



Co-located with
**Education
Investment MENA**

The future of education starts here.

11th – 13th November 2025

**Dubai World Trade Centre,
Sheikh Saeed Halls 1-3**

sales@gesseducation.com



GESS Conference Sessions:



Organised by:





Welcome

The future of education starts here.

GESS Dubai is the region's key meeting point for the global education community – a trusted platform where innovation, collaboration, and opportunity come together.

For 2025, we're excited to be co-located with Education Investment MENA, opening even more possibilities for exhibitors. This powerful combination brings together educators, investors, policymakers, and operators – connecting those who shape the classroom with those who shape the sector.

By joining forces, GESS Dubai and EdInvest offer a unique space where innovation meets investment. Exhibitors gain access to key decision-makers, potential partners, and fresh opportunities to scale their impact across the education ecosystem.

Whether you're launching new solutions, seeking funding, or expanding into new markets, this combined platform makes it easier than ever to grow your network and amplify your impact – all under one roof.



300+
international
brands



7,000+
education
professionals



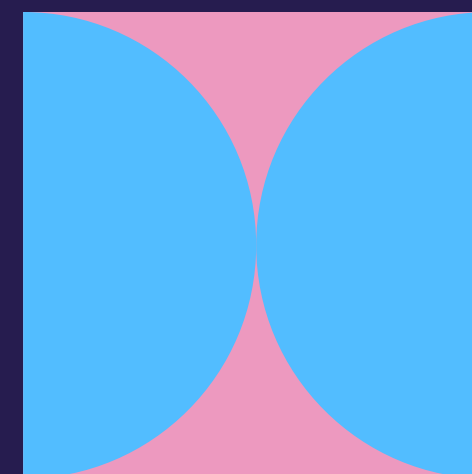
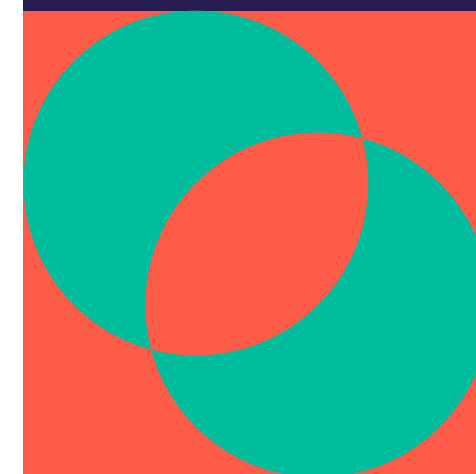
70%
with or influenced
purchasing authority



98
countries

“Three days at GESS Dubai have been nothing short of transformative for Sorise. Our journey as exhibitors was marked by impactful discussions, incredible connections, and a shared vision for the future of education.”

Sorise Tech



GCC education market:

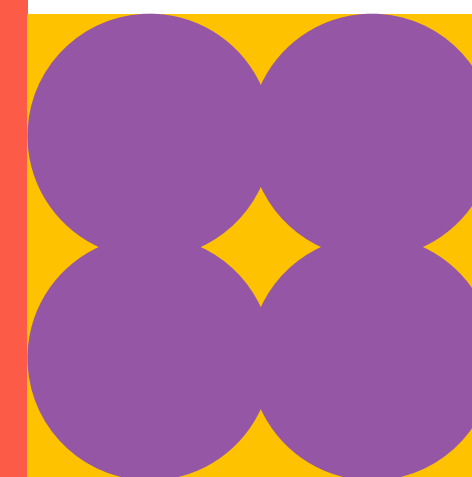
Fast-growing, High-impact, Full of opportunity

The GCC region continues to invest heavily in education — from government funding and infrastructure to private sector innovation and international school growth.

For exhibitors, GESS Dubai offers direct access to this thriving regional market, where the demand for high-quality, future-ready education solutions is accelerating year after year.

Private K-12
education market
projected to reach
\$58.1b
by 2030

(CAGR of 11.4%)



34,000+
total
schools
across the GCC

(public, private, and international)

