



# QATAR EDUCATION



## *LEADERSHIP EXPO 2026*



***Join the Region's Most Impactful Education Expo***

Organized by Student Diwan, Qatar's leading EdTech platform

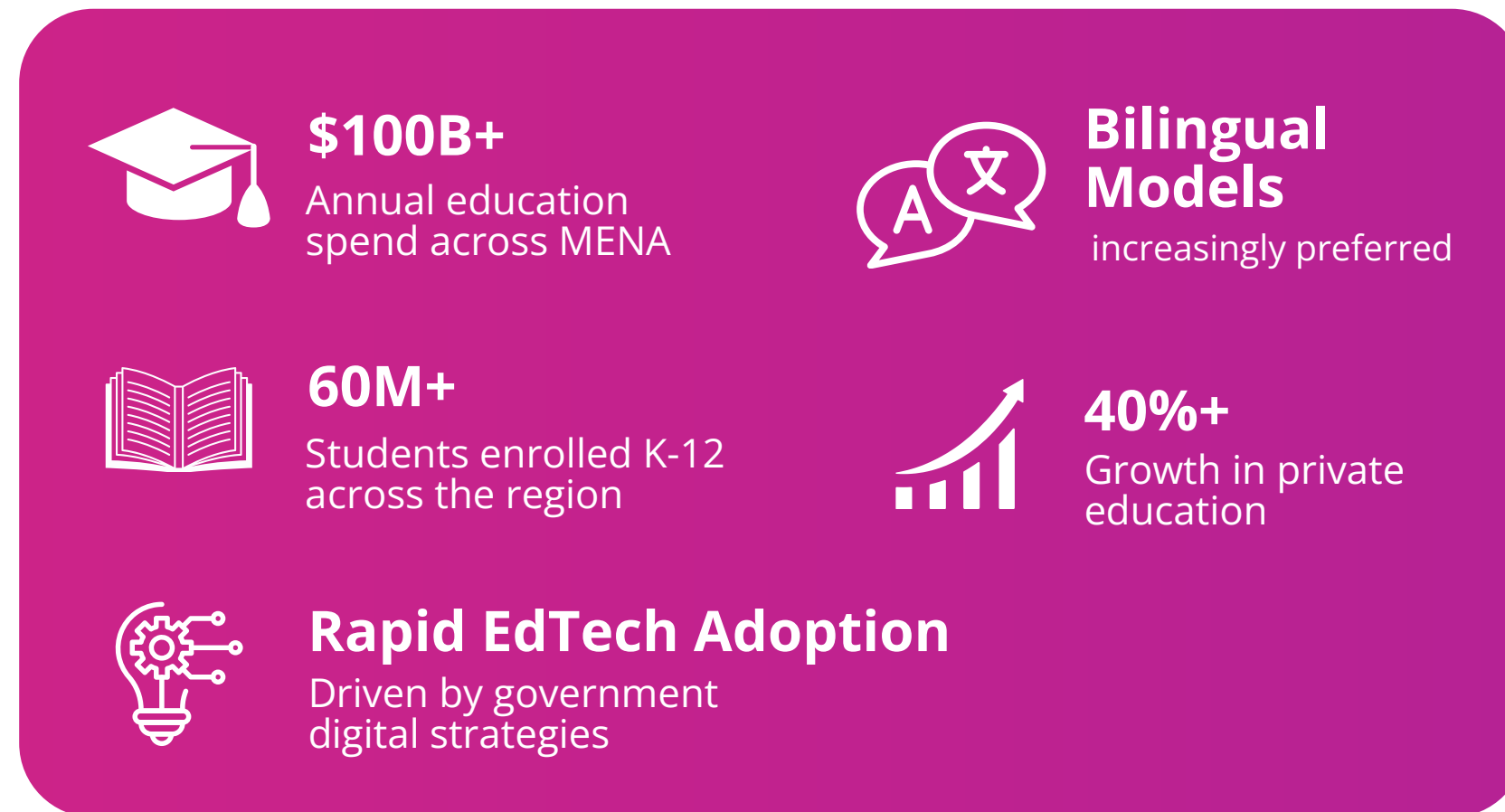


**SHERATON GRAND DOHA RESORT &  
CONVENTION HOTEL**

**APRIL 19-20**



# MENA: A \$100 BILLION EDUCATION MARKET ON THE RISE



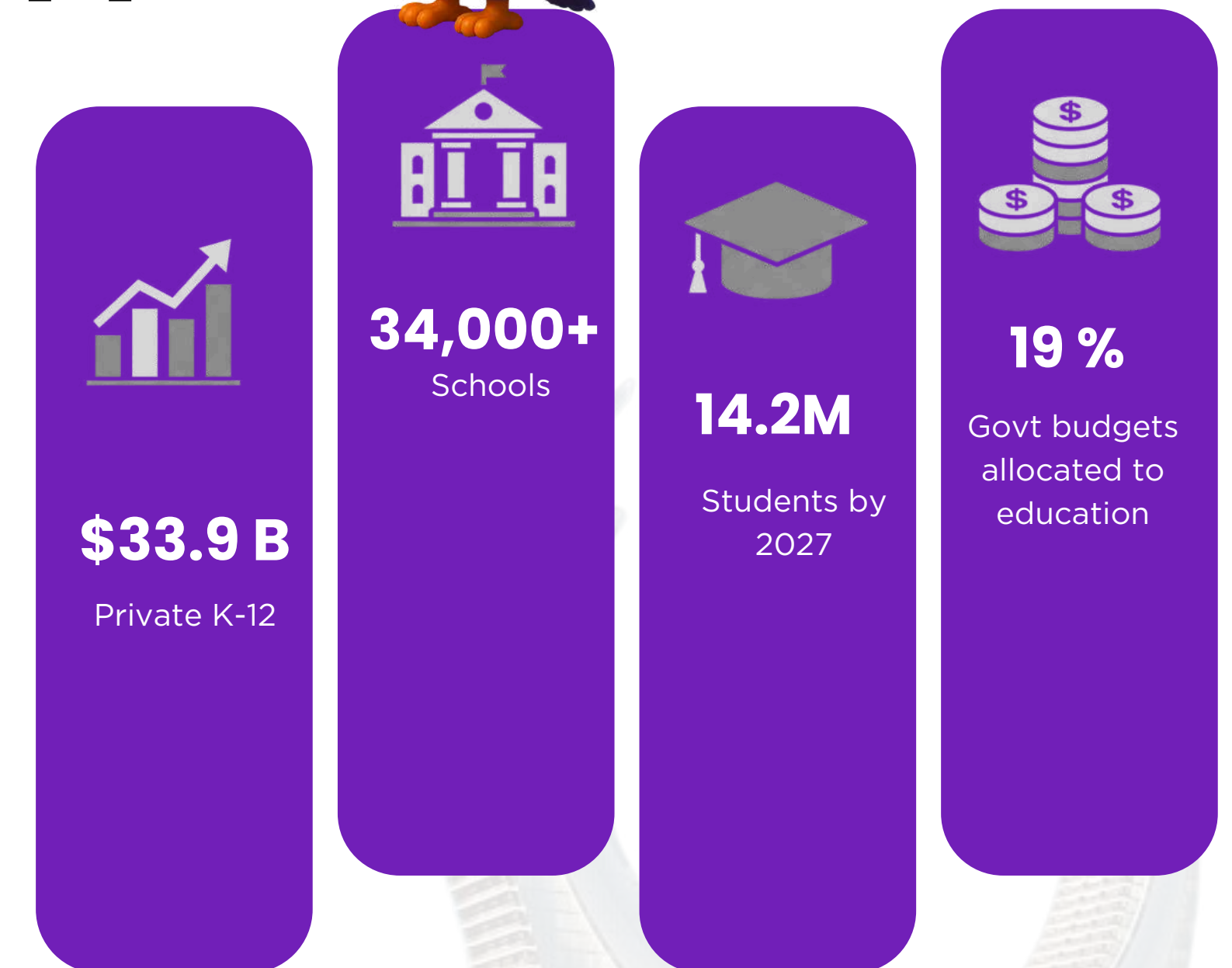
- **Saudi Arabia:** \$49.3B for education (2022); 40% of GCC students.
- **UAE:** 827 international schools (world's highest) in strong private sector.
- **Qatar:** 80%+ in private schools and high demand for premium curricula & EdTech.
- **Kuwait, Oman, Bahrain:** K-12 reforms, bilingual curricula.
- **Egypt & Morocco:** Fastest-growing private education markets in North Africa.





