



Co-located with
**Education
Investment MENA**

The future of education starts here

10-12 November 2026
Dubai World Trade Centre
Sheikh Saeed Halls 1-3

www.gessdubai.com



GESS Conference Sessions:



Organised by:





Welcome

The future of education **starts here**

CESS Dubai stands as the region's leading hub for the global education community, bringing together innovation, collaboration, and opportunity all in one place.

In 2026, we're proud to once again join forces with Education Investment MENA, creating an even more powerful platform for exhibitors. This collaboration bridges the gap between educators, investors, policymakers, and operators - connecting those who inspire learning with those who shape the sector.

CESS Dubai is where education ignites, and innovation takes centre stage. It's the place where ideas turn into action, and connections spark progress - when educators discover fresh perspectives, when transformative technology reshapes learning, and when collaboration drives meaningful change.

Whether you're introducing new solutions, exploring funding opportunities, or expanding into new markets, this combined platform provides an environment to elevate your presence and accelerate your growth - all under one roof.



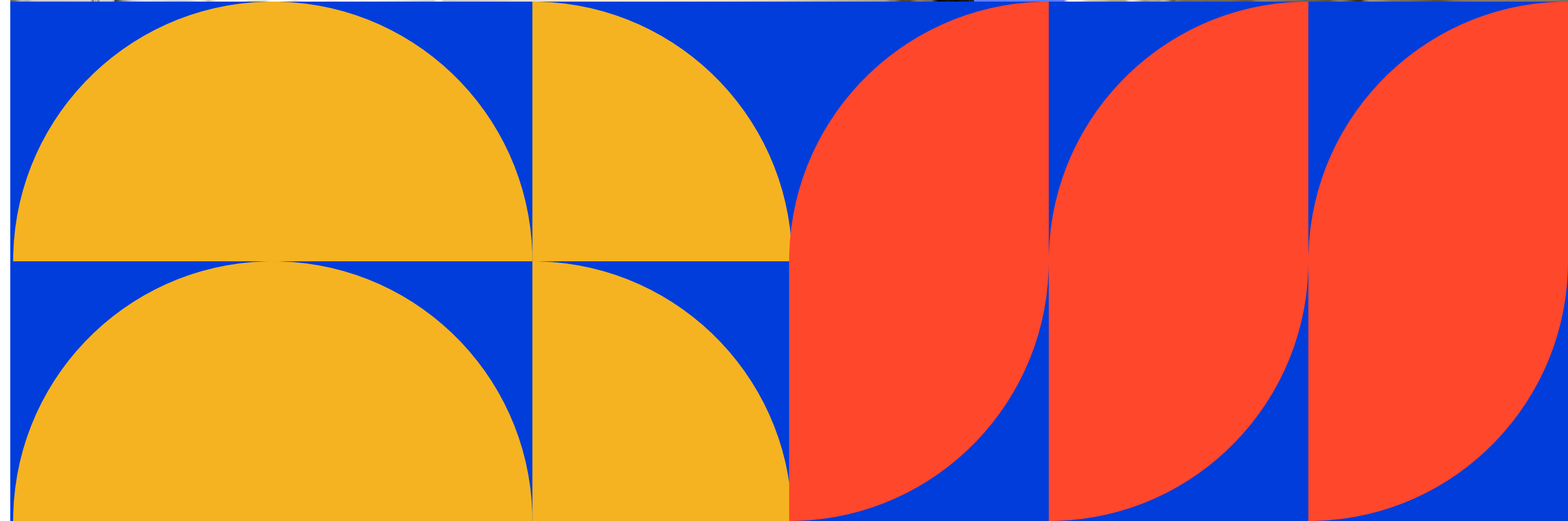
Who exhibits?

CESS Dubai is the ultimate platform for organisations offering solutions that transform teaching, learning, school operations, and educational management.

Whether your expertise lies in EdTech and digital learning, STEM tools, curriculum and assessment, school furniture, equipment and design, teacher training, inclusive and creative learning, sustainability, safety solutions, or early years education, CESS Dubai connects you with key education buyers and decision-makers from across the GCC and beyond.

