

GESS Dubai Post Show Report

The leading education conference & exhibition in the Middle East region

Tuesday 12 – Thursday 14 November 2024, Sheikh Saeed Halls 1, 2 & 3

WWW.GESSDUBAI.COM

Thanks to our sponsors and supporters

Strategic Partner:



Regional Partners:



Education Partner:



Gold Sponsors:



Research Partner:



GESS Conference Sessions:



besa |
BRITISH EDUCATIONAL SUPPLIERS ASSOCIATION



didacta
international



INDIA
EDUCATION
ASSOCIATION



worlddidac
ASSOCIATION



kotra
Korona Trade-Investment
Promotion Agency



الجمعية القطرية
للتقنيات التعليمية
The Omani Society
for Educational Technology



Supported by:

GESS Dubai 2023

The 16th edition of GESS Dubai took place on the 30 October – 1 November 2023 and welcomed more than 8000 educators to network, participate in a range of conference sessions and be inspired by 350+ of the leading educational brands. Featuring exhibitors from a diverse array of 41 countries, with an impressive 78% of companies boasting an international presence, the 2023 edition of GESS Dubai showcased a collection of cutting-edge products and innovative solutions within the education industry.



“We always believed in GESS, we have been one of the pioneers in the GESS story. This won’t be the last time we’re at GESS, the best is yet to come.”

Mohammad Al Madani, CEO of Classera

GESS Dubai has been the focal point for education in the Middle East and beyond for 17 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 is the hub of innovation within the Middle East, any company that’s looking for partners and customers that are looking for advanced features then this is the right place. Everyone knows this is the right destination for you to come and see providers.”

Fadi Ahmed Yamani – Edunation, Head of Business Development

The meeting place for the education community

8000+
educational
professionals from
74
countries

84%
of visitors said
that they were very or
fairly satisfied with
GESS Dubai

65%
of visitors influenced
or had purchasing
authority

350
exhibiting
brands from
41
countries

370k+
event website
page views

78%
of exhibiting
companies were
international

86%
of attendees rated
the exhibition as
good or excellent

76%
of exhibitors said
their main reason for
participating was to
increase brand awareness

“One of the things I love most about coming to great conferences like GESS Dubai, is just the ability to connect with educators. I was a former teacher myself for 6 years and we’re able to hear teacher’s feedback and what their needs are, it’s just so valuable for us”

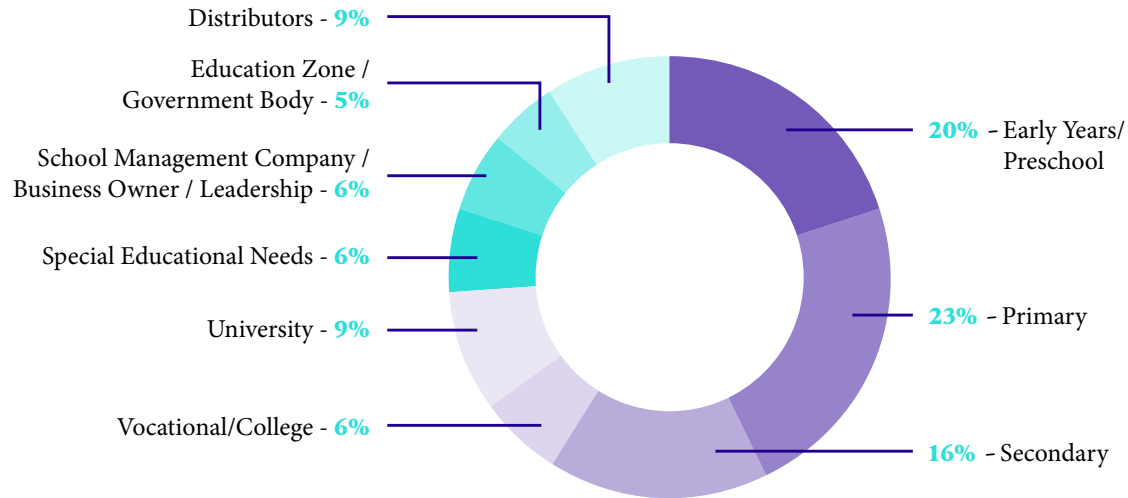
Sam Sale, Powerschool, International and Partner Marketing



“It’s our first time at GESS Dubai, we’ve been running into a lot of key partner conversations and a lot of key collaboration moments. For those that are considering, I found that it has a nice spread of high-level conversations where you get to really see what the industry looks like, see how you can fit into it and see different opportunities to connect.”

