



GESS DUBAI POST SHOW REPORT

The leading education conference & exhibition in the Middle East region

Tuesday 10 – Thursday 12 November 2026

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GESS Dubai 2025

GESS Dubai 2025, held from 11-13 November, was more than just an event, it was a celebration of progress and innovation in education. This year felt different, with an undeniable energy and excitement as over 7,500 education professionals from 94 countries came together to connect, collaborate, and inspire. Featuring more than 300 exhibitors showcasing groundbreaking solutions and technologies, the event offered a richer, more dynamic experience than ever before. From thought-provoking conference sessions to hands-on product demonstrations, the 18th edition of GESS Dubai set a new benchmark, reaffirming its role as the ultimate destination for educators and industry leaders shaping the future of learning.

“What an incredible few days it’s been at GESS Dubai, so much energy, so many ideas & all in one place. A big thank you to everyone who made this week inspiring, our learners, mentors and parents for representing the Citizens spirit so beautifully and the GESS team for creating such an inspiring platform.”

David Lees, Principal – Citizens School in Dubai

For 18 years, GESS Dubai has been a vital platform for educators and innovators across the Middle East and beyond. This year’s event stood out as something truly special, with a renewed sense of purpose and connection as the education community came together to share ideas and explore solutions shaping the future of learning. The exhibition showcased an impressive range of tools and technologies designed to transform classrooms, while the conference programme offered fresh perspectives from global thought leaders. The awards ceremony was a highlight, celebrating the creativity and dedication driving progress in the sector. GESS Dubai 2025 wasn’t just about showcasing innovations; it was about fostering meaningful dialogue, building partnerships, and inspiring real change, reaffirming its place as an unmissable event for educators worldwide.



The meeting place for the education community

7,500+
educational
professionals

94
countries
represented by attendees

70%
of visitors influenced or had
purchasing authority

460k+
event website
visits

850k+
event website
page views

300+
exhibiting brands from
35
countries

"There's something about GESS Dubai that stays with you long after the event ends"

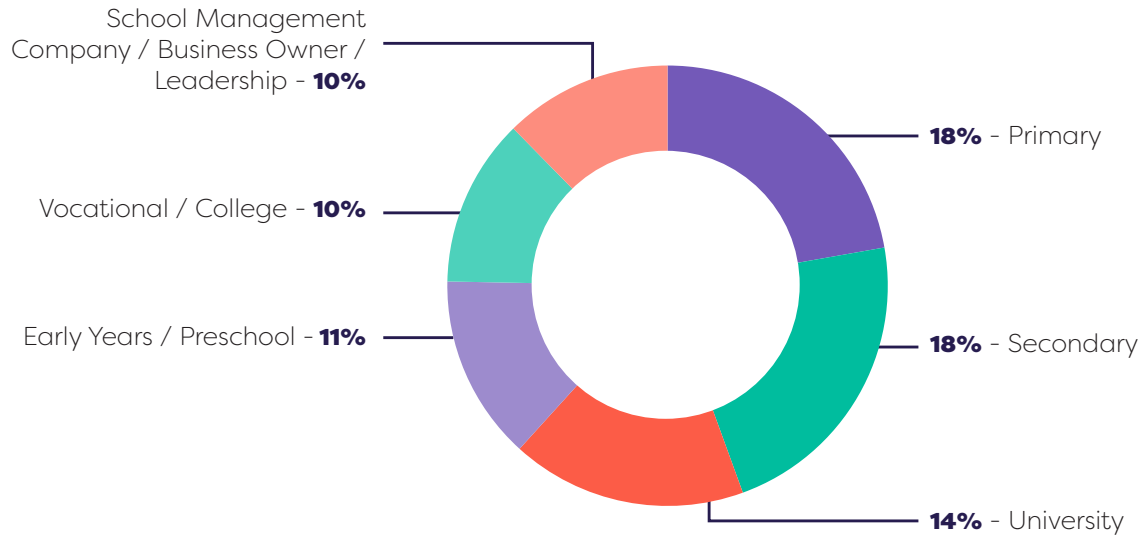
Shona O'Callaghan, CEO and Founder - Empowering Creative Minds

"There's a lot to say about this year's GESS Dubai conference – it felt different. We're all asking the harder questions. And I'm here for it."