Why exhibit?

- 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



Be part of **the movement** and join:



7,500+
global attendees



70%
of visitors influenced or had purchasing authority



300+
exhibiting brands



277+
speakers



1,000+
award entries



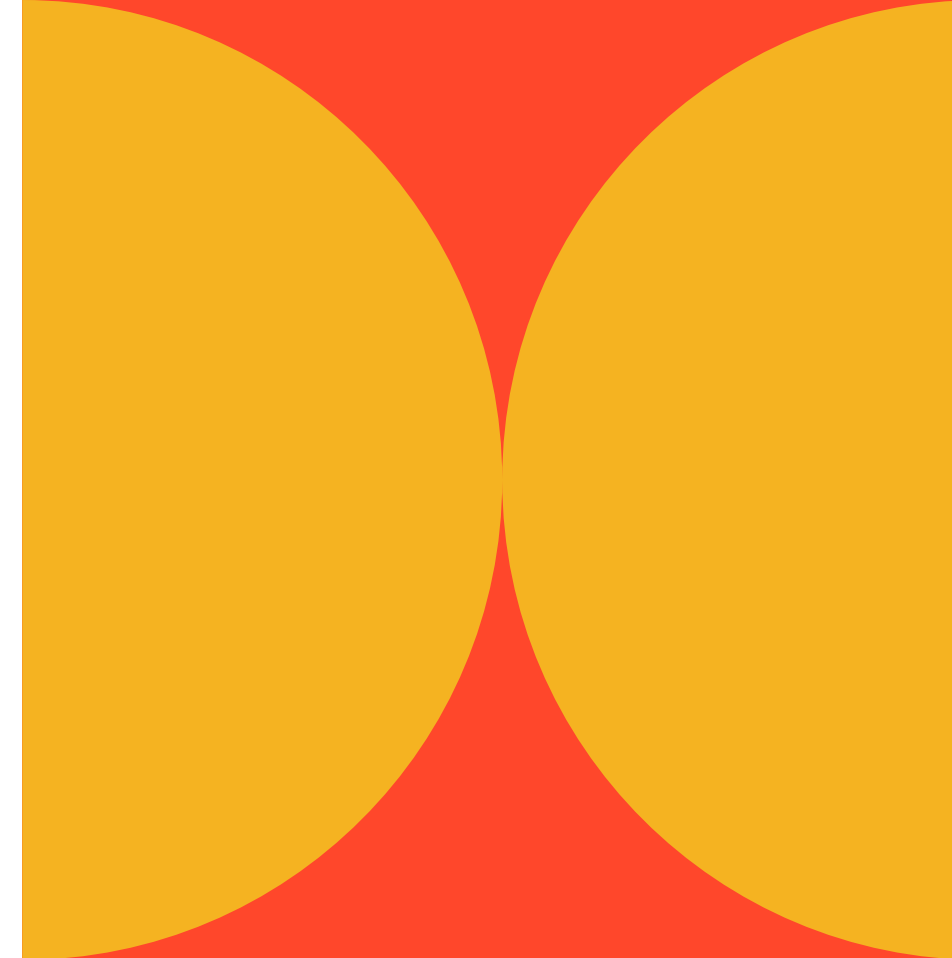
255+
CPD accredited sessions



94
countries represented by education professionals



87%
of visitors were likely to conduct business with an exhibitor as a result of their visit to the show



What our **exhibitors** say

“

CESS Dubai 2025 was an outstanding platform for meaningful engagement and visibility. The organization, attendee quality, and overall professionalism were excellent. We're proud to have been part of it and look forward to GESS 2026.”

Dr. Wael Nasr

Founder & Managing Director, Chapters & Co.

“

I had a wonderful experience exploring new clients and building exciting business connections during my trip to GESS Dubai, It was truly inspiring to meet so many passionate professionals and innovators from around the world.”