\$33.9b
private K-12
education
market in 2025



14.2m
total
students
projected by 2027



Governments
spend up to
19%
of total budgets
on education

Regional snapshot

UAE

827 international schools – highest globally; strong private sector presence

Saudi Arabia

\$49.3B allocated to education in 2022; home to 40% of GCC students

Qatar

80% of students enrolled in private schools; high demand for premium schools

Oman

National focus on **EdTech** and **curriculum reform**

Kuwait

Ongoing investment in K-12 and higher education transformation

Bahrain

Strong push for **private education partnerships** and **bilingual models**



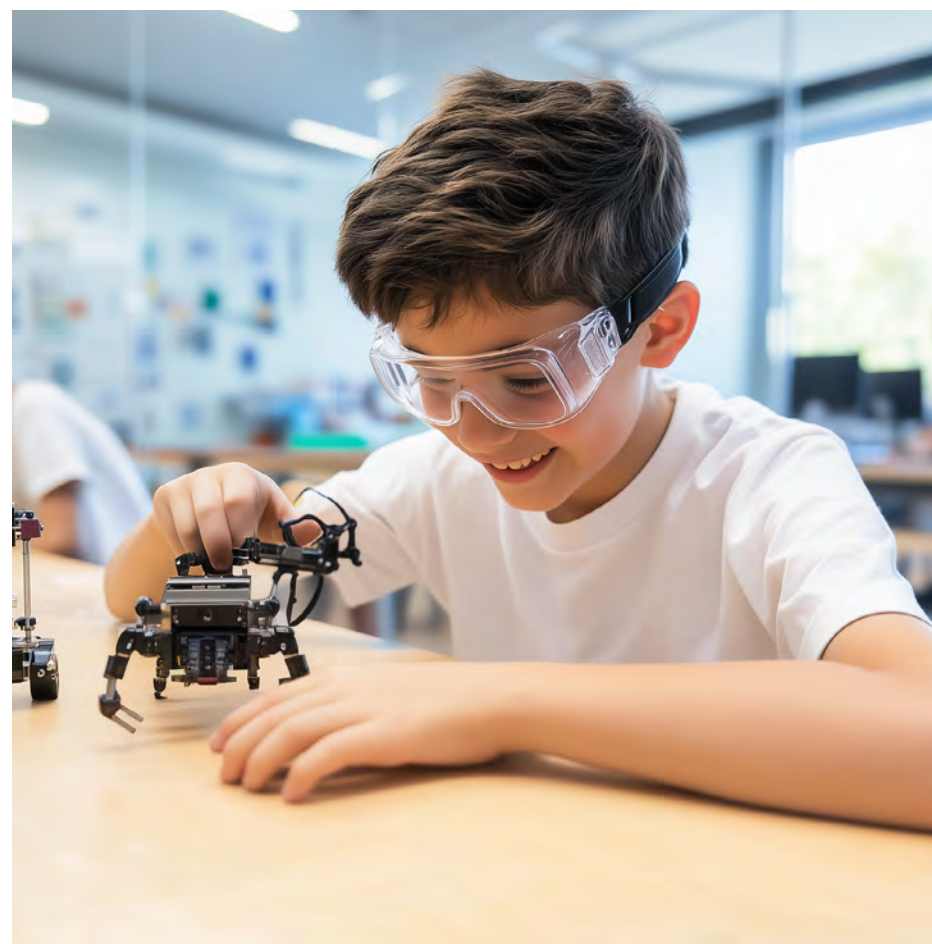
Why this matters to you

More schools
=
More buyers

More students
=
More spend
on resources

More private
sector growth
=
More opportunity
for international
suppliers

Whether you're offering curriculum tools, tech solutions, infrastructure, or training, the GCC is a market ready to invest — and GESS Dubai is where you connect with it.



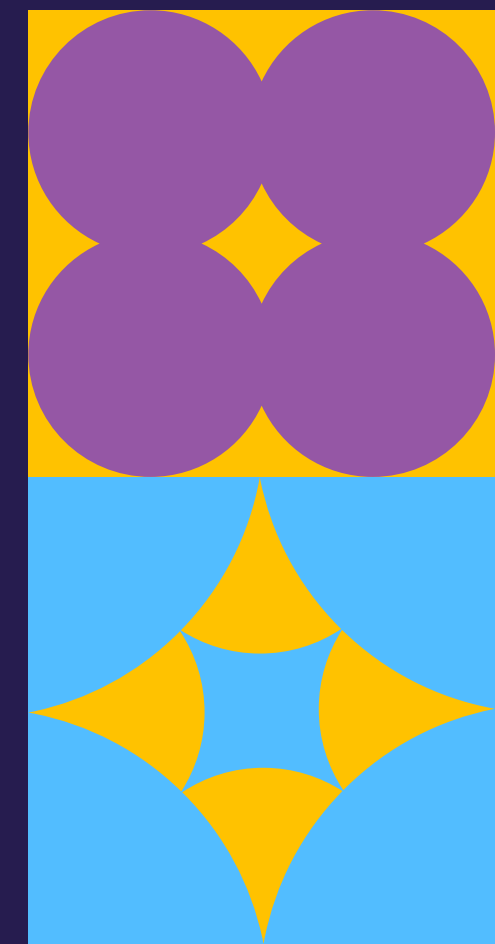
What our exhibitors say

“ I think it's an important event because everybody's here. Education leaders are busy people, they have incredibly busy schedules, and they've made time to be here for all 3 days of the event”

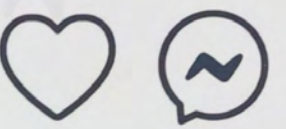
James Hayden
Sales Director, TES

“ This is a place where we connect with key stakeholders, innovative leaders and school management, everybody is in the same place.”

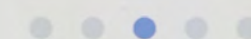
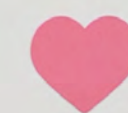
Rahi Kadam
Education Consultant,
Avientek



Instagram



@gesseducation



gesseducation Here at GESS Dubai 2024!
Come see what everyone's talking about - it's free to attend!
12 - 14 November 2024 | Dubai World Trade Centre

#GESSDubai #education #leaders #exhibition #conference

Brands who've joined us in shaping education



Kahoot!



BenQ



intel®



Why exhibit at GESS Dubai?

