

In partnership with:



UNITED ARAB EMIRATES  
MINISTRY OF EDUCATION



**GESS**  
GLOBAL EDUCATIONAL  
SUPPLIES & SOLUTIONS  
DUBAI

Organised by:



# Unlimited Possibilities

The leading education conference & exhibition in the MENA region

Dubai World Trade Centre, Zabeel Halls 4, 5 and 6  
Sunday 14 – Tuesday 16 November 2021

[www.gessdubai.com](http://www.gessdubai.com)

Regional Partners:

Knowledge Partner:

Supported by:





# The trusted education event for the MENA region

The GESS Dubai exhibition and conference has been the focal point for education in the Middle East and beyond for 14 years. Organised in partnership with the Ministry of Education, GESS Dubai delivers an audience of over 10,000 educational professionals giving your company unlimited possibilities for what you can achieve with us.

The exhibition provides educators access to the products and solutions that meet the needs of the modern classroom and transform the way students learn. Alongside the exhibition runs an extensive conference programme and awards ceremony, making GESS Dubai the complete event for the education industry.

**While GESS Dubai 2021 may look and feel different from previous editions, we want to reassure you that we will focus on:**

- + Working in partnership with local authorities, event partners & the venue to meet local safety standards at the event.
- + Carefully selecting event suppliers that can meet our health & safety criteria
- + Creating alternative ways to participate in our events for those unable to attend in person
- + Delivering ROI to our customers; we will make sure the people you need to meet & do business with can participate at GESS Dubai

**10,000+**

education professionals

**550+**

educational suppliers

**2 IN 3**

visitors have purchasing authority

Visitors from

**87**

countries

**98%**

of exhibitors met or exceeded their objectives

There is no escaping the impact Covid-19 has had on teachers, students, schools and suppliers the world over. The education landscape has changed beyond recognition since our last edition, as have face-to-face events. The health and safety of our stakeholders will always be our highest priority and will guide every decision we make in the planning and execution of the event.

"GESS is a well known education show across MENA and the quality of conversation was really high.

Great to see so many ministers."

**LEGO Education**





# New for 2021 – enhanced digital offerings for exhibitors

In order to meet the demands of our exhibitors in the new normal for events, GESS Dubai 2021 will feature several new initiatives that add extra value, ensure a return on your investment as well as upholding the strongest safety standards.



## GESS Intelligent Networking powered by Grip

We know how important it is for you to meet the right buyers, that's why for GESS Dubai 2021 all our exhibitors will have access to our virtual event platform. Making your brand more visible to all attendees and allowing you to arrange meetings onsite to really help maximise your time at the show. As an added benefit there will be a range of virtual features to give your company unrivalled return on investment in these uncertain times.



## Free Lead Retrieval for signed exhibitors

Every signed exhibitor will receive one license for the market-leading data capture solution provided by our registration company InfoSalons. The Infotracker app is the most efficient way to capture sales leads and visitor information, allowing you to stay ahead of your competition and maximise ROI onsite at GESS Dubai 2021.





# Who will you meet?

GESS Dubai is the meeting place for the entire education industry, with educators from early years, K-12 and higher ed institutions looking to network, discover the latest educational solutions and do business. The event also welcomes decision makers from regional government ministries as well as distributors, so whatever your objective you can achieve it under one roof at GESS Dubai.

## Meet educators from all corners of the market



|  |     |
|--|-----|
| Early Years / Preschool                                    | 21% |
| Primary  | 24% |
| Secondary  | 27% |
| Vocational / College                                       | 4%  |
| University   | 7%  |
| Special Educational Needs                                  | 5%  |
| School Management Company /<br>Business Owner / Leadership | 7%  |
| Education Zone / Government Body                           | 5%  |

79%

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



74%

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

## Visitor Profile

+ School Owner, Director, CEO -  
+5% yoy in 2020

+ Headteacher, Principal, Dean -  
+16% yoy in 2020

+ Procurement, Purchasing, Bursar -  
+11% yoy in 2020

+ Deputy / Assistant Principal

+ Chief Academic Officer

+ Consultant / Private Tutor

+ Manager / Supervisor

+ Teacher / Lecturer /  
Professor

+ Government Advisor / Education  
Officer

+ Head of Department, Year,  
Subject, Learning

+ Administration & Finance

+ Psychologist, Counsellor, Welfare

+ Marketing, PR

+ Training, Development & HR

+ Student Teacher / PHD Student

“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 educator’s calendar.”