Stephanie Martin, Researcher & Co-founder - Edvance Consultants



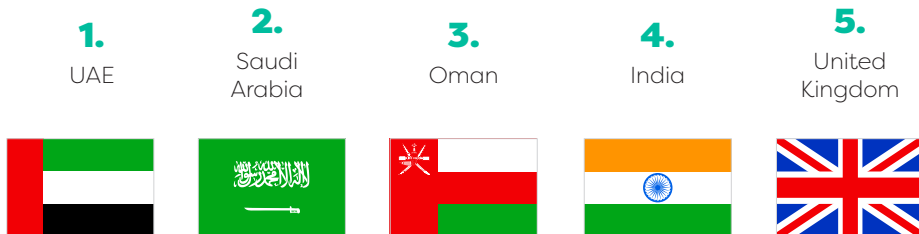
Visitor Educational Establishment



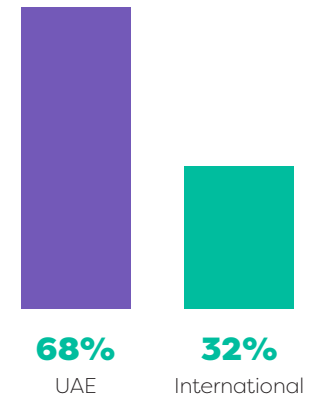
"A place where friendships are rekindled, new relationships take shape, and the future of education comes into sharper focus. Thank you, GESS team, your impact reaches far beyond the conference halls."

Dr. Emanuel Vincent, PreK-12 School Principal - Pinkgrape Consulting (PGC)

Top 5 visiting countries



Visitors



Visitor Product Interest



Language Learning



Uniforms



Vocational Equipment &
Resources



Online / e-Learning
Resources / Curriculum



School Management
Tools / Training / Finance /
Recruitment / Transport



Sports, Fitness and
Wellbeing



Music



Arts, Craft, Design,
Stationery



Furniture / Design
Solutions



Educational Toys,
Games and Playground
Equipment



Hardware - 3D Printers,
AV, Multimedia
Technology



Associations /
Government Bodies



Books / Magazines /
Publishers / E-Publishers



EdTech - Coding,
Digital, VR, AI



STEAM



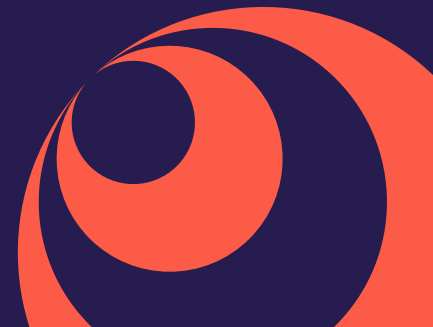
GAMING



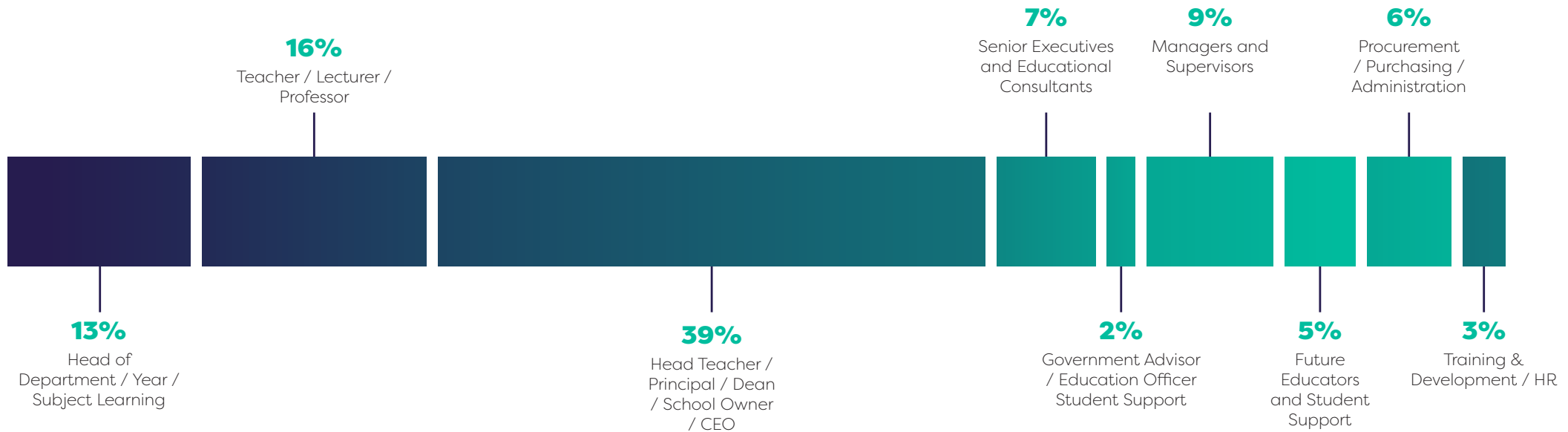
"Before we arrived, Lynn told me, "You really have to see it to believe it," referring to the openness of the education community and the breadth of opportunity in the UAE. She was absolutely right. I have been genuinely inspired by the passion for curriculum that sings out there, and by teachers' and leaders' real commitment to supporting EAL and SEND learners.