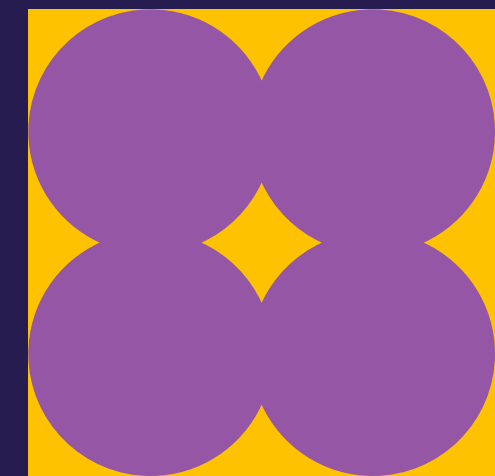
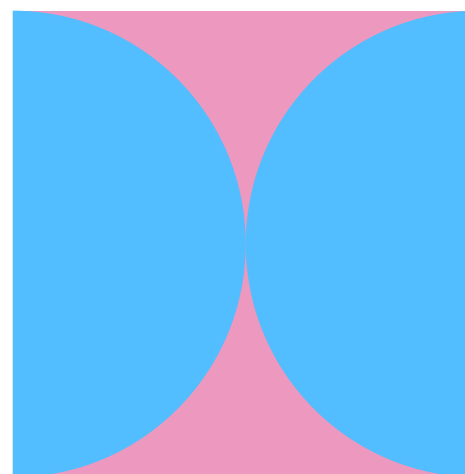
Benefits:

- Direct access to high-quality buyers
- Position your brand at the heart of MENA's education market
- Launch new products to a captive audience
- Build long-term partnerships
- Stand out with year-round digital exposure
- Be part of a globally recognised brand



“ GESS is always about pushing the boundaries of innovation and education you can see this with all the suppliers who have come across all around the world. They keep on pushing one of the most innovative education markets which is the Middle Eastern International School Market.”

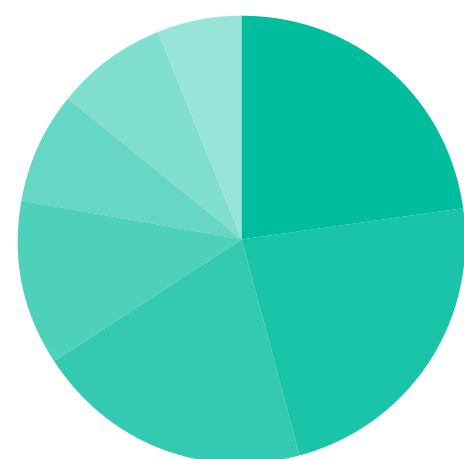
David Harkin
CEO of 8billionideas



Who will you meet?

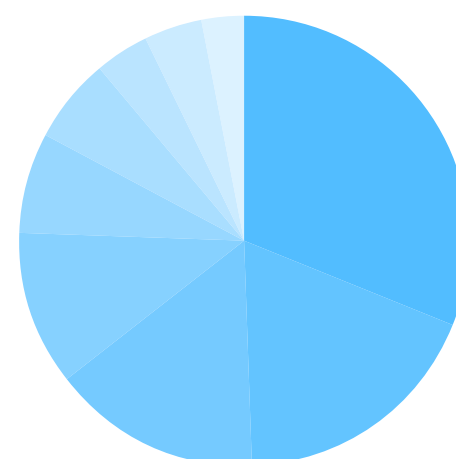
Breakdown of:

Institution type



- Secondary - 23%
- Primary - 23%
- Early Years / Preschool - 20%
- School Management Company / Business Owner / Leadership - 12%
- Special Educational Needs - 8%
- University - 8%
- Vocational / College - 6%

Job role



- Head Teacher / Principal / Dean / School Owner / CEO - 31%
- Teacher / Lecturer / Professor - 18%
- Managers and Supervisors - 15%
- Head of Department / Year / Subject Learning - 11%
- Procurement / Purchasing / Administration - 7%
- Future Educators and Student Support - 6%
- Government Advisor / Education Officer - 4%
- Training & Development / HR - 4%
- Senior Executives and Educational Consultants - 3%

Top 5 visiting Countries

1. UAE



2. Saudi Arabia



3. Oman



4. India



5. United Kingdom



Who joined us in 2024

Each year, GESS Dubai welcomes a high-quality audience of school leaders, government representatives, procurement heads, and education investors from across the region and beyond.

Here's a snapshot of just some of the organisations that joined us in 2024 – many of whom return year after year to discover new suppliers and stay ahead of what's next in education.