Shaik Mujahid Ahmed

Sales & BD Professional, NOS Lab

GCC Education Market

Rapid Growth, Significant Impact, Endless Opportunities

The GCC region remains a hub of significant investment in education – from government funding, infrastructure advancements, private sector innovation, and the expansion of international schools.

As an exhibitor, GESS Dubai connects you directly to this fast-growing market, where the demand for cutting-edge, future-focused education solutions continues to rise year after year.

35,000+
total schools
across the GCC
(public, private, and international)



Private K-12
education market
projected to reach
\$58.1b
by 2030
(CAGR of 11.4%)

\$37.6 billion
private K-12 education
market in 2026

15 million
students
projected by 2028

Governments
spend up to
19% of
total budgets
on education

Regional Snapshot

UAE

896 international schools – highest globally; strong private sector presence

Saudi Arabia

\$54B allocated to education in 2025; home to 60% of GCC students

Qatar

65% 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.

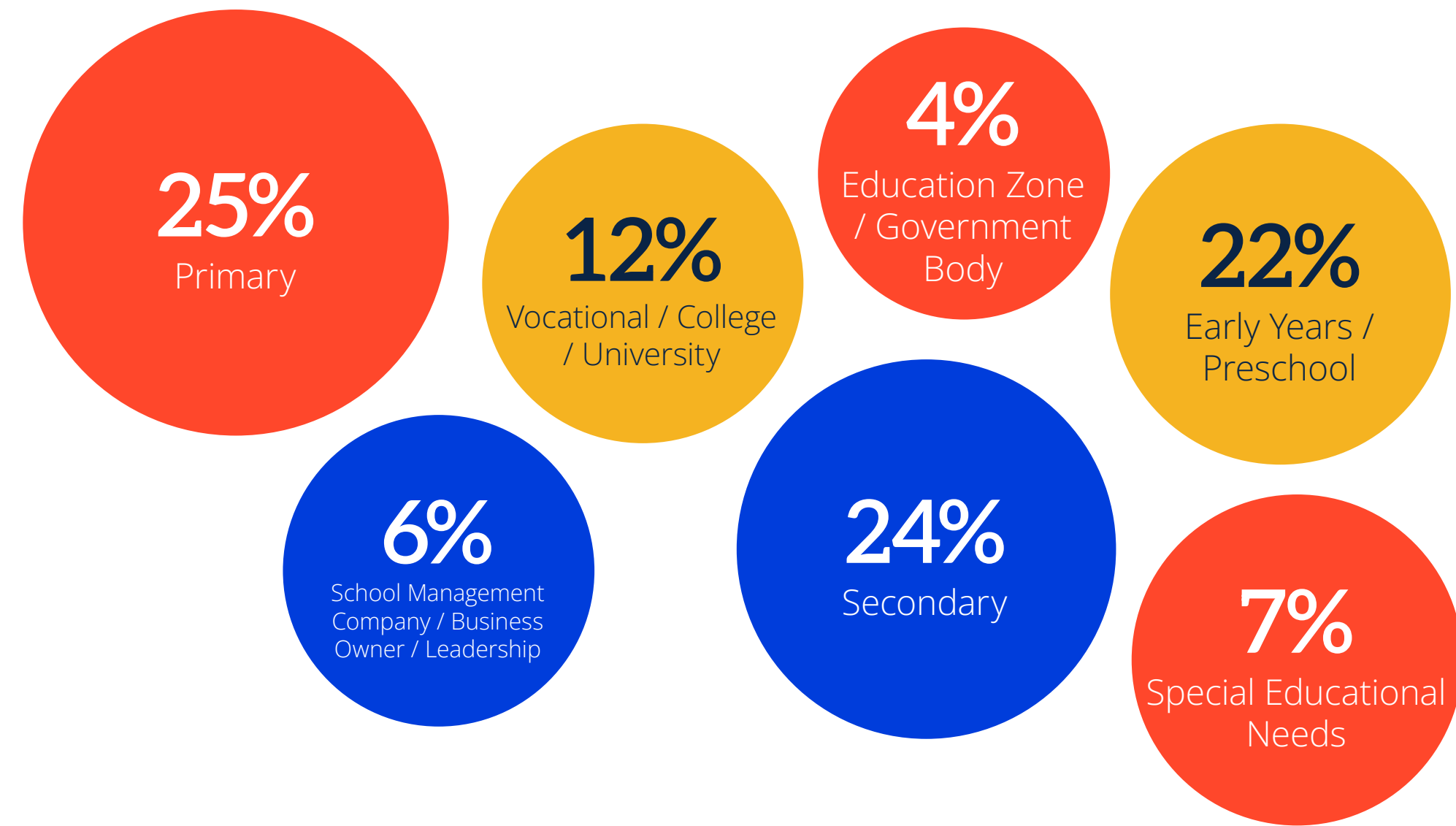


Brands who've joined us at GESS Dubai include:



Who will I meet?

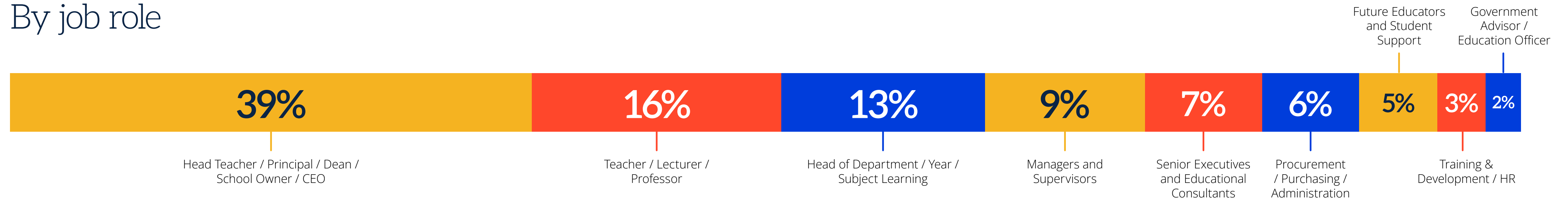
By institution type



Top 5 visiting countries



By job role



Who joined us in 2025

Every year, GESS Dubai attracts a audience of school leaders, government representatives, procurement heads, and education investors from across the region and beyond. Take a look at some of the organisations that joined us in 2025 – many of whom return annually to explore new suppliers and stay at the forefront of educational innovation.

Cognita ME, Head of Procurement, United Arab Emirates
India International School, Principal, United Arab Emirates
Delhi Private School Sharjah, Headmistress, United Arab Emirates
Ministry of Education, Head of Student affair, United Arab Emirates
The Winchester School, Head of Secondary Math, United Arab Emirates
NIMS, VICE PRINCIPAL, United Arab Emirates
British International School, Director of Schools, Saudi Arabia
Star International School Mirdif, Assistant Headteacher, United Arab Emirates
The Arbor School, Assistant Head of Secondary, United Arab Emirates
Wahda International Private School, School Principal, United Arab Emirates
Pace British School, School Principal, United Arab Emirates
Emirates National Schools, K-12 E-Learning Coordinator, United Arab Emirates