Gavin Walford Wright - **Chief People, Marketing and Admissions Officer, Taaleem**



# A quality audience to ensure a return on your investment

GESS Dubai has been consistently praised for delivering the highest quality visitor audience of any event in the region. We are 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. The 2020 edition welcomed more official ministerial delegations than ever before including:

- + HE Eng. Hussain bin Ibrahim Al Hammadi – Minister of Education in the UAE
- + HE Dr. Hamad Bin Mohammed Al Shaikh - Minister of Education in Saudi Arabia
- + HE Dr. Ahmed Bin Mohammed Al Issa – Chairman of the Board at the Education & Training Evaluation Commission in Saudi Arabia
- + HE Dr. Husam Zaman – President of the Education & Training Evaluation Commission in Saudi Arabia
- + HE Dr Majid bin Ali Al Naimi – Minister of Education in Bahrain
- + HE Dr. Damir Sehovic – Minister of Education in Montenegro
- + HE Dr. Tarek Shawki – Minister of Education in Egypt
- + HE Dr. Ali bin Abdulkhaliq Al Qarni – Director General of Arab Bureau of Education for the Gulf States
- + HE Mohammad Ahmad Al Bawardi - Minister of State for Defense Affairs in the UAE

For you to maximise your ROI at the show, we know its decision-making educators that you want to meet. Our attendees come from the widest range of decision makers from the region's most reputable institutions.

## Sample list of our top 2020 attendees:

Principal, Al Basma British School  
Director of Teaching & Learning, Al Mamoura Academy - Aldar Academies  
Principal, Al Yasmina Academy - Aldar Education  
Principal, Aldar Education  
Chairman, Ambassador Education  
Deputy Head of Primary & PYP Coordinator, Ambassador International Academy  
IT Manager, American School of Bahrain  
School Operations Manager, American School of Creative Science  
Manager Strategic Development, Amity Education  
ICT Manager, AMSI  
Executive Principal, Apple International school  
Principal, Athena Education  
Principal, BEAM  
Head of Procurement, Bloom Education  
Deputy Head, Brighton College  
Assistant Headteacher Teaching & Learning, British International School Abu Dhabi  
Principal, British International School, Ajman  
Principal, British Orchard Nursery  
Director of Digital Technology, British School Al Khubairat  
Head of Primary, British School Al Rehab  
Buyer, Bukhatir Education Advancement & Management International  
CEO, Capital School  
Chief Executive, City Schools Holdings  
Principal, Cranleigh Abu Dhabi  
Director of IT, Cranleigh Abu Dhabi

Director, Crescent English High School  
Educational Technology Lead, Deira International School  
Executive Principal, Dubai British School Group  
Head of Physics Department, Dubai College  
Head of IT & Computer Science, Dubai English Speaking School  
Ed Tech Innovation Leader, Dubai Scholars Private School  
Head of Technology, Dunecrest American School  
Executive Director, Dwight School Dubai  
Deputy Head of Senior School, English College  
Chief Education Consultant, Esol Education  
Director of Sport, Foremarke School  
Procurement Manager, Fortes Education  
CEO, GEMS Education  
Chief Education Innovation Officer, GEMS Education  
Chief of Strategic Partnership, GEMS Education  
Head of Inclusion, GEMS Education  
Head of Future Learning, GEMS Education  
Chief Disruption officer, GEMS Education  
Director of Robotics & Artificial Intelligence, GEMS Education  
Head of Technology Integration, GEMS Education  
Head of School, GEMS First Point School  
Director of IT, GEMS International School - Al Khail  
Principal, GEMS Metropole School  
Senior Innovation Leader, GEMS Millennium School - Sharjah  
Principal & Vice President, GEMS Modern Academy  
Chief Innovation & Digital officer, GEMS Modern Academy  
Vice Principal, GEMS Wellington Academy - Al Khail  
Head of Kindergarten, German International School Dubai  
Principal, Global Indian International School



