

GESS Dubai Post Show Report

The leading education conference & exhibition in the Middle East region

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OUR SPONSORS



GESS Dubai 2021

The 14th edition of GESS Dubai took place on the 14 – 16 November 2021 and we welcomed 6000 educators to network, participate in a range of conference sessions and be inspired by 250+ of the leading educational brands. With 68% of our visitor audience likely to conduct business with an exhibitor as a result of their visit to the show, the 2021 edition of GESS Dubai demonstrated the importance of live interaction and face-to-face meetings.

"I visited GESS Dubai without any expectation, but returned home with a dozen potential clients or resellers."

Lexima

GESS Dubai has been the focal point for education in the Middle East and beyond for 15 years. 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.

"GESS Dubai 2021 featured the most innovative educational solutions. Professionalism and accuracy in the event organization especially impressed me."

Hashim Alsaab, ELT Supervisor, Al-Leeth Education Administration,
Saudi Arabia Ministry of Education



The meeting place for the education industry

6000

educational
professionals from

67

countries

87%

of visitors say that GESS
is important to the
development of their
school or organisation

93%

of visitors influenced
or had purchasing
authority

195k+

event website
visits

480k+

event website
page views

250+

educational brands from
30 countries

88%

of exhibitors were
successful in meeting
their overall objectives
at GESS Dubai

82%

of exhibitors rated the
quality of visitors as
good to excellent



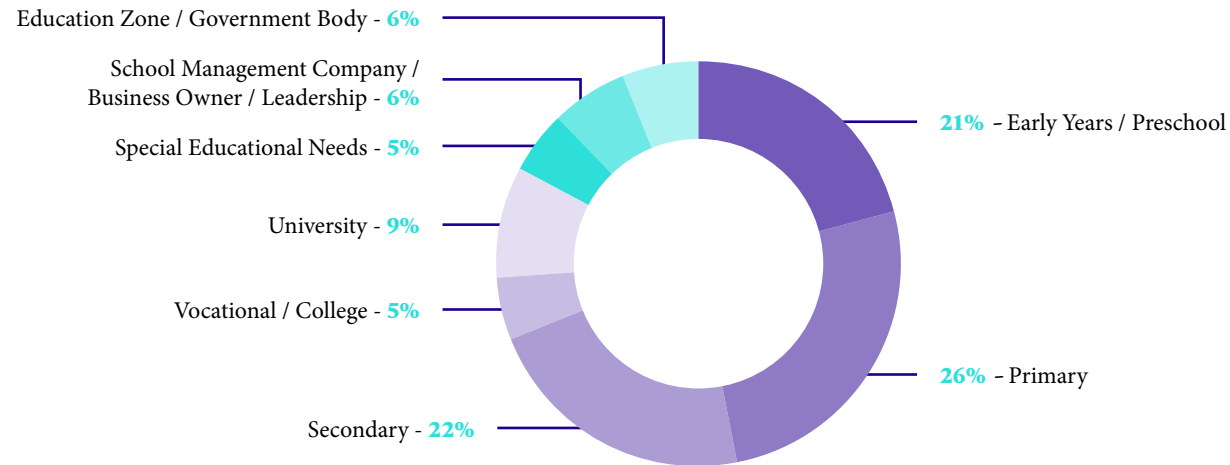
“GESS has been and continues to be the cornerstone of our engagement with customers across the Middle East. Not only does it provide a fantastic blend of conference content and innovative speakers alongside the product showcases but it continues to attract the right profile of attendees from education that are either able to influence or are the decision makers in their schools. I would highly recommend the event to any Educational Technology vendor looking to meet the right people in the region.”

NetSupport

“As an educator, I have always enjoyed participating in GESS events. GESS has given me a platform to be a part of the educational community and grow my network. The event provides a fantastic opportunity to share your ideas with like-minded people. GESS has also allowed me to learn about the latest educational products through its exhibition, and its conference always brings forth the best educational practice.”

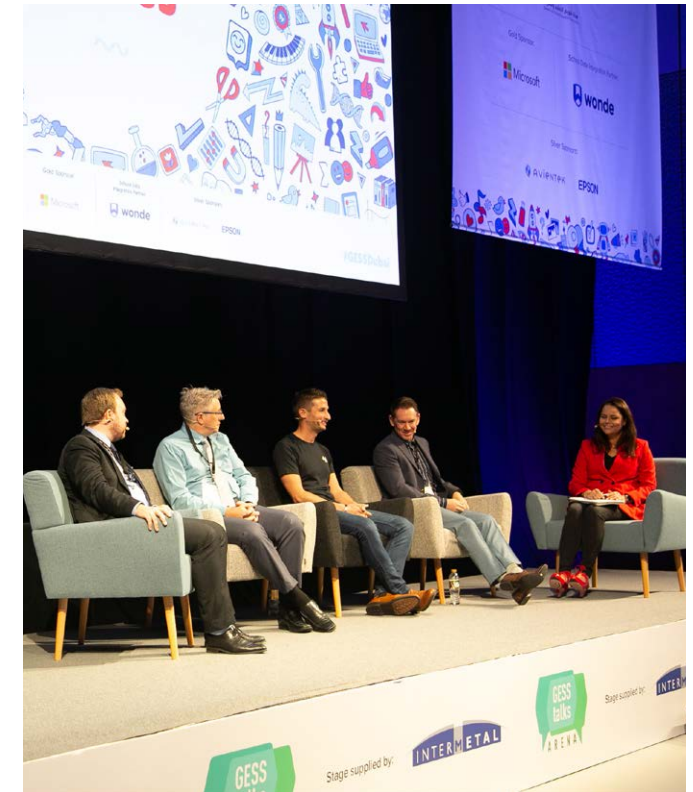
Massrat Shaikh, Educational Psychologist,
Al Ahlam Training and Higher Education Services

Visitor Educational Establishment



“GESS has always been an amazing event for us. We get the opportunity meet new people and organisations face-to-face and exchange best practice and collaborate.”