# THE MARKET OPPORTUNITY

- Governments & private sector are rapidly expanding **schools, infrastructure, and EdTech.**
- Private K-12 market projected by 2030 (11.4% CAGR).
- Expected across **34,000+** schools by 2027.
- **Qatar Leadership Expo 2026** is your direct gateway to decision-makers shaping the future of education in MENA.





# YOUR GATEWAY TO THE MENA EDUCATION MARKET

- **Access Leaders & Students:** 350+ decision-makers & 4000+ students.
- **Expand Your Reach:** Boost visibility across the MENA education ecosystem.
- **Forge Alliances:** Connect with ministries, EdTechs, universities & schools.
- **Amplify & Strengthen Your Brand:** Stand out with premium exposure in a thriving education market.

*Engage with leaders from Qatar, GCC, MENA, Africa, UK, US & beyond.*



# OUR VISION

*We're shaping the Gulf's next-gen education ecosystem, beyond just an exhibition.*

- **Empower students:** Empower students with hands-on workshops and practical training.
- **Connect leadership:** Roundtables for institutional heads.
- **Unlock opportunity :** Scholarships and on-the-spot admissions.
- **Celebrate excellence:** Certificates co-issued with global brands.
- **Leave a legacy:** A digital footprint powered by Student Diwan.





# WHY QATAR IS THE EDUCATION HUB OF THE GULF

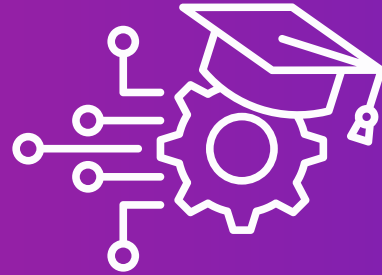
- Qatar boasts one of the **highest GDP per capita globally**, giving it **unmatched spending power** and making it the most attractive education market in the Gulf.
- **#1** in the **region** for international education per capita.
- Over **200+** international schools, colleges & training centers.
- Home to **world-renowned campuses**: Education City, Georgetown, HEC Paris.
- A **melting pot** of **students** from India, Philippines, Egypt, Pakistan, Bangladesh & more.
- **Strategic MENA hub** with unmatched global connectivity (*Hamad Intl Airport links 170+ destinations*).