Gems Education, Director of Digital Learning, United Arab Emirates
Rawafed Private School, Head of Inclusion, United Arab Emirates
AlMaharat Private School, Principal, United Arab Emirates
Safa British School, Principal, United Arab Emirates
The Bloomington Academy, School Principal, United Arab Emirates
Pristine Private School, Assistant Head of Curriculum, United Arab Emirates
Sharjah English School, Head of Science, United Arab Emirates
Kent College Dubai, Principal, United Arab Emirates
Emirates International School, Head of Arts, United Arab Emirates
GEMS Education, Principal-CEO, United Arab Emirates
Gems Westminster School, Director of Learning, United Arab Emirates
Emirates National Schools – RAK, K-12 SENCo, United Arab Emirates
Springfield International School, Principal, United Arab Emirates
Al Dhafra Private Academy, School Principal, United Arab Emirates
Al Shorouq private school, Head of IT Department, United Arab Emirates
Sama American Private School, VP, United Arab Emirates
Emirates Private Schools, Schools Manager, United Arab Emirates
GEMS, Assistant Principal, United Arab Emirates
Pristine Private School, Teaching and Learning Lead, United Arab Emirates
Al Basma British School, Principal, United Arab Emirates
Horizon English School, Head of Inclusion, United Arab Emirates
The Bloomington Academy, Academic Head, United Arab Emirates
Dubai British School Jumeirah Park, Digital Learning Lead, United Arab Emirates
Jeddah Private International School, Head of Science Department, Saudi Arabia
JSS Private School, Deputy Principal, United Arab Emirates
Sharjah English School, Principal, United Arab Emirates
Emirates Private School Abu Dhabi, Science HOD, United Arab Emirates
Victoria English School, Headteacher, United Arab Emirates
JSS Private School, HoD -IT and CS, United Arab Emirates
Emirates National School, Principal, United Arab Emirates
Jebel Ali School, Director of Inclusion, United Arab Emirates
Dubai British School Emirates Hills, Assistant Headteacher, United Arab Emirates
Beech Hall School Riyadh, Executive Principal, Saudi Arabia
GEMS, Head of Lower School, United Arab Emirates
Nadeen School, Head of Learning Innovation, Bahrain
Al Resala School, Principle, Kuwait
Al Forsan International School, Head of English, Saudi Arabia
Brighton College Abu Dhabi, Director of Inclusion, United Arab Emirates