Sklyer Carr, Co-Founder & Chief Handraiser
Infiniti-D Learning

Visitor Educational Establishment



“The beautiful thing about GESS Dubai is the energy, when you walk in straight away the place is booming, there’s people from everywhere and companies from different parts of the world. The nice, universal thing is we’re all here to try and improve education and advance what’s happening in our profession, so it’s a great place to network and a beautiful setting. The people you’re meeting you wouldn’t necessarily get to meet anywhere else and it’s all here in the one hub and it’s just a fantastic way to network and be a part of this bigger community.”

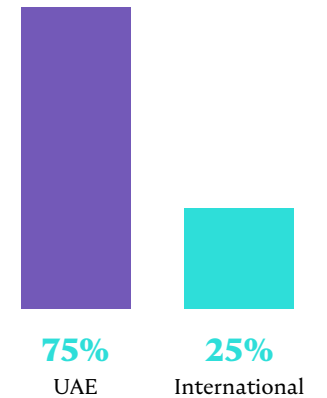
Stephanie Martin, Educator, Leader and Lecturer at UOWD



Top 5 visiting countries



Visitors



Visitor Product Interest



STEAM



EdTech – Coding,
Digital, VR, AI



Online / e-Learning
Resources / Curriculum



Educational Toys,
Games and Playground
Equipment



Language Learning



Books / Magazines /
Publishers / E-Publishers



School Management Tools
/ Training / Finance /
Recruitment / Transport



Hardware – 3D Printers,
AV, Multimedia
Technology



Arts, Craft, Design,
Stationery



Furniture / Design
Solutions



Sports, Fitness and
Wellbeing



Vocational Equipment &
Resources



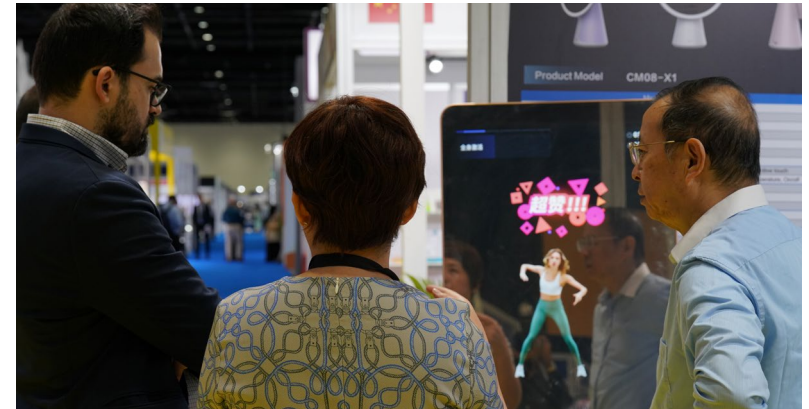
Associations /
Government Bodies



Music



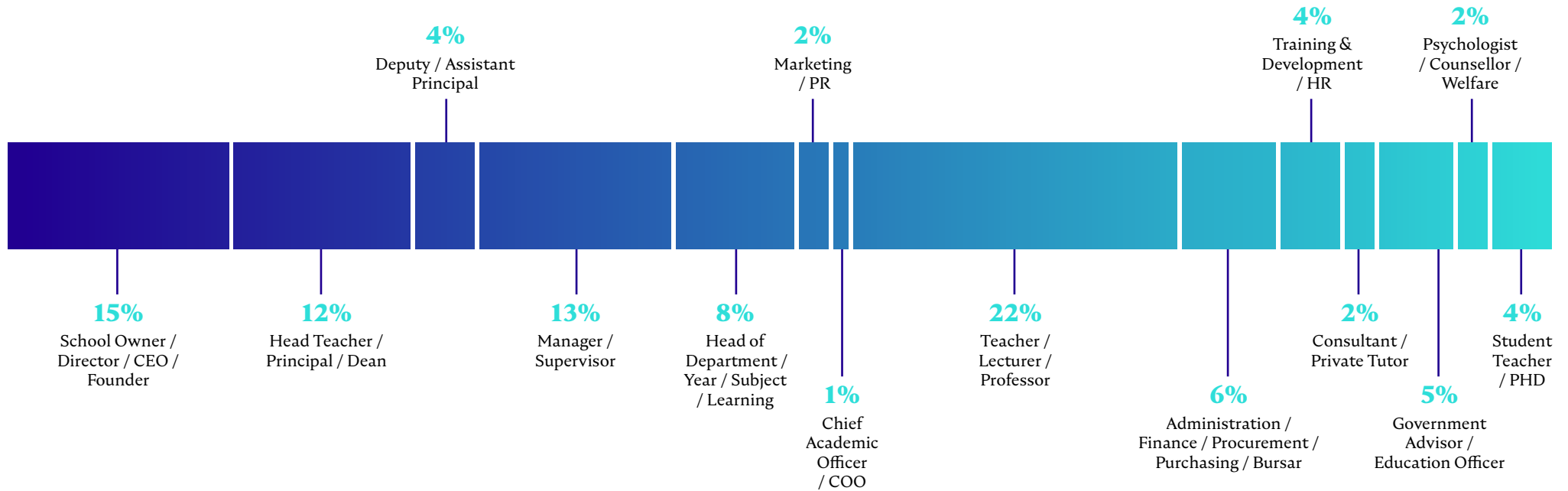
Uniforms



“GESS is a fantastic opportunity for vendors in the education sphere to be able to come out and show us what they’ve got, impress us, entice us and get us excited about opportunities within our schools but also for educators to come together. We get to learn from each other, there’s lots of experts but there’s lots of people like you and I as well that have come along to share their passions, it’s a wonderful opportunity.”

Ed Pearce, Principal of Fairgreen International School, Dubai

Visitor Job Function



“I’ve really enjoyed GESS Dubai, I’ve not been here before I thought the venue and the set-up has been incredible. You’ve got some really inspiring and very experienced speakers at the event. The stalls are so fascinating, you’ve got a whole blend of equipment and resources for teachers that they can use in their schools, but you’ve also got thought leadership as well. I really like the fact that it’s free because it enables people from all different education backgrounds to come together and learn from each other.”

