

GESS Dubai Post Show Report

The leading education conference & exhibition in the Middle East region

Tuesday 11 – Thursday 13 November 2025

WWW.GESSDUBAI.COM

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GESS Dubai 2024

GESS Dubai 2024, held from 12 – 14 November, brought together a vibrant community of 7,000+ education professionals eager to explore new ideas, technologies, and opportunities in education. With representation from 300+ leading brands and innovators across 36 countries, the event showcased a wealth of global expertise and cutting-edge solutions designed to transform learning experiences. From engaging conference sessions to interactive product showcases, the 17th edition of GESS Dubai proved itself once again as the go-to destination for educators and industry leaders shaping the future of education.

“GESS Dubai Education Exhibition and Conference 2024 was an unforgettable experience for us. This event has been a key platform for education in the Middle East, showcasing innovative solutions and ideas for the classrooms of tomorrow. We met incredible individuals with a deep passion for education and EdTech, and the energy of the event—and the vibrant city of Dubai—left us truly inspired. From the insightful sessions to the invaluable connections, GESS Dubai reminded us of the power of collaboration and innovation in shaping the future of education”

Onx Software

For 17 years, GESS Dubai has been the premier hub for advancing education across the Middle East and beyond. This year's event delivered a dynamic blend of innovation and collaboration, with an extensive exhibition showcasing game-changing tools and solutions designed to enhance modern teaching and learning. Complementing the exhibition was an expansive conference programme, offering insights from global education leaders, and the prestigious awards ceremony, celebrating excellence and innovation in the sector. GESS Dubai 2024 once again proved to be an unmissable event for the education community.



The meeting place for the education community

7000+
educational
professionals

98

countries were
represented by
attendees

77%

of attendees felt part
of a community where
the industry shares
knowledge and networks

70%

of visitors influenced
or had purchasing
authority

460k+
event website
visits

850k+
event website
page views

300+

exhibiting
brands from
36
countries

73%

of exhibitors
participated to generate
new sales leads



*“What truly made GESS
unforgettable were the new friends
and partnerships we formed. Here's to
the shared vision, shared efforts, and
the shared journey ahead! Hope to see
these great neighbours next year.”*

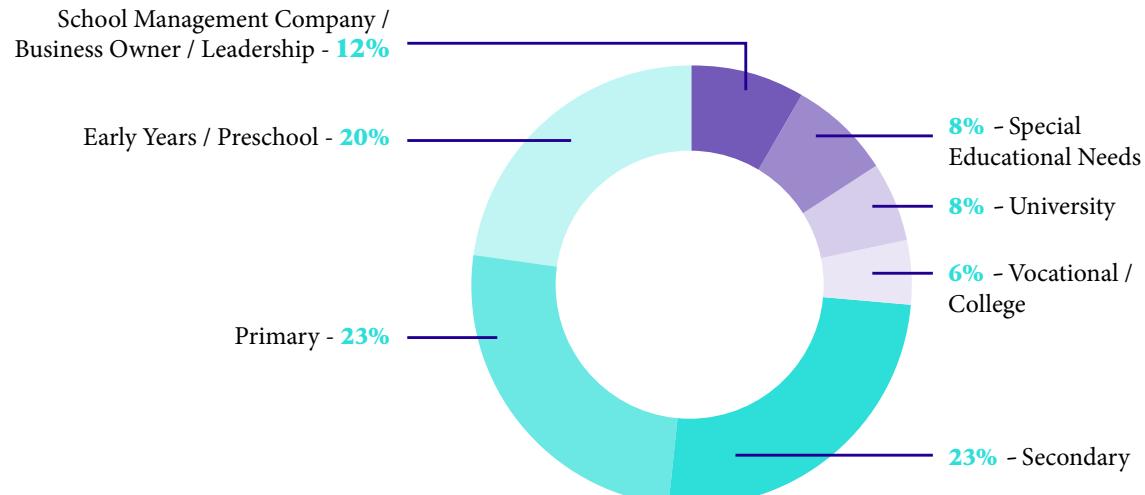
— Sinisa Andric, Event Manager, Lanaco



*“Attending GESS Dubai was
truly unforgettable! My top three
takeaways: 1) Social events are
powerful for making meaningful
connections, 2) Speaking engagements
are inspiring and impactful, and 3)
Coffee chats often lead to the best
ideas. GESS Dubai showed me that
real growth happens through the
relationships we build.”*

— Mark Ryan, PYP Coordinator,
GEMS World Academy

Visitor Educational Establishment

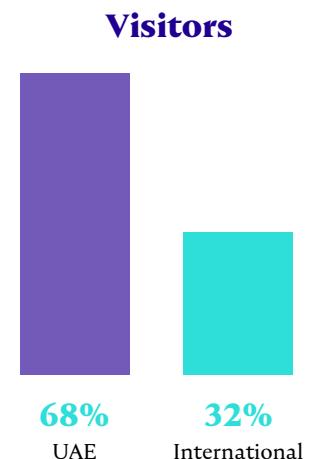


"GESS Dubai 2024—an incredible event that brought together educators, innovators, and industry leaders shaping the future of education. This experience has been both enriching and inspiring, offering invaluable insights into the latest trends, technology, and solutions in the education sector. It was an honour to connect with like-minded professionals and expand my knowledge in an ever-evolving field."