# WHO IS ATTENDING?



100+ Universities  
& Colleges



50+ Edutech  
Companies



75+ Education  
Consultants



K-12 Leaders  
& Students



Government  
Representatives



120+ Speakers &  
Influencers



Sponsors, Media  
& Investors



4000+  
Students



**1 Million+** digital impressions through social media, PR campaigns & partner networks.



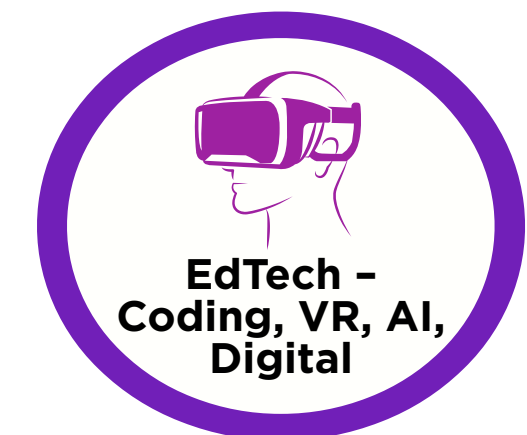
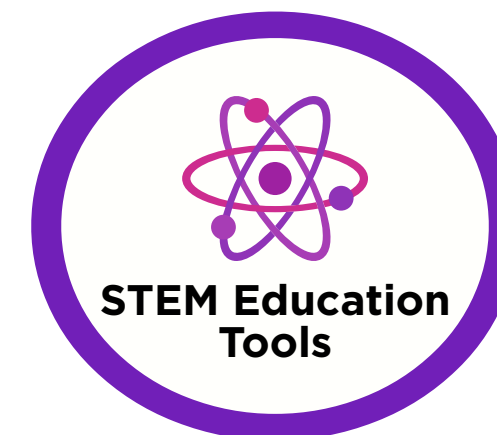
# WHO SHOULD EXHIBIT AT THE EXPO?

Qatar Education Leadership Expo 2026 unites leaders, decision-makers, and students, empowering every exhibitor to shape the future of education.