JSS Private School, HOD English Department, United Arab Emirates
Kings School, Head of Department, United Arab Emirates
American School of Dubai, Director of Technology, United Arab Emirates
The Millennium School, Dubai, Head of Assessment & Data, United Arab Emirates
Deira International School, AI Lead, United Arab Emirates
Al Riyadh Charter School, Deputy Head, United Arab Emirates
GEMS Winchester School Dubai, Vice Principal/Deputy CEO, United Arab Emirates
Dubai English Speaking Schools, Computing Leader, United Arab Emirates
Taaleem, PRINCIPAL, United Arab Emirates
Carfax Education, Diector of Studies, United Arab Emirates
The Central School, Dubai, School Principal, United Arab Emirates
MoE, Principal, Saudi Arabia
Nord Anglia International School, Head of Learning & Teaching, United Arab Emirates
Ministry of Education, Head of Department, Oman
Ministry of Education, Head of Department, United Arab Emirates
The Millennium School, Dubai, Digital Lead, United Arab Emirates
SAMA American Private School, Head of science, United Arab Emirates
New Indian Model School Dubai, HOD-English, United Arab Emirates
Al Dhafra Private Schools Al Ain, Principal, United Arab Emirates
Al Salam Private School, Principal, United Arab Emirates
GEMS, Head of Innovation & Class teacher, United Arab Emirates
Delhi Private School Dubai, Senior Mistress Pastoral Care -Primary School, United Arab Emirates
GEMS Our Own Indian School, Head of Primary, United Arab Emirates
Frontline International Private School, Deputy Head Teacher Boys (Secondary), United Arab Emirates
The Central School, Dubai, Head of Section, United Arab Emirates
Alhussan School, School Principal, Saudi Arabia
MOE, Head of IT, United Arab Emirates
Leaders Private School, Sharjah, Head of Department, United Arab Emirates
MOE, Head of academic affairs unit, United Arab Emirates
Dubai National School, Head of section, United Arab Emirates
Oasis International School, HoD of ICT, United Arab Emirates
Misk Foundation, Chief Academic Officer, Saudi Arabia
GEMS Education, Vice Principal, United Arab Emirates
GEMS New Millennium School, Dean of Curriculum and Studies, United Arab Emirates
Repton Al Barsha, Head of Inclusion, United Arab Emirates
University of Sharjah, Dean, United Arab Emirates
GEMS, Deputy Head, United Arab Emirates
The Bloomington Academy, Head of Assessment, United Arab Emirates
Ambassador International Academy, Head of Early years, United Arab Emirates
Beaconhouse Head of Section Kindergarten, United Arab Emirates
Canadian Montessori Nursery, CEO, United Arab Emirates
Sama American Private School, Vice Principal Kindergarten & Elementary, United Arab Emirates
Abu Dhabi University, Director of Abu Dhabi University's Dubai Campus, United Arab Emirates
American University of Sharjah, Vice Chancellor for External Relations, United Arab Emirates
Heriot Watt University, IT Technical Services Manager, United Arab Emirates
University of Sharjah, Head of Procurement, United Arab Emirates
Al Bashair Private School, Head of IT, United Arab Emirates
Amity Education Middle East, Head of IT, United Arab Emirates
GEMS Education, Head of Tech Infra & Ops, United Arab Emirates

