000 education professionals from countries such as Saudi Arabia, UAE, Jordan, India, China, Kuwait, Oman, Qatar, Bahrain and many more.

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 (see stand booking form) UK companies within the UK pavilion will also get the following:

- ✓ UK stand with unique blue stand carpet and red aisle carpet
- ✓ UK pavilion meeting lounge with refreshments
- ✓ UK pavilion signage to attract delegates
- ✓ UK show guide
- ✓ Facia name with UK Flag

The BESA events team are here to answer any questions about the show. For further information or to take part please contact Lois@besa.org.uk