**More than an exhibition — it's  
where the future of education  
in MENA is shaped.**

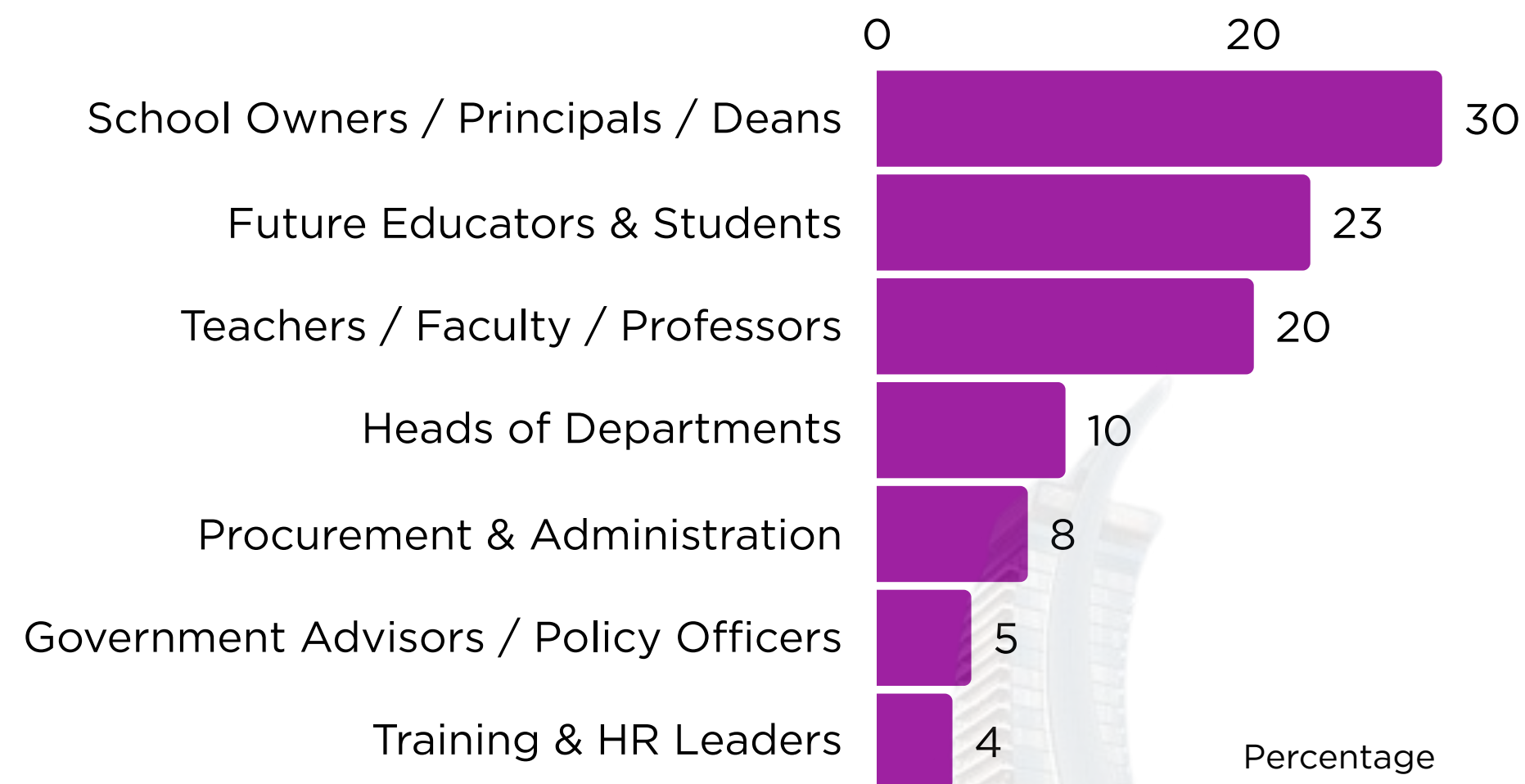
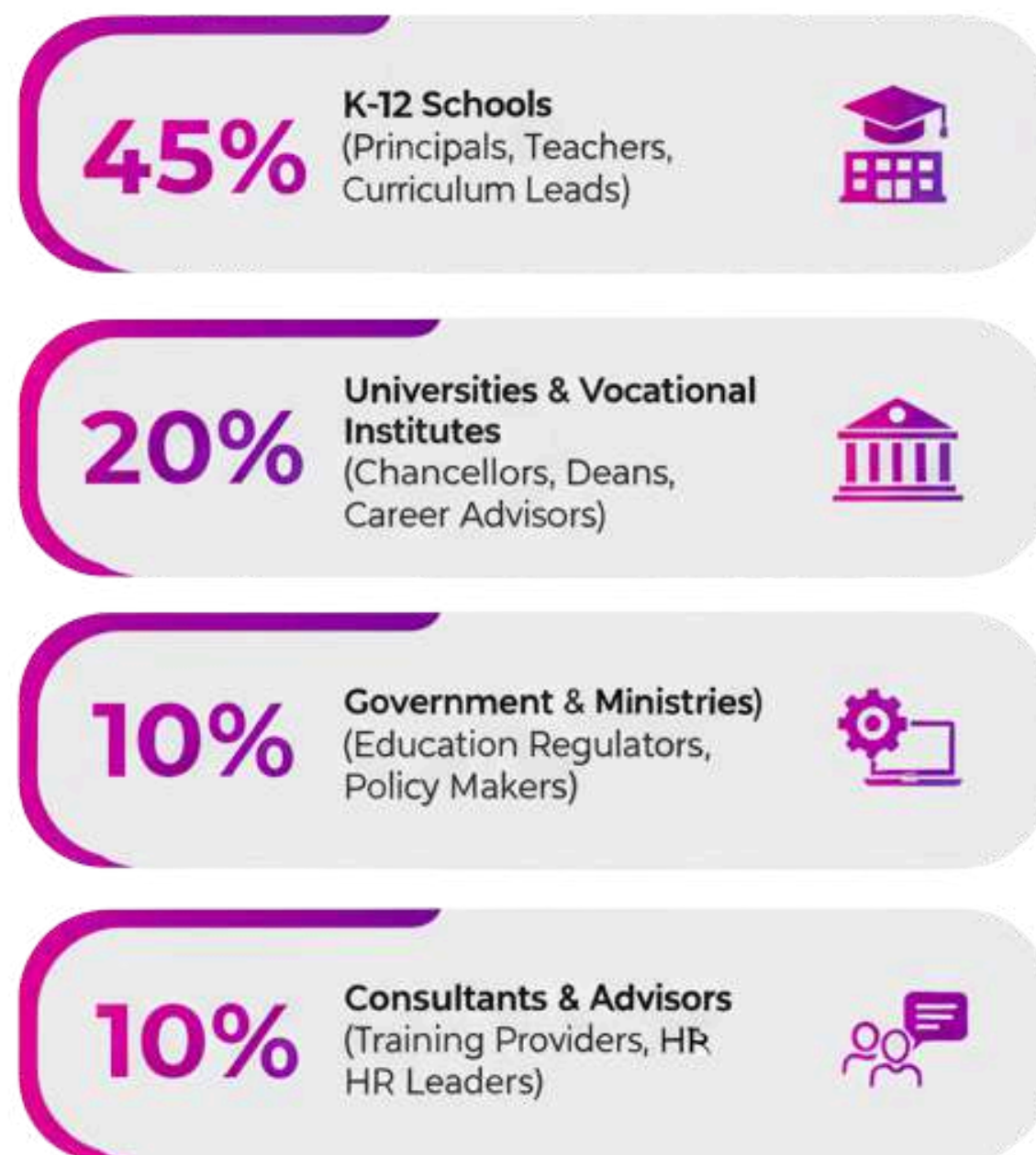