What began as a sales trip in my mind quickly became a meaningful learning experience. We left with a far richer understanding of the challenges international teachers face and a clearer sense of how our work can provide real solutions."

**Bronte Larsen-Disney – Head of Marketing and Communications,
Literacy Tree**



Visitor Job Function



"Such a wonderful first 24 hours in Dubai; GESS Dubai to be precise.

The warmth & friendliness of everyone I met with speaks to the shared commitment and passion of the delegates, speakers and attendees alike at GESS."

Joanna Berrett



Conference Highlights

This year, the GESS Dubai conference returned with a renewed sense of purpose, bringing together leading experts and education professionals to share ideas and practical strategies for the future. AI took centre stage, with a strong focus on how to implement it effectively in schools while addressing safeguarding concerns. Sustainability was another key theme, with inspiring discussions on how education can drive eco-friendly practices. A standout addition this year was the Creative Futures stream on Day 3, which celebrated the power of creative education in shaping future innovators and preparing students for careers in a rapidly changing economy. Packed with fresh ideas and actionable insights, the conference left educators feeling inspired and ready to make a real difference.

8

streams
(1 dedicated to
leaders in education)

270+

speakers from

15+

countries

250+

CPD accredited
sessions



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"It was an honour to be part of this inspiring event – not only as a speaker, but also as a learner soaking in so many insightful and powerful talks from fellow educators and advocates. Grateful for the conversations, the connections, and the shared passion for creating meaningful change."

**Shahad Obaid, Assistant Head - Student Experience and Progress
(Primary) - Beech Hall School Riyadh**



GESS Awards

The 12th annual GESS Education Awards celebrated excellence across the education industry, recognising exceptional educators, schools, suppliers, and groundbreaking products. Held on the second day of the show, the ceremony brought together finalists for a memorable evening of celebration, recognition, and meaningful networking opportunities.

1,000+

entries received from 61 countries

37

Awards

23

judges

380+

attendees



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"We are delighted to share that Specktron proudly sponsored the prestigious GESS Awards Function this year and had the incredible honor of presenting two awards to recognize outstanding contributions in the education sector."

This event celebrates innovation, excellence, and transformative ideas in education – values that resonate deeply with our mission to empower learning through cutting-edge technology.

Congratulations to all the winners and nominees for their remarkable achievements!

We are proud to stand alongside such inspiring educators and innovators, driving positive change in education together.

Here's to many more milestones ahead!"

Jamal Sarwar Sabri, Group CEO, Specktron

Book Your Stand at GESS Dubai 2026

**Tuesday 10 – Thursday 12 November,
Dubai World Trade Centre**

Stand Rates 2026

Early bird* Space only: \$785 per m2

Standard space only: \$860 per m2

Early bird* shell scheme: \$830 per m2

Standard shell scheme: \$895 per m2

*(*Early bird rate valid until 24th April 2026)*

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

**For more information on Stand Rates for 2026
please contact the sales team now**

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