What brings over **7,500 educators** to GESS Dubai?

- The opportunity to source the latest cutting-edge products, solutions, and technologies.
- Access to free, world-class CPD sessions for professional development.
- The chance to network with industry experts.
- Hands-on experiences to test and evaluate products before purchasing.
- Inspiring insights from renowned global thought leaders.
- The ability to build valuable connections within the education community.

“

GESS Dubai is more than a conference, it's a global community. A place where friendships are rekindled, new relationships take shape, and the future of education comes into sharper focus”

Dr. Emanuel Vincent

PreK-12 School Principal, Pinkgrape Consulting (PGC)

“

What an incredible three days at GESS Dubai: days filled with connecting, learning, and exchanging meaningful experiences with passionate educators and innovators from across the region. Events like these remind us of the power of community and the collective vision we share for education.”

Carine El Yamani

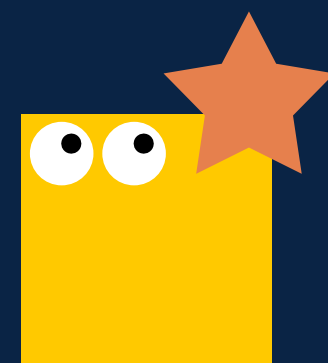
Head of English Department; RISE Lead (Research and Innovation for Sustainable Education) – Saint Mary's Orthodox College

What are **buyers** looking for?



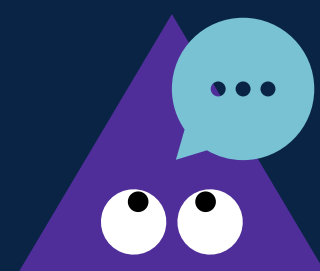
Conference Programmes

This year's conference is bigger and better than ever with new conference programmes designed to take education to the next level. Packed with groundbreaking ideas, world-class speakers, hands-on workshops, and CPD-accredited conference sessions, the programme is designed to spark innovation and drive real change in education. Attend 3+ hours of conference content to earn your CPD-accredited certificate and be part of shaping the next chapter in education.



Leaders in Education

Exclusively for education leaders and members of the Leaders in Education Club – this conference explores strategic solutions and innovations shaping the future of education.



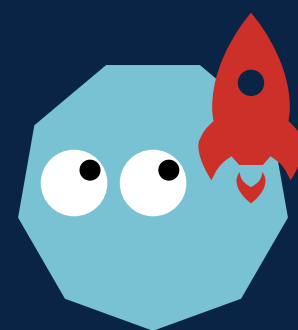
GESS Talks Live Stage

Join us at the GESS Talks live stage, where world-class speakers and guests from our podcast and webinars take centre stage! Experience dynamic armchair chats, thought-provoking panel discussions, and inspiring solo talks from our contributors. Engage in lively conversations, exchange insights, and be part of the ideas shaping the future of education.



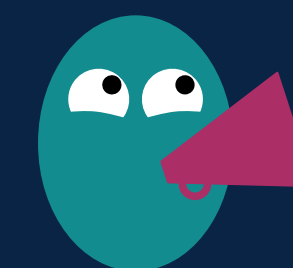
Sustainability & Wellbeing

Join experts, educators, and leaders as they explore how sustainability is integrated into curricula, address student concerns about climate change, and share strategies for mindfulness and wellbeing. Gain insights into engaging early years learners and dive deep into safeguarding practices to create a healthier, more sustainable future for education.