**QATAR  
EDUCATION**  
LEADERSHIP EXPO 2026





# MEET THE DECISION-MAKERS SHAPING EDUCATION IN MENA



## Top Visiting Countries



+ MENA & International Delegations

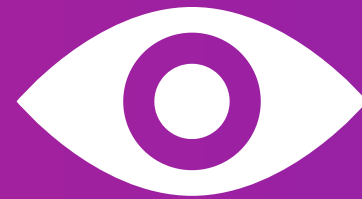


# EXHIBITOR BENEFITS



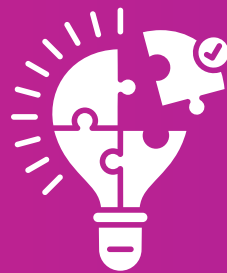
## RECRUITMENT

Engage Grade 11-12 students with strong admission intent (D+I).



## VISIBILITY

Gain 1M+ brand impressions across digital & event platforms.



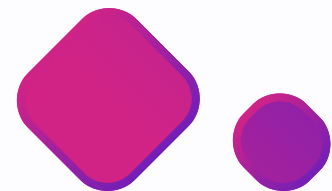
## THOUGHT LEADERSHIP

Shape MENA's education agenda through panels & roundtables.



## PARTNERSHIPS

Connect with education leaders, government, & industry experts.





# EDUCATION EXPO IS MORE THAN 2 DAYS

IT'S A 365-DAY GROWTH ENGINE







*YOUR BRAND. ALWAYS VISIBLE. ALWAYS RELEVANT.*



**1M+** Digital Impressions

**20K+** Engaged Subscribers  
via newsletters &  
event updates

**40+** Countries reached  
through digital  
campaigns

-  **Website Banner**
-  **Sponsored Newsletter**
-  **Targeted Social Media Ads**
-  **Exclusive Webinar Sponsorships**
-  **Leadership Talk Series**
-  **Remarketing Campaign**

80% of exhibitors saw increased engagement  
after leveraging our digital campaigns.

