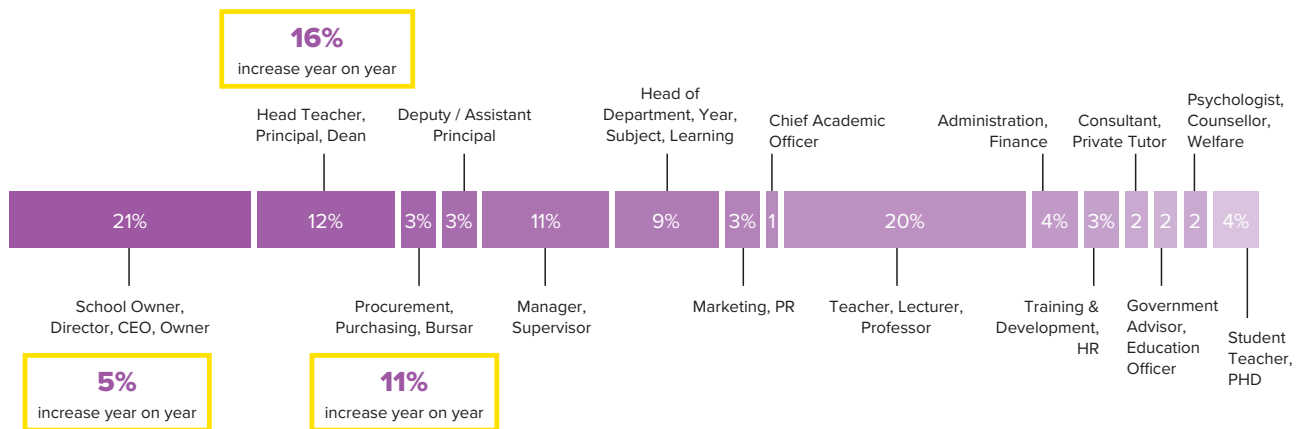


GESS DUBAI 2020 POST SHOW REVIEW



The 13th edition of GESS was held in February 2020, delivering an audience of over 10,000 educational professionals despite the challenging international conditions. The complete event for the education industry, with decision makers from government ministries and the private sector GESS has it all.

GESS Dubai is the only event in the UAE to have full support of regional ministries and regulatory boards including ABEGS, KHDA, Bahrain MoE, Saudi Arabia MoE, and the only one held in partnership with the U.A.E MoE. This year there were official ministerial delegations from 9 countries – more than ever before.



A GATEWAY TO THE MIDDLE EAST AND BEYOND – A GLOBAL EVENT FOR THE EDUCATION SECTOR

Visitors came from

87

countries



28%

increase from
2019

12%

increase of visitors from across
the G.C.C region (excluding UAE)

Exhibitors came from

39

countries

Brands represented

550+

12

country pavilions

“

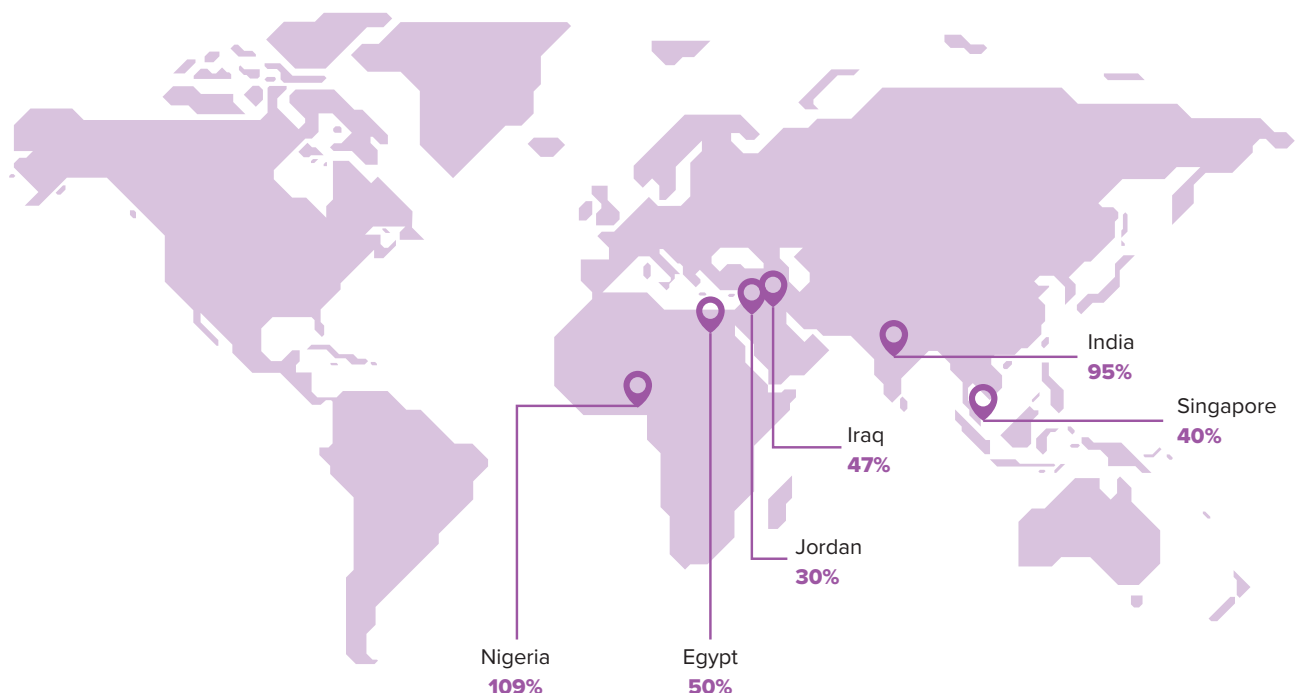
Well known education show across MENA the quality of conversation was really high. Great to see so many ministers.

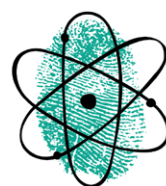
”

LEGO



KEY COUNTRIES TARGETED IN VISITOR CAMPAIGN SHOWED INCREASED ATTENDANCE





“ It's great to have everything in one place, it's the top education conference in the middle east and we are always delighted when we get the invitation to speak and we will always say yes. **”**

CIARAN KELLY, JUMEIRAH ENGLISH SPEAKING SCHOOL

KEY VISITOR SURVEY FINDINGS

95%

of visitors met or exceeded their objectives

74%

of those surveyed are likely or very likely to do business with an exhibitor as a result of their visit to the show

72%

of those surveyed rated GESS Dubai as very or extremely important to their organisation



“ GESS Dubai is very international and gives the opportunity to meet new prospective customers from markets we do not regularly engage with. For example Africa and Pakistan. This has led to excellent new business deals which we wouldn't have had otherwise. **”**

ETONX

KEY EXHIBITOR SURVEY FINDINGS

98%

of exhibitors met or exceeded their objectives

84%

of those surveyed would recommend GESS Dubai to another company

72%

of those surveyed felt GESS Dubai increased or greatly increased their prospects in the region

79%

of those surveyed felt the quality of visitors was good to excellent

76%

of those surveyed felt GESS Dubai had a good or excellent return on investment

“ GESS Dubai is a great event, packed with so much knowledge and great speakers, offering a unique balance between educational insight and classroom application. The GESS Awards, also known as the 'Education Oscars' are the highlight of every international educators calendar. **”**

GAVIN WALFORD WRIGHT, CHIEF PEOPLE, MARKETING AND ADMISSIONS OFFICER, TAALEEM



BE PART OF SOMETHING EXTRAORDINARY

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 2021.

FOR MORE DETAILS CONTACT:

Jonnie Wicks, Event Director

Tel: +44 (0)20 8846 2920

Mobile: +44 (0)788 466 4938

Email: jwicks@tarsus.com

www.gessdubai.com | www.gessindonesia.com | www.gess-turkey.com | www.gessleaders.com



Organised by:

