



THE LEADING EDUCATION CONFERENCE AND EXHIBITION
IN THE MENA REGION IS COMING TO SAUDI ARABIA



26 – 28 May 2025

Mandarin Oriental Al Faisaliah,
Riyadh

www.gess-saudi-arabia.com

**Combine
Connect
Create**

GESS Conference
Sessions:



Organised by:



Welcome to GESS Saudi Arabia 2025

GESS Saudi Arabia 2025 is set to be a premier education event in the Kingdom, building on the momentum and success of the KSA Summit held in May 2024. The summit set the stage for advancing educational innovation by bringing together key stakeholders from across the sector. It highlighted the Kingdom's commitment to educational excellence and transformation, fostering collaboration and inspiring new initiatives.

Its success was measured by the high level of engagement, the diverse range of topics covered, and the strong participation from both local and international experts. This event not only set a high standard, but also laid the groundwork for future events.

GESS Saudi Arabia 2025 will build on these achievements by offering attendees the chance to engage directly with key decision-makers, thought leaders, and educators. This event is your opportunity to showcase your products and solutions in a dynamic setting where ideas come to life and partnerships flourish. With an extensive conference programme running alongside the exhibition, GESS Saudi Arabia 2025 is set to be the complete event for the education industry, driving forward the Kingdom's modern educational landscape.

KEY TAKEAWAYS FROM GESS LEADERS IN EDUCATION SAUDI ARABIA SUMMIT

90%

of attendees came to stay updated on new trends and innovations

70%

of attendees from private education institutions

20+

countries represented



“In all honesty, we’ve been part of education summits before, and it’s never been this good, we connected with key decision-makers, owners of schools and very important people in the education sector and we’d also like to thank Informa Connect for organising such a special and exclusive event”

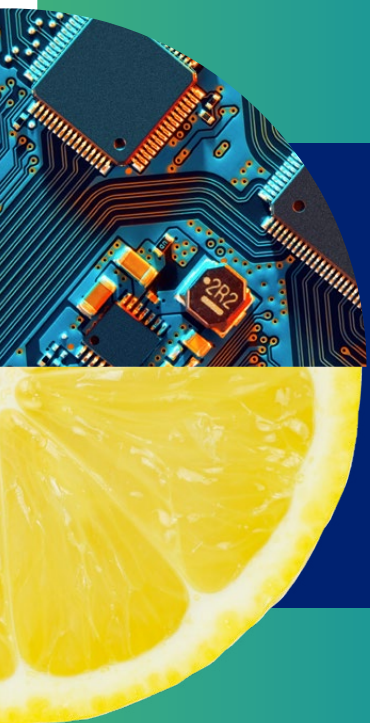
Chief Executive Officer at
Sham Elegance Tailoring

Saudi Arabia Market Growth

The Kingdom of Saudi Arabia's commitment to education is evident in its increasing spend in the sector. The Kingdom has the largest school-age population in the GCC region, and equally boasts the largest investment in education in the GCC region. In 2022 alone, the government allocated \$53.7 billion to the education sector. This substantial investment underscores the government's focus on advancing education infrastructure and resources as part of Vision 2030 and makes GESS Saudi Arabia 2025 a vital platform for learning and collaboration.

“Events like these are useful in two ways. One of the reasons why you come to events like this is because you want to hear the speakers and from specialists in a particular area but one of the other important things you get out of events like this is meeting educators who are different and have different thoughts as well as having that networking opportunity. From my perspective, one of the valuable things of being here is finding other principals to talk to and connect with and I think other people here will find the same.”

Adele O'Doherty Principal Downe House Riyadh



**\$15
BILLION**

expected value of KSA
education sector by 2030

**RIYADH PRIVATE
SECTOR**

Biggest growth
expected

**VISION
2030**

building on and reshaping
education system





Why Exhibit at GESS Saudi Arabia 2025

REASONS TO EXHIBIT:

- **ENGAGE WITH DECISION-MAKERS:** Interact directly with key stakeholders, including government officials, school owners, and education leaders who influence purchasing decisions and policies.
- **EXPAND YOUR NETWORK:** Build relationships with educators, administrators, and thought leaders, fostering partnerships and collaborations that can propel your business forward.
- **SHOWCASE INNOVATION:** Present your latest products and services in an inspiring environment that encourages dynamic interactions and discussions.
- **DRIVE BRAND RECOGNITION:** Enhance your brand visibility and credibility by being part of an event renowned for its impact and reach in the education sector.

WHO YOU WILL MEET:

- **GOVERNMENT OFFICIALS:** Influencers and policymakers shaping the future of education in Saudi Arabia.
- **SCHOOL OWNERS AND ADMINISTRATORS:** Key players responsible for implementing educational strategies and making purchasing decisions.
- **EDUCATORS AND THOUGHT LEADERS:** Innovators and pioneers in education, eager to discover new solutions and technologies.
- **INTERNATIONAL DELEGATES:** A global audience seeking partnerships and insights into the thriving KSA education market.