Stephanie Martin, Educator, Leader and Lecturer at UOWD



Top 5 visiting countries



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



“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.”

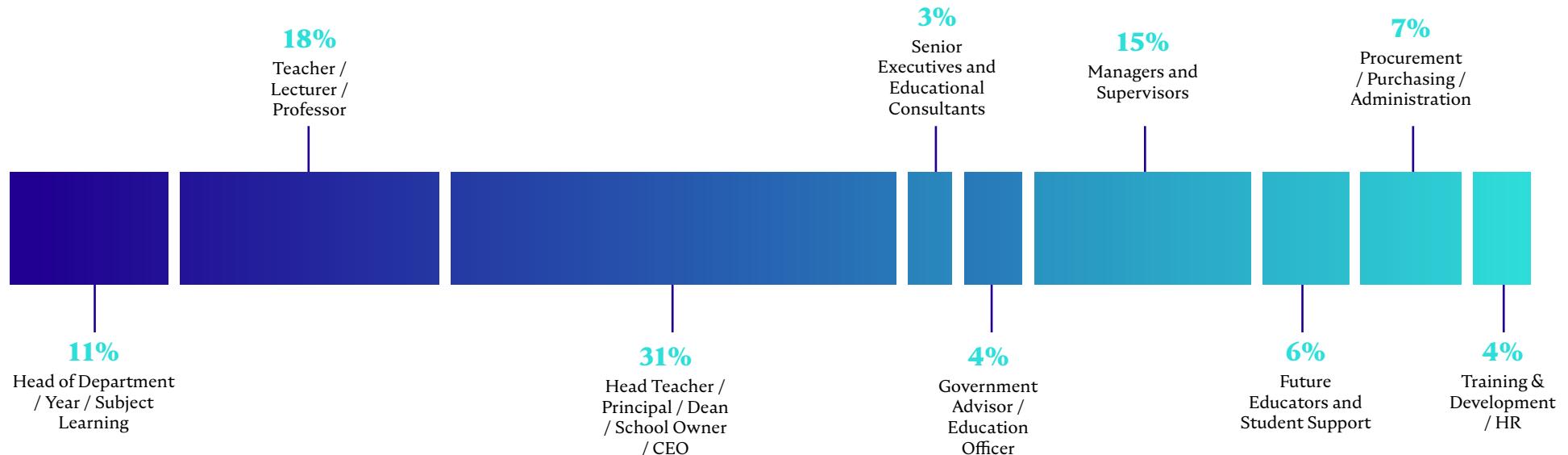
Sorise Tech



“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

Visitor Job Function



"I had a fantastic time attending GESS Dubai. The speakers were outstanding, offering valuable insights on leadership, sustainability, and edtech. It's always refreshing to learn from such experts. Even better, it was great to reconnect with so many familiar faces and catch up with old colleagues and industry peers."

Amanda Gordon, Senior K-12 Sales Executive



Conference Highlights

GESS Dubai's renowned conference returned with a fresh focus, uniting leading experts and education professionals to exchange ideas and actionable strategies. This year's agenda delved into transformative topics such as gaming in education, the integration of AI, promoting wellbeing in schools, and advancing sustainability practices—offering valuable insights to inspire and empower educators.

7
streams
(1 dedicated to
leaders in education)

210+
speakers from
15+
countries

205+
CPD accredited
sessions

"It was truly an outstanding event, showcasing exceptional organisation, a wide range of exhibitors, and a rich platform for exchanging innovative ideas in education."

The fair stood out for its diversity, bringing together educators, thought leaders, and innovators from various sectors to share insights and explore new opportunities. I was particularly inspired by the dynamic atmosphere and the innovative solutions presented, which left me feeling energized and optimistic about the future of education."

Hagop Dertavitian, Emirates Literature Foundation



GESS Awards

The 11th 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 340 finalists to an evening of networking opportunities and celebration.

900+

entries received from 60 countries

31

Awards

10

countries that winners came from

340+

attendees

"With so many highlights and insights from GESS Dubai, it's 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 Hydrogen Electric Trucks



Book Your Stand at GESS Dubai 2025

**Tuesday 11 November – Thursday 13 November,
Dubai World Trade Centre**

Stand Rates 2025

Early bird* Space only: \$765 per m²

Standard space only: \$825 per m²

Early bird* shell scheme: \$805 per m²

Standard shell scheme: \$865 per m²

(*Early bird rate valid until 25th April 2025)

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 2025 please contact the sales team now

www.gessdubai.com

sales@gesseducation.com