Cypher Learning



Visitor Product Interest

Percentage of Total Visitors



35%

STEAM



32%

EdTech – Coding,
Digital, VR, AI



27%

Books / Magazines /
Publishers / E-Publishers



26%

Language Learning



20%

Associations /
Government Bodies



24%

Hardware – 3D Printers,
AV, Multimedia
Technology



9%

Educational Toys,
Games and Playground
Equipment



21%

Furniture / Design
Solutions



22%

Arts, Craft, Design,
Stationery



18%

Music



20%

Sports, Fitness and
Wellbeing



28%

School Management Tools
/ Training / Finance /
Recruitment / Transport



32%

Online / e-Learning
Resources / Curriculum



20%

Vocational Equipment &
Resources



16%

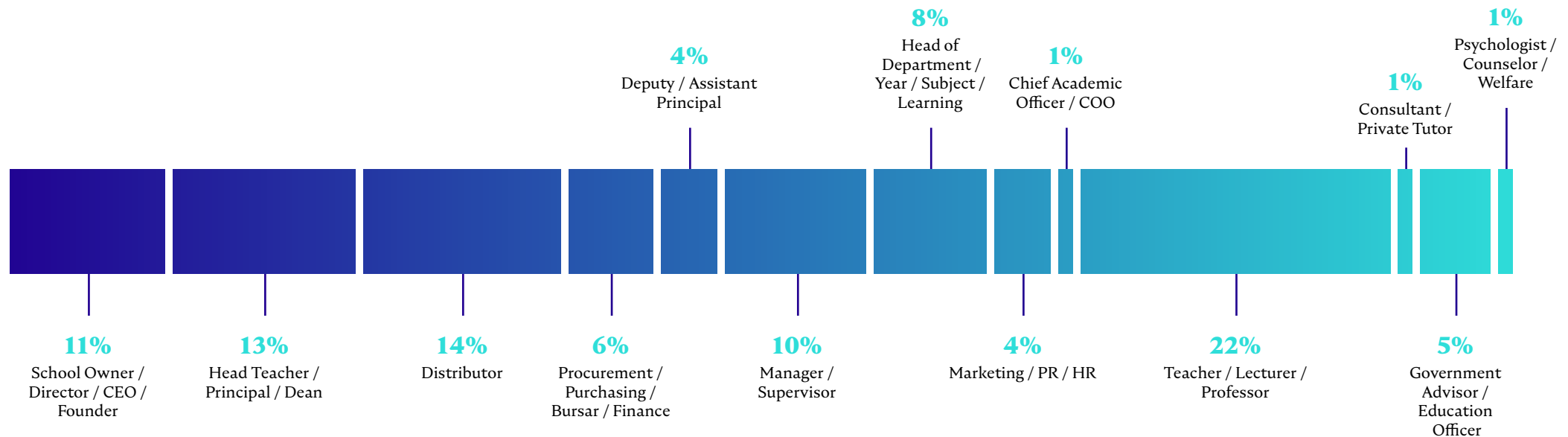
Uniforms



“GESS is a very international event. It’s not only for the Middle East but we have met people from Europe and Asia-Pacific. One of the best things we have found this year at GESS is how many decision makers we have spoken to.”

Junk Kouture

Visitor Job Function



"We've been able to contact all our customers and partners. Being back face-to-face brings another dimension for us to understand the learning points and feedback we need to improve our services and products moving forwards."

Microsoft



Conference Highlights

The return of GESS Dubai's world-class conference brought expert speakers and education professionals together to share knowledge and best practice on a wide range of key topics. These included the latest insights on curriculum development, teacher training and recruitment, edtech, wellbeing and leadership strategies and many, many more.

6

streams
(2 dedicated to
leaders in education)

140+

speakers from

25+

countries

150+

CPD accredited
sessions

"GESS Dubai has been one of the main meeting spaces for school leaders, educational professionals, EdTech experts and technology providers in the Middle East. It delivers unique learning and networking experiences for the members of the educational community."

Faisal Al Balushi, Chairman,
The Omani Society for Educational Technology.



GESS Awards

The 8th annual GESS Education Awards celebrated the education industry's leading educators, schools, suppliers and products. The ceremony, held on the second day of the show welcomed over 150 finalists to an evening of networking opportunities and celebration.

800+

entries received from 50 countries

29

Awards

11

countries that winners came from

150+

attendees

*"This is by no doubt one of the proudest moments of my life.
I've dreamt of this for a long time"*

Sven Maikranz, CEO,
Upstrive Education from MindMotions LLE



Book Your Stand at GESS Dubai 2022

**15 – 17 November 2022,
Sheikh Saeed Halls Dubai World Trade Centre**

Stand Rates 2022

Early bird* Space only: \$660per m2

Standard space only: \$720per m2

Early bird* shell scheme: \$695per m2

Standard shell scheme: \$750per m2

*(*Early bird rate valid until 1st April 2022)*

Show Promotional Packages available to boost your presence at GESS Dubai

- + Showcase individual products and services
- + Share rich digital media assets, including videos with the GESS education audience
- + Generate inbound sales leads and receive direct requests from prospects and potential partners
- + Create news releases and product updates

Book your stand or make an enquiry:

www.gessdubai.com

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