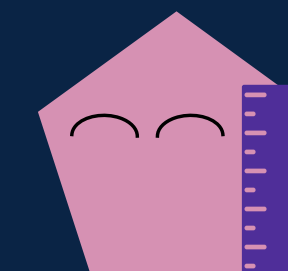
EdTech in Action

Explore how transformative technologies like AI, immersive tech, AR, and VR are reshaping education. Join innovators, EdTech pioneers, and educators as they share practical insights to revolutionise learning and inspire the classrooms of tomorrow.



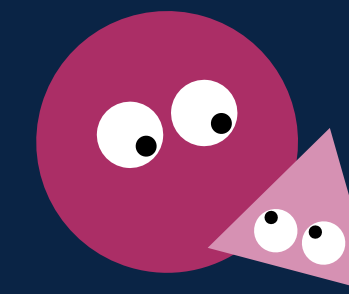
Product Showcase

Where cutting-edge educational solutions come to life – this platform allows exhibitors to demonstrate their innovative products, technologies, and services that are reshaping the future of teaching and learning.



Design & Build

Explore a dynamic, hands-on environment where educators bring theory to life through collaborative making and experiential learning. Discover practical classroom innovations and ready-to-implement teaching strategies through interactive workshops, expert insights, and real-world applications, empowering transformative teaching practices.



Early Years

Immerse yourself in the world of early years education, where play, creativity, and exploration lay the foundation for lifelong learning. Engage with leading experts, and innovative resources designed to inspire young minds and equip educators with strategies to nurture curiosity, development, and growth in the earliest stages of education.

Education
Investment **MENA**

Education Investment MENA

Focused exclusively on investment and innovation in education, connecting key stakeholders driving growth across the MENA region.

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.

277+ speakers

255+ CPD-accredited sessions

8 dedicated content streams, including Leadership and Innovation



Digital advertising opportunities

CESS 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.

Digital opportunities

Reach thousands of CESS subscribers across MENA and beyond through website ads, newsletter ads, webinar sponsorship, and remarketing campaigns. Build visibility ahead of events or as your primary market touchpoint.

Sponsorship opportunities

1 Show sponsorship

- Gain digital, social media, and onsite brand dominance.
- Sponsor a conference space and highlight your thought leadership.
- Maximise your exposure with strategic logo placement and capture thousands of impressions.

2 1:1 meetings

Let our hosted buyers team connect you directly with target educators.

3 CESS Awards

Partner with the Middle East's top education awards programme, boosting industry credibility.

4 Speaking opportunities

Featured stage presentations for qualified buyers to experience your solutions.

775,000+
total page views
in 2025



345,000+
total website visitors
in 2025

500+
average webinar
registrants across
30+
countries

130,000+
CESS Talks Newsletter
subscribers

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 2025, over 1900
senior leaders from
across the globe
joined us at GESS
Dubai – and they'll
be back in even
greater numbers
for 2026.**



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.

2025 Highlights

1,000+
entries
from 61
countries

37 awards
across products,
initiatives, and
individuals

380+
attendees
at the live
ceremony

23
judges

“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!”

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



Lead Insights

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:

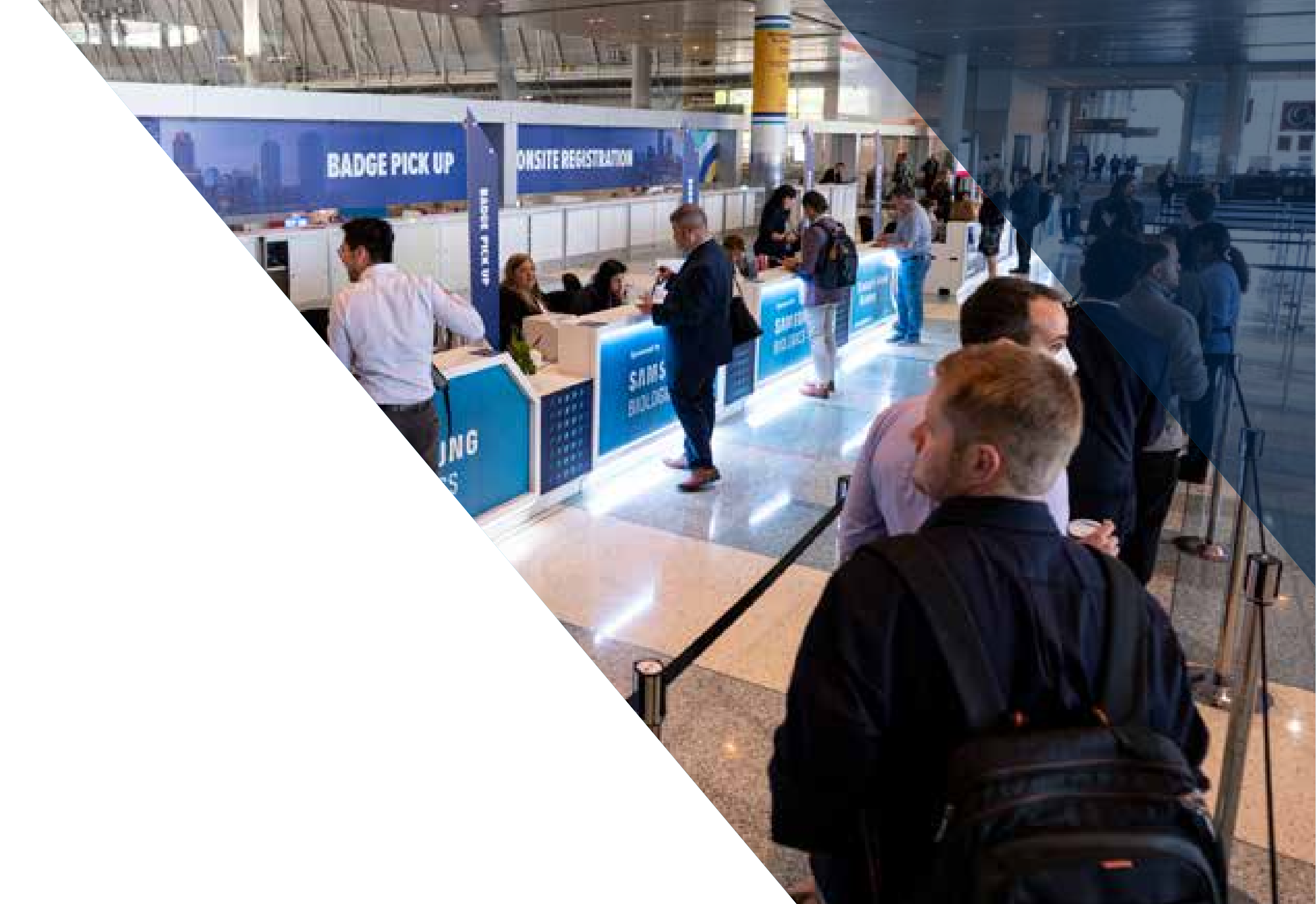
Engagement data is combined with company intelligence data, building enhanced profiles of your target leads, giving you a deeper understanding of who your leads are and what their needs are. This enables you to tailor your follow up messaging more effectively and turn leads into customers.

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.





Join us at GESS Dubai

Tuesday 10 – Thursday 12 November 2026
Dubai World Trade Centre, Sheikh Saeed Halls 1-3

We have a variety of stand options available to suit every budget. You can choose to:

A: build your stand yourself (space only stand)

OR

B. have a stand provided by us (shell scheme stand)

For more information on Stand Rates for 2026 please contact the sales team now
sales@gesseducation.com



As part of your exhibiting package you have access to Digital Lead Generation tools including:

- Unlimited Scanning App Licenses – Capture visitor information efficiently with no restrictions on number of devices or team members
- Access to Lead Insights Platform – Track, qualify, and follow up with leads through comprehensive analytics
- Access to ConnectMe Event App – Engage with attendees before, during, and after the event

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