Lucy Hayter Director, Generation Global (Tony Blair Institute)



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.

5
streams
(1 dedicated to
leaders in education)

200+
speakers from
20+
countries

170+
CPD accredited
sessions

"The conference had an incredible buzz, and the event was so smooth and frictionless. The vendors were amazing, and we are really excited to work with new platforms like 8 billionideas and Evidence Based Education. The speakers were fantastic and there was such a diversity of topics! As a speaker I had such a wonderful experience, I was so impressed with the translators and IT- they were excellent."

Morgan Whitfield, Director of Teaching and Learning,
Amity International School Abu Dhabi



GESS Awards

The 10th 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 welcome over 330 finalists to an evening of networking opportunities and celebration.

900+

entries received from 60 countries

32

Awards

13

countries that winners came from

350+

attendees

“Komodo is thrilled to announce that we have been nominated as a finalist in the ‘Best Product to Promote Wellbeing’ category at the GESS Education Awards. We are honoured to be nominated alongside so many other awesome companies doing great work in the education and wellbeing spaces!”

Komodo



Book Your Stand at GESS Dubai 2024

Tuesday 12 – Thursday 14 November,
Sheikh Saeed Halls 1, 2 & 3

Stand Options 2024

We have a variety of stand options available to suit every budget. You can choose to build your stand yourself (space only stand), or have a stand provided by us (shell scheme stand).

Make use of our limited time offer by booking with the early bird rate and make significant savings.

(*Early bird rate valid until 26th April 2024)

For more information on Stand Rates for 2024 please contact the sales team now

www.gessdubai.com

sales@gesseducation.com

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

Digital Packages to compliment your stand presence and deliver results

- + Tap into our core online education audience
- + Reach a global audience of key decision makers
- + Share your expertise and position your brand as a key industry influencer
- + Boost your brand awareness and let educators know you're at the show