# **BOOST YOUR BRAND BEYOND THE BOOTH** ***WHERE IMPACT EXTENDS FURTHER***

## **CONFERENCE & EXPOSURE OPPORTUNITIES**



### **Keynote & VIP Roundtables**

Engage directly with ministers & decision-makers



### **Expert Insight Panels**

Position your brand as an expert



### **Workshops & Masterclasses**

Showcase hands-on solutions for educators & students



### **Interactive Product Demos**

Drive engagement & adoption on-site



### **Student Engagement Zones**

Connect with future leaders & talent

## **KEY IMPACT STATS**

**120+**

**International  
Speakers**

**30+**

**Interactive  
Sessions & Panels**

**10+**

**Dedicated  
Content Streams**

**40+**

**Countries  
Represented**

**1M+**

**Global Digital  
Impressions**





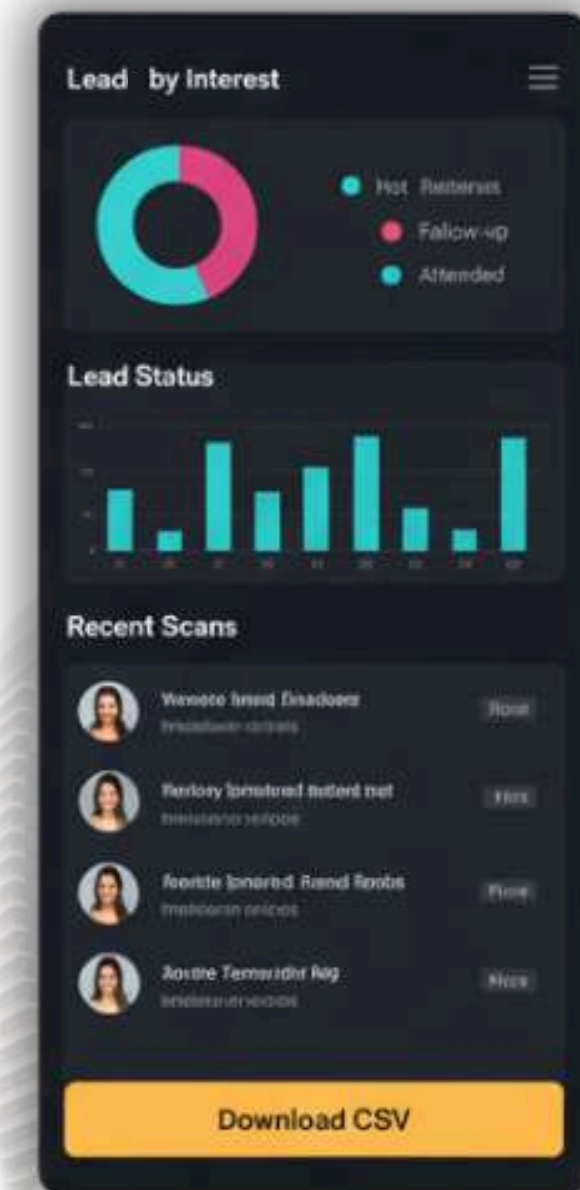
# NEVER MISS A LEAD: INSTANT CAPTURE FOR EVERY EXHIBITOR

- **Scan qualified visitors in seconds.**
- **Instantly capture:** Name, Role, Institution, Contact (Opt-in).
- **Real-time sync** to your exhibitor dashboard.
- **Instant CSV export** delivered for quick **CRM** import.
- **Works offline;** auto-syncs when back online.



*Turn every handshake into a qualified lead in seconds.*

**Capture Every Lead. Convert Faster.**





# YOUR 3 WAYS TO JOIN

## EXHIBIT



**Showcase Your Institution –**  
Claim Your Booth

## SPEAK



**Inspire the Region –**  
Host a Workshop or Talk

## SPONSOR



**Lead the Change –**  
Maximize MENA Visibility

***Ready to join? Email us at [partnerships@eduexpoqatar.com](mailto:partnerships@eduexpoqatar.com)***



# CONNECT WITH US.

*Want to lead change in education?*



Email

**[partnerships@eduexpoqatar.com](mailto:partnerships@eduexpoqatar.com)**



Social Media

**@qatarexp2026**



Call us

**+974-7444-9111**

**ORGANIZED BY**



**STUDENT  
DIWAN**