Engage with experts at our conference

GESS Saudi Arabia 2025 is not just an exhibition; it's a world-class conference featuring expert speakers and education professionals. This event offers an unparalleled opportunity to explore key topics such as EdTech, sustainability, AI, wellbeing, and leadership strategies. The sessions are accredited for Continuing Professional Development (CPD), providing you with invaluable insights to stay ahead in the rapidly evolving education sector.

EXPERT SPEAKERS: Gain insights from industry leaders who are driving change and innovation in education.

CPD-ACCREDITED SESSIONS: Enhance your professional development and credentials with sessions designed to provide practical knowledge and skills.

CUTTING-EDGE TOPICS: Discover the latest educational trends and advancements that are reshaping the landscape.

NETWORKING OPPORTUNITIES: Connect with a global community of educators, administrators, and decision-makers, fostering connections and collaborations.



“This is our first GESS conference in Saudi Arabia, we’re very excited because we got to meet a lot of visitors and spoke to them about our solutions. At the same time we’re looking forward to having more discussions with them in the future. We’re so pleased we’re here, we really thank Informa Connect for inviting us. We’re looking forward to working with them on more events in Saudi Arabia.”

Hassan Badr Country Manager Saudi Arabia & Egypt Alef Education

www.gess-saudi-arabia.com



An audience of buyers looking to source the full sphere of educational supplies and solutions

Join us at GESS Saudi Arabia to stay at the forefront of education trends and innovations. Our event provides a unique platform for exhibitors to showcase their products and solutions to a targeted audience of industry professionals. This is your chance to connect with influential buyers and decision-makers, enhance your brand's visibility, and forge valuable partnerships in the thriving KSA education market.

“The GESS KSA event was one of the most organised and well supported events that I have attended. The venue was great, the delegates attending were one hundred percent significant, and all of the delegates that I spoke to were a delight and very relevant to the services that Chester are promoting. All in all, it was a very successful show and we will be looking forward to participating at the next GESS KSA that is being organised for 2025.”

Samantha Milwain, International Sales Manager, Chester Machine Tools

VISITOR PRODUCT INTEREST



STEAM



EdTech - Coding,
Digital, VR, AI



Online / e-Learning
Resources / Curriculum



Language Learning



Books / Magazines /
Publishers / E-Publishers



School Management Tools
/ Training / Finance /
Recruitment / Transport



Arts, Craft, Design,
Stationery



Furniture / Design
Solutions



Sports, Fitness and
Wellbeing



Associations /
Government Bodies



Music



Uniforms



Educational Toys,
Games and Playground
Equipment



Hardware - 3D Printers,
AV, Multimedia
Technology



Vocational Equipment &
Resources

Engage with key decision-makers in education

SAMPLE LIST OF PROMINENT ATTENDEES FROM GESS LEADERS IN EDUCATION SAUDI ARABIA SUMMIT



JOB FUNCTION	COMPANY	COUNTRY
Head of STEM	Adhwa Al-Hedaya International School	Saudi Arabia
Head of Science	Adhwa Al-Hedaya International School	Saudi Arabia
Principal	Advanced Learning Schools	Saudi Arabia
Principal	Advances Generations International School	Saudi Arabia
Academic Director	Ajjaluna Educational Company	Saudi Arabia
Principal	Al Ansar International School	Saudi Arabia
Head of department	Al Faris School	Saudi Arabia
Vice Principal	Al Forsan Internacional	Saudi Arabia
Principal	Al Forsan international	Saudi Arabia
School Head	Al Hussan Schools	Saudi Arabia
Head of Science & STEM	Al Motaqadimah American Diploma Al Aqiq	Saudi Arabia
Principal	Al Rayyan Model Education	Saudi Arabia
Headmaster	Aldenhams Prep Riyadh	Saudi Arabia
Principal	Al-Ghad National Schools Company	Saudi Arabia
Principal	Alhussan International School	Saudi Arabia
Principal	Al-Tarbiyah Al Namouthajiyah School	Saudi Arabia
Head of Early Learning	American International School of Jeddah	Saudi Arabia
Professor	American Open University	Saudi Arabia
Principal	Anjuman I Islam Allana English Secondary School	India
Principal	Artal Preparatory Schools	Saudi Arabia
Head of Academics	Ataa Educational Company	Saudi Arabia
Vice Principal	Atlas International School	Saudi Arabia
Principal	Bayan Gardens School	Saudi Arabia
Principal	BCLE	Saudi Arabia
Head of Primary	Beech Hall School Riyadh	Saudi Arabia
Lead LSAs Coordinator	Beech Hall School Riyadh	Saudi Arabia
Executive Principal	Beech Hall School Riyadh	Saudi Arabia
Deputy Headteacher	British International School - Riyadh	Saudi Arabia
Head of Faculty	British International School - Riyadh	Saudi Arabia
Head of Primary	British International School - Riyadh	Saudi Arabia
Director of Schools	British International School - Riyadh	Saudi Arabia
Deputy Head of Senior School	British International School - Riyadh	Saudi Arabia
Assistant Headteacher & Designated Safeguarding Lead	British International School - Riyadh	Saudi Arabia
Principal	British International School - Riyadh	Saudi Arabia
Principal & CEO	British International School - Al Khobar	Saudi Arabia
Assistant Principal	British School	Saudi Arabia
School Principal	Britus Education	Saudi Arabia
Principal	Britus International School - Al Olaya	Saudi Arabia
Principal	CambriLearn	South Africa
Head of Maths	Downe House Riyadh	Saudi Arabia
Principal	Downe House Riyadh	Saudi Arabia
Principal	Education Gate International School - Al Murabaa	Saudi Arabia