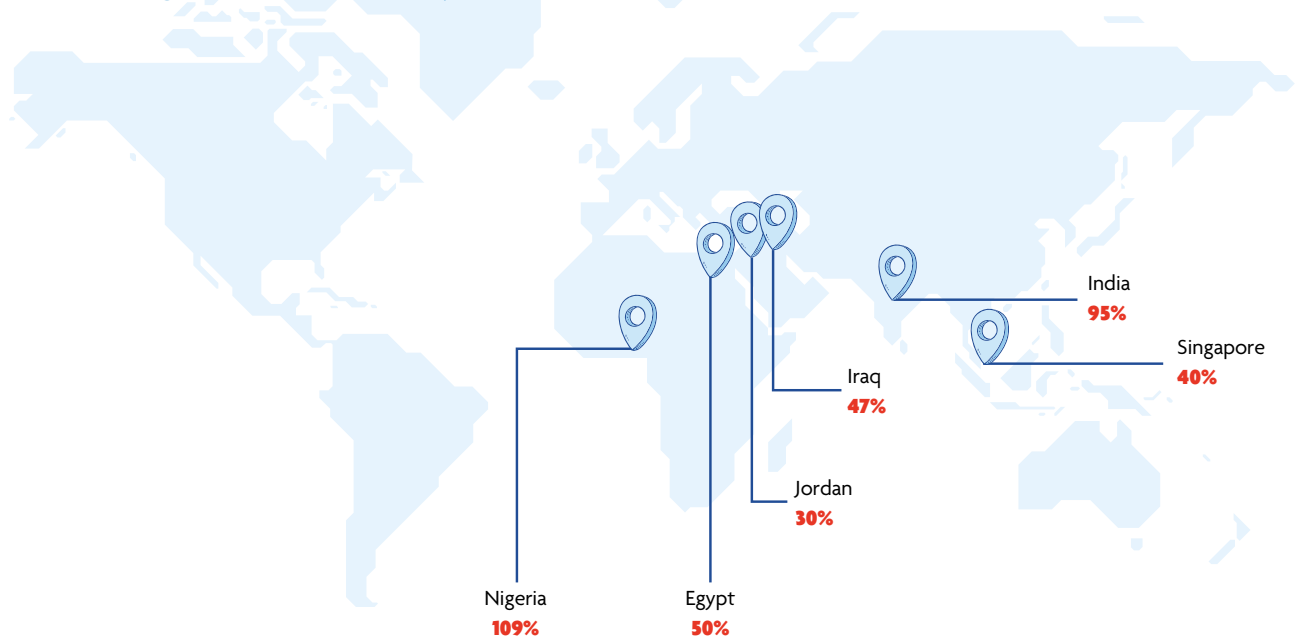




# A gateway to the Middle East & beyond

The global reach of GESS Dubai continues to grow year after year. Visitors to the 2020 edition came from **87 countries, an increase of 28% vs. 2019**. The 12% increase specifically in visitors from the GCC (excluding UAE) shows the recognition of the event's value to the local markets.

## Percentage Increase In Key Countries



## Don't just take our word for it, the feedback speaks for itself

**95%** of visitors met or exceeded their objectives

**72%** of exhibitors felt GESS Dubai increased or greatly increased their prospects in the region

**72%** of visitors rated GESS Dubai as very or extremely important to their institution

**76%** of exhibitors felt GESS Dubai had a good or excellent return on investment

**98%** of exhibitors met or exceeded their objectives

**84%** of exhibitors would recommend GESS Dubai to another company

"GESS Dubai is very international and provides 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



# Exhibitor stand options

There are a variety of stand packages available to suit all requirements and budgets. Whether you require a large island stand with that added wow-factor, or a smaller pre-built shell scheme stand we can accommodate your needs.