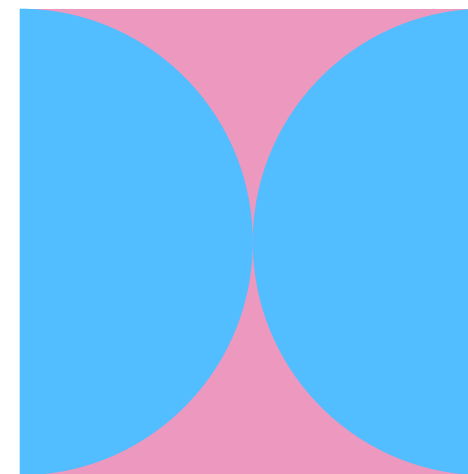
Al Basma British School – *Principal*
Al Dhafra Private Academy – *School Principal*
Al Dhafra Private Schools Al Ain – *Principal*
Al Forsan International School – *Head of English*
Al Maharat Private School – *Principal*
Al Resala School – *Principal*
Al Riyadh Charter School – *Deputy Head*
Al Salam Private School – *Principal*
Al Shorouq private school – *Head of IT Department*
Alhussan school – *School Principal*
American School of Dubai – *Director of Technology*
American University of Sharjah – *Assistant Professor*
Beech Hall School Riyadh – *Executive Principal*
Bloomfield Hall School – *Academic Coordinator*
Brighton College Abu Dhabi – *Director of Inclusion*
British International School – *Director of Schools*
Carfax Education – *Director of Studies*
Cognita ME – *Head of Procurement*
Deira International School – *AI Lead*
Delhi Private school Dubai – *Senior Mistress - Administration*
Delhi Private School Dubai – *Senior Mistress Pastoral Care - Primary School*
Delhi Private School Sharjah – *Headmistress*
Dubai British School Jumeirah Park – *Digital Learning Lead*
Dubai British School Emirates Hills – *Assistant Headteacher*
Dubai English Speaking Schools – *Computing Leader*
Dubai National school – *Head of Section*
Emirates International School – *Head of Arts*
Emirates National School – *Principal*
Emirates National Schools – *K-12 E-Learning Coordinator*
Emirates National Schools - RAK – *K-12 SENCo*
Emirates Private Schools – *Schools Manager*
Emirates Private School Abu Dhabi – *Science HoD*
Frontline International Private School – *Deputy Head Teacher Boys (Secondary)*
GEMS – *Assistant Principal*
GEMS – *Head of Lower School*
GEMS – *Deputy Head*
GEMS – *Head of Innovation & Class Teacher*
GEMS Education – *Principal - CEO*
GEMS Education – *Director of Digital Learning*
GEMS Education – *Vice Principal*
GEMS New Millennium School – *Dean of Curriculum and Studies*
GEMS Our Own Indian School – *Head of Primary*
GEMS Winchester School Dubai – *Vice Principal/Deputy CEO*
GEMS Westminster School – *Director of Learning*
Horizon English School – *Head of Inclusion*
Imam Abdulrahman bin Faisal University – *Assistant Professor*

India International School – *Principal*
Jeddah Private International School – *Head of Science Department*
Jebel Ali School – *Director of Inclusion*
JSS Private School – *HoD -IT and CS*
JSS Private School – *Deputy Principal*
JSS Private School – *HOD English Department*
Kent College Dubai – *Principal*
Kings School – *Head of Department*
Leaders Private School, Sharjah – *Head of Department*
Ministry of Education – *Head of Department*
Ministry of Education – *Head of Student Affairs*
Misk Foundation – *Chief Academic Officer*
MoE – *Head of IT*
MoE – *Head of Academic Affairs Unit*
MoE – *Principal*
Nadeen School – *Head of Learning Innovation*
New Indian Model School Dubai – *SEN Teacher*
New Indian Model School Dubai – *HoD - English*
NIMS – *Vice Principal*
Nord Anglia International School – *Head of Learning & Teaching*
Oasis International School – *HoD of ICT*
Pace British School – *School Principal*
Pristine Private School – *Assistant Head of Curriculum*
Pristine Private School – *Teaching and Learning Lead*
Rawafed Private School – *Head of Inclusion*
Repton Al Barsha – *Head of Inclusion*
Safa British School – *Principal*
SAMA American Private School – *Vice Principal*
SAMA American Private School – *Head of Science*
Sharjah English School – *Head of Science*
Sharjah English School – *Principal*
Springfield International School – *Principal*
Springfield International School – *Vice Principal*
Star International School Mirdif – *Assistant Headteacher*
Taaleem – *Principal*
The Arbor School – *Assistant Head of Secondary*
The Bloomington Academy – *School Principal*
The Bloomington Academy – *Academic*
The Bloomington Academy – *Head of Assessment*
The Central School, Dubai – *School Principal*
The Central School, Dubai – *Head of Section*
The Millennium School, Dubai – *Head of Assessment & Data*
The Millennium School, Dubai – *Digital Lead*
The Winchester School – *Head of Secondary Math*
University of Sharjah – *Dean*
Victoria English School – *Headteacher*
Wahda international private school – *School principal*

What brings thousands of educators to GESS?

Benefits:

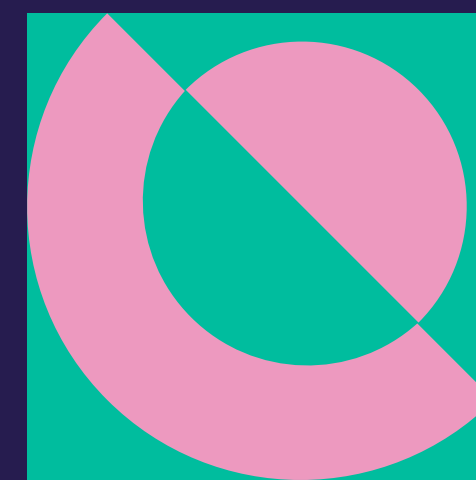
- To Source the latest products, solutions and technologies
- For world-class CPD that's completely free
- To network with the best in business
- To test and try before they buy
- To be inspired by global thought leaders
- To build valuable connections across the education community



“ 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



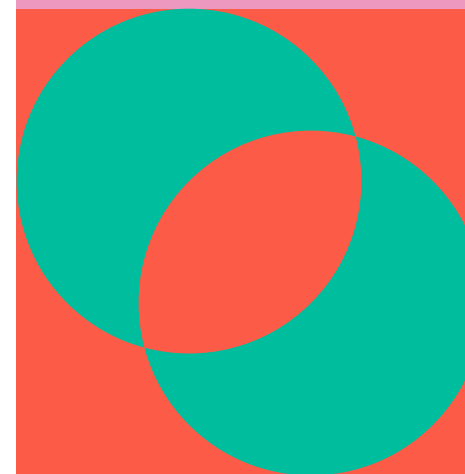
What are buyers looking for?

Visitor product interest



**Teacher and
Professional Training**

**Sports, Fitness
and Wellbeing**



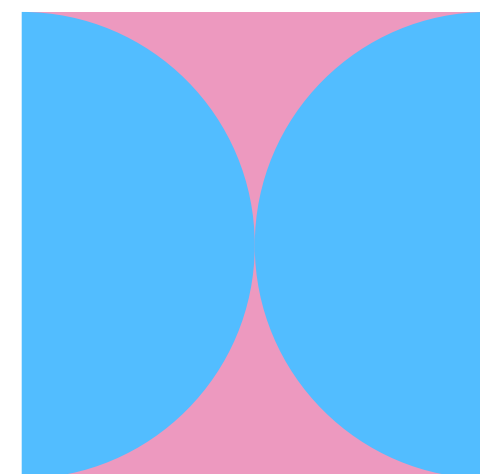
**Language
Learning**

**Associations /
Government Bodies**

Music

**Online / e-Learning
Resources /
Curriculum**

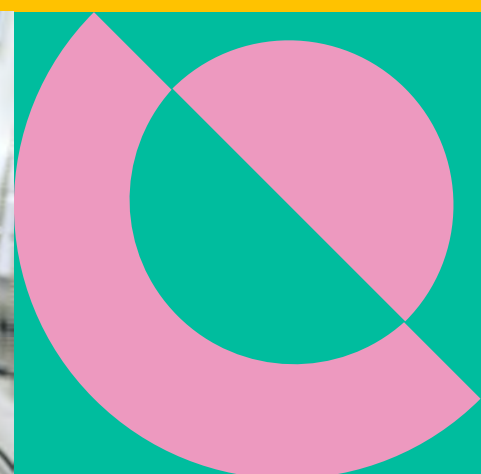
**Gamification /
Game Based Learning**



**Hardware –
3D Printers,
AV, Multimedia
Technology**

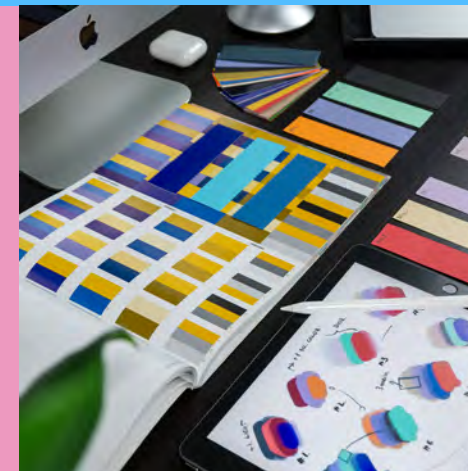
**EdTech – Coding,
Digital VR, AI**

STEAM



Uniforms

**Furniture /
Design Solutions**



**Educational
Toys, Games
and Playground
Equipment**



**Trip and
Tours**

**School Management
Tools, Safeguarding,
Finance, Recruitment,
Transport**



**Vocational
Equipment
& Resources**

What's new?

More ways to connect, stand out, and drive ROI

GESS Dubai is always evolving, and has introduced a series of new features, designed to help you get more from your time at the show. From smart lead tracking to curated product zones and powerful networking tools, these updates are all about maximising impact for our exhibitors and attendees alike.



Product Showcase Area

- Highlight your latest innovation in a dedicated high-traffic display zone.

Gaming@GESS

- A new feature zone focused on game-based learning, esports, and interactive tech.

Bespoke 1:1 Meetings

- Pre-arranged meeting tools to connect buyers with relevant suppliers onsite.

Curated Product Zones

- Focused areas for Higher Ed, Early Years, Sustainability & Wellbeing — helping buyers find you faster.

Upgraded Event App

- Improved exhibitor discovery, personalised agendas, and in-app engagement tools.

Lead Insights

- Track performance and follow up with key data post-event.

Floorplan



Digital advertising opportunities

GESS Digital is your year-round marketing engine. With a suite of targeted tools designed specifically for the education sector, we help you drive brand awareness, generate warm leads, and keep your brand on the radar of the people that matter most.

Offerings:

- Website banners
- Newsletter ads
- Remarketing campaigns
- Webinar sponsorship

Whether you're launching a new product, building credibility, or maximising your return on investment, GESS Digital gives you the visibility and results you're looking for.

Audience engagement stats:

1,173,000+

annual website
page views

103,700+

GESS Talks Newsletter
subscribers

500+

average webinar
registrants across

30+

countries



Direct access to the decision-makers who matter most

Who are these leaders?

GESS Leaders in Education is an exclusive invite-only club for top educators who shape purchasing decisions, school strategy, and training. As industry visionaries, members enjoy access to exclusive virtual and in-person events worldwide

What makes it a game-changer for exhibitors?

You'll know exactly who they are.

Leaders are clearly identified by their dedicated badges, making them easy to spot and approach for valuable conversations.

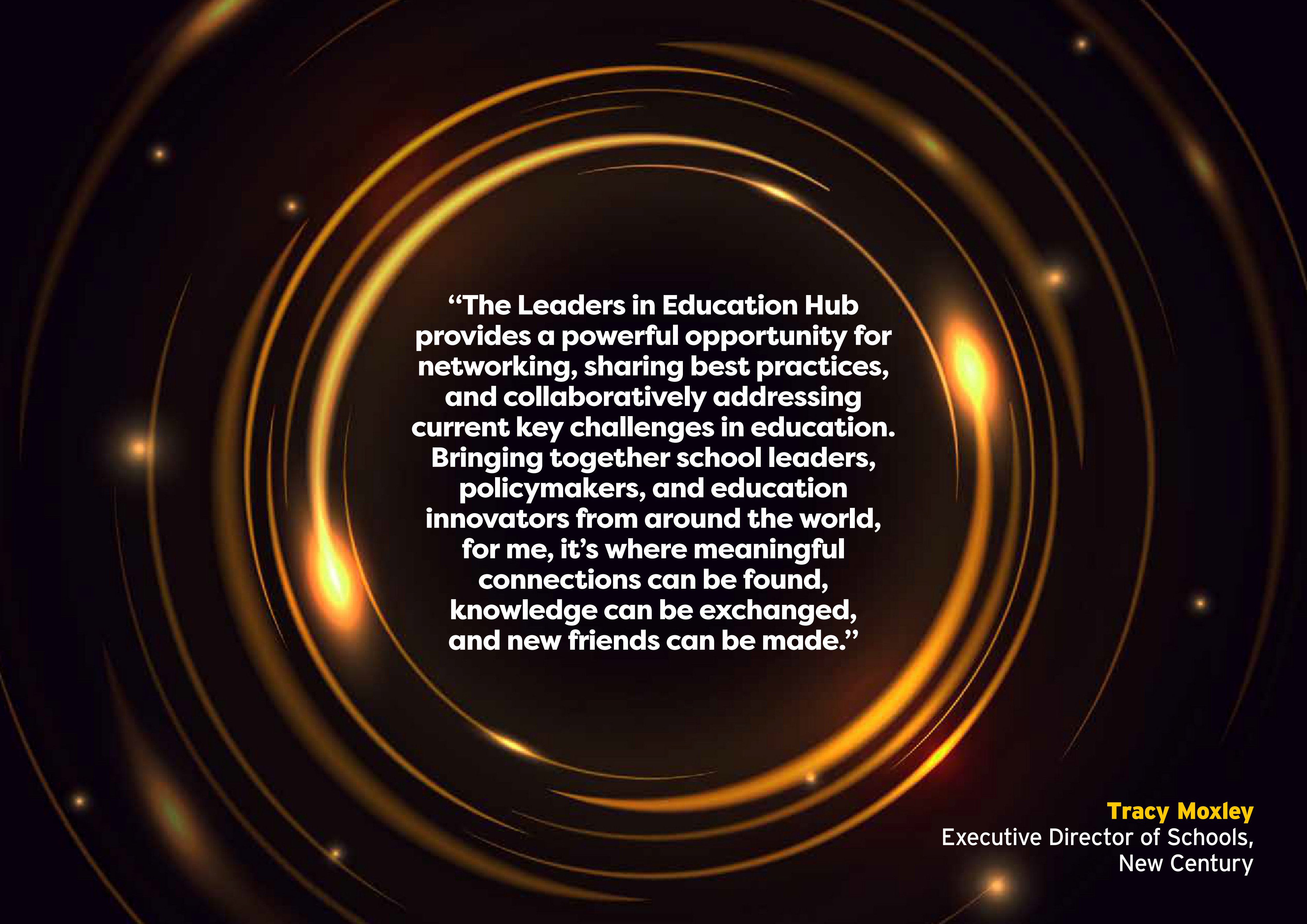
They're here with purpose.

Members of the Club attend with a strategic mindset – actively looking for new ideas, services, and solutions to elevate their institutions.

Their presence elevates the floor.

The calibre of attendees in the Club creates a show environment rich in seniority, credibility, and real opportunity for exhibitors with serious offerings.

**In 2024, over 1600
senior leaders from
across the globe
joined us at GESS
Dubai – and they'll
be back in even
greater numbers
for 2025**



“The Leaders in Education Hub provides a powerful opportunity for networking, sharing best practices, and collaboratively addressing current key challenges in education. Bringing together school leaders, policymakers, and education innovators from around the world, for me, it’s where meaningful connections can be found, knowledge can be exchanged, and new friends can be made.”

Tracy Moxley
Executive Director of Schools,
New Century

Brand visibility / Boost your brand with GESS Dubai

Your presence at GESS Dubai goes beyond the exhibition floor. From a world-class CPD-certified conference to the prestigious GESS Education Awards,

the event gives you powerful ways to enhance your brand visibility, build credibility, and connect with the wider education community.

Conference exposure:

Thousands of educators attend the GESS Conference to learn, connect, and discover what's next. While the agenda is curated independently, exhibiting companies often take part in speaking sessions, interactive workshops, and live product demos – offering additional ways to raise your profile.

210+
international
speakers

205+
CPD-
accredited
sessions

7
dedicated content
streams including
Leadership and
Innovation





Celebrate excellence in education

The GESS Education Awards celebrate the standout people, products, and ideas transforming education across the globe. From inspiring educators to groundbreaking solutions, the awards shine a spotlight on those making a real impact.

Why it matters to exhibitors

Shine a spotlight on your products.

Get your innovation in front of the region's most influential buyers and judges.

Build brand credibility.

Finalist or winner – being recognised sets you apart in a competitive market.

Network at a premium industry event.

The live awards night brings together school leaders, VIPs, and global brands.

2024 Highlights

900+
entries
from 60
countries

31 awards
across products,
initiatives, and
individuals

340+
attendees
at the live
ceremony

10
winning
countries
represented

“With so many highlights and insights from GESS Dubai last week it is hard to pick a standout, but the GESS Awards were a unique opportunity to celebrate the best of the best in education both for educators and industry suppliers, enabling everyone to discover new initiatives, achievements and products moving the needle for a more inclusive education in the region.”

Rebecca White
Senior Digital Marketing Manager,
Tevva Hygrogen Electric Trucks

gessawards.com



Sustainability and inclusion

We are committed to GESS Dubai having a positive impact on people and the planet. We are working to minimise the impact our operations have on the environment and on the communities we serve.

By connecting people with relevant networks and knowledge at our event, we're helping them to solve some of the biggest challenges facing the sector to ensure long term, sustainable growth.

We know sustainability is important to the education community and we want to continue to use our conferences to explore, discuss and share knowledge to empower attendees.

Wellbeing and inclusion

We focus on:

- Doing business safely and ethically
- Considering wellbeing and accessibility
- Creating a positive impact on our host cities
- Measuring our impacts


Inspiring sustainable development

We focus on:

- Using our content and partnerships to help support the sustainability of the market our event serves
- Inspiring our suppliers, exhibitors, and other stakeholders to deliver a sustainable event
- Running an Environmentally Responsible Event

Running an environmentally responsible event

We focus on:

- Reducing our event's carbon emissions
 - Creating less waste
 - Considering the sustainability credentials of the items sourced for the event
- 

LeadInsights

Actionable Leads. Richer Insights.

Your custom Lead Insights platform offers a single, near real-time view of all your event and digital campaign leads and reporting in one place.

Understand who your leads are and how they have engaged with your content, enabling you to prioritise and target them with tailored follow up messaging faster and more effectively.

Lead Insights unlocks the full potential of your event and digital campaigns through near real-time, actionable insights that help you turn your leads into customers and maximise your return on investment.

Target the right leads, with the right message, at the right time.

Lead Access:

Access all your event and digital leads in one place, updated throughout your campaign in near real-time. Leads are cleaned, validated and unified across products, improving their accuracy and completeness. Customizable export of the data enables simple integration with your existing process and systems.

Lead Scoring:

Leads are ranked by the most frequent and meaningful engagement with your content, allowing you to save time, effort and budget by prioritising the leads most likely to convert to customers.

Lead Profiles:

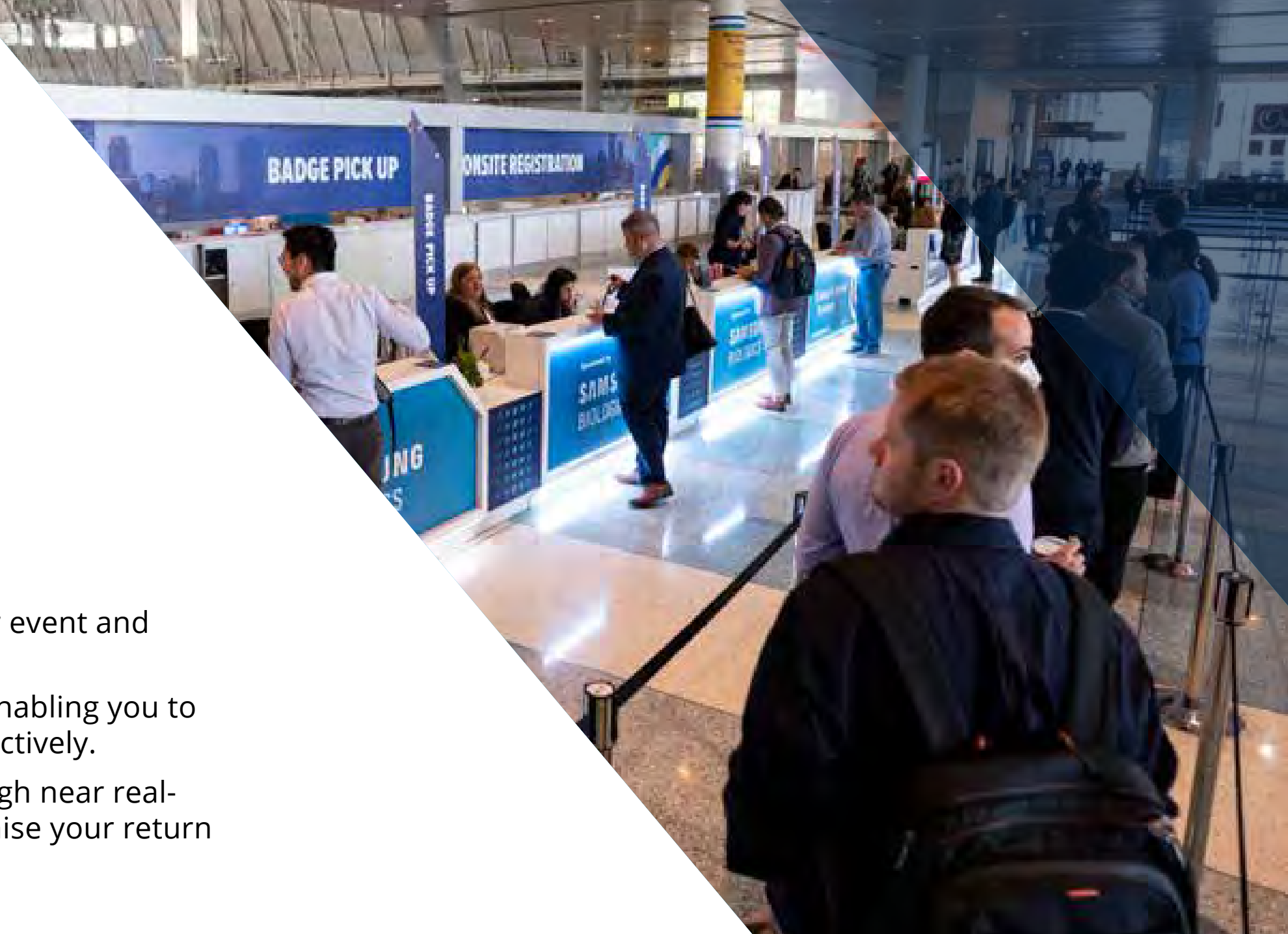
Engagement data is combined with company intelligence data, building enhanced profiles of your target leads, giving you a deeper understanding of who your leads are and what their needs are. This enables you to tailor your follow up messaging more effectively and turn leads into customers.

Lead Targeting:

Sophisticated customisable individual and company filtering and segmentation allows you to pinpoint your hottest prospects and most qualified potential customers in seconds.

Campaign Insights and Reporting:

Quickly visualise how your campaign is performing and whether you are attracting the right audience to analyse the success of different products and measure ROI.





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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).

For more information on stand rates and sponsorship for 2025 please contact the sales team now

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

Education Investment MENA

Co-located with



Double the Impact. One Powerful Platform.

Education Investment MENA 2025 joins forces with GESS Dubai, combining the region's most influential education investment forum with one of the world's leading education exhibitions. Together, they offer 3 days of business, branding, and networking with a vastly expanded audience – from investors and school operators to global education buyers and decision-makers.

Now in its 18th year, GESS Dubai attracts visitors from 98 countries, with 68% holding purchasing power. Education Investment MENA brings a targeted, C-suite audience of 200+ investors, private operators, HNWIs, VCs, and government representatives. As a sponsor, you gain access to both communities – enabling high-quality introductions and long-term business growth.

Sponsors benefit from a fixed stand for 3 full days, enhanced visibility through GESS digital channels, and the opportunity to position their brand as a thought leader across two powerhouse events. One location. Two shows. Countless opportunities.

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Who you will meet?

The **Education Investment MENA** conference attracts senior leadership responsible for building and expanding education businesses from across the region.



INVESTORS

- Private Equity
- Venture Capital
- Impact Investors
- Investment Houses
- Family Offices
- HNWIs
- SWFs



EDUCATION BUSINESS OWNERS

- Kindergarten
- Schools
- Universities
- Colleges
- Tech Companies
- Tutoring Groups
- Consultancies
- Teacher Training
- Academies
- Infrastructure Owners
- Ancillary Service Providers
- Entrepreneurs



MINISTRIES AND REGULATORS

- Private Education Regulators
- Ministries of Education
- Inward Investment Departments
- Ministries of Social Affairs



ADVISORS OR BANKS?

- Development Banks
- Retail Banks
- Investment Banks