Principal	Education Gate International School - Al Rawdah	Saudi Arabia
Head of English	Encyclopedia of Science Schools	Saudi Arabia
Principal	Enlighten Our Minds School	Saudi Arabia
Principal	Froebels International School	Pakistan
School Principal	Gateway International Montessori School	Egypt
Superintendent	GEMS Saudi International Schools	Saudi Arabia
Curriculum Lead	Glendale Internal School Dubai	United Arab Emirates
Vice Principal	Hakim International School	Iran, Islamic Republic of
Vice Principal	Ibn Khaldun Education Group	Saudi Arabia
Head of Department	Ibn Roshd School	Saudi Arabia
Vice Principal	Ibn Roshd School	Saudi Arabia
Principal	Ibn Roshd School	Saudi Arabia
Assistant Principal	International Community School	United Arab Emirates
Superintendent	International Schools Group	Saudi Arabia
Vice Principal	KAF Academy International School	Saudi Arabia
Head of Science	Khalid International Schools	Saudi Arabia
STEAM Coach	King Faisal School	Saudi Arabia
Professor	King Saud University	Saudi Arabia
Professor of Education	King Saud University	Saudi Arabia
Headmaster	King's College Riyadh	Saudi Arabia
Principal	Learning Oasis School	Saudi Arabia
Principal	Little Gems Pre-School	Bahrain
Head of Safeguarding	Maarif Education	Saudi Arabia
Head of Department	Ministry of Education - Yanbu Office	Saudi Arabia
Junior Schools Principal	Misk Schools	Saudi Arabia
Vice Principal	Misk Schools	Saudi Arabia
Senior Principal	Misk Schools	Saudi Arabia
Director General	Misk Schools	Saudi Arabia
Principal	Model Education International Academy Nuzha	Saudi Arabia
Head of Section	Model Education Schools	Saudi Arabia
School Principal	Model Education Schools	Saudi Arabia
Professor	Najran University	Saudi Arabia
Principal	Namouthajiya Schools	Saudi Arabia
Principal	National Company for Learning & Education	Saudi Arabia
Vice Principal	National Company for Learning & Education	Saudi Arabia
Headmaster	National Company for Learning & Education	Saudi Arabia
Technology Integration Specialist	NEOM Community School	Saudi Arabia
Executive Principal & CEO	Nordic International School Lahore	Pakistan

Head of Academics	Nün Academy	Saudi Arabia
Director of Educational Technology	Nün Academy	Saudi Arabia
Principal	One World International School	Saudi Arabia
Principal	Pakistan International School, English Section	Saudi Arabia
Professor	Prince Sattam Bin Abdulaziz University	Saudi Arabia
Education Director	Reigate Grammar School	Saudi Arabia
Head of Department	Riyadh Najed Schools	Saudi Arabia
Head of Department	Riyadh Schools	Saudi Arabia
Vice Principal	Riyadh Schools	Saudi Arabia
School Principal	Riyadh Schools	Saudi Arabia
Head of Learning & Innovation	SEK International School Riyadh	Saudi Arabia
Head of School	Starfield College Abuja	Nigeria
Principal	Stars of Knowledge International School	Saudi Arabia
School Principal	Talaaea Almubdeen Company	Saudi Arabia
Vice Dean	Technical and Vocational Training Corporation	Saudi Arabia
Primary Section Head	The City School International	Saudi Arabia
Principal	The National Education Company	Saudi Arabia
Professor	University of Bisha	Saudi Arabia
Founding Principal	V2 Education	Saudi Arabia
Principal	Reigate Grammar School	