We work with several government bodies and associations, organising country pavilions from all corners of the globe. For 2020 these included, UK, USA, Germany, Korea, China, India, Finland and Singapore.

There are a number of grants available to help with the cost of exhibiting. Contact your Account Manager for more information.

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## Sponsorship packages

You deserve the very best and by partnering with GESS your company will have access to tens of thousands of educational professionals from across the globe. With previous events in Dubai, Turkey, Africa, Indonesia and Mexico our reach is unparalleled.

## Digital Leaders

GESS offers a range of packages to leverage the best in digital marketing to help you meet your objectives and get your brand in front of the education professionals that matter to you.

## GESS Custom Opportunities

GESS digital marketing products offer our clients the ability to reach professionals from specific target groups through a combination of expertise, experience and technology. These products are a great way to shine a light on your brand ensuring you'll be one to remember at GESS shows. Through videos, content and adverts we can launch your brand to a much wider audience.

## Be Unforgettable – Onsite Sponsorship and Print Options

Whether your objective is meeting people, boosting your exposure, widespread brand awareness or a mix of all three, we have an onsite package for you including:

- + Platinum Show Sponsor
- + Gold Show Sponsor
- + Silver Show Sponsor
- + GESS Leaders in Education
- + GESS Education Awards
- + Registration Sponsor
- + Business Networking Feature Sponsor
- + Show Bags

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For more information on all available Sponsorship Packages, contact your Account Manager or refer to our dedicated sponsorship brochure.





# Leaders In Education



Leaders in Education has gone from strength to strength in recent years. Initially designed to provide Dubai's influential educators with an exclusive onsite experience, the past 3 years has seen dedicated Leaders In Education Summits held in Nigeria and Kenya as well as the inaugural GESS EdTech Summit taking place in November 2020.



Membership is by invite only and includes leading educators who directly influence purchasing, owners of schools or those influencers who direct school strategy and training. The movers, shakers and visionaries of the education industry

**GESS Dubai 2020 welcomed 550+ of the Middle East's leading education decision makers to the Leaders In Education Club.**



**The aims of the GESS Leaders In Education are to:**

1. Facilitate relationship building between Members by providing valuable networking opportunities.
2. Offer exclusive training opportunities targeted towards educational leaders both at GESS exhibitions and at satellite events during the year.
3. Help our Members navigate our exhibitions efficiently and connect with the right exhibitors who are offering project-relevant products and services.





# More than just an exhibition



## A conference to engage and inspire

Taking place over all 3 days of the event, our world-renowned, free to attend conference provides the region's educators with inspirational talks and dynamic, hands-on workshops from global industry leaders & influential local practitioners.

All our content is free of charge, with 8 tracks, 250+ speakers, we bring together engaging industry keynotes from around the world and influential local practitioners to present a combination of inspirational talks and dynamic, hands-on workshops.

The GESS Dubai conference gives attendees exposure to the latest trends, best practice as well as the latest tech in the pursuit of excellence in their classrooms.

There are 20-minute speaking slots for signed exhibitors, allowing you to demonstrate the wider benefits of your products to our conference attendees.

**Contact your GESS Account Manager for more information on exhibitor workshop availability.**



## The GESS Education Awards



Described as the 'Oscars' for the education industry, the GESS Education Awards are now in their 8th year, rewarding the quality and diversity of educational products, resources, services and people as well as the best educational institutions. The Awards also celebrate the outstanding accomplishments of education professionals in raising quality standards for teaching and learning in schools across the region.

To find out more about entering your company into the 2021 GESS Awards email [awards@gesseducation.com](mailto:awards@gesseducation.com)







# GESS Events



## Join us at GESS Dubai

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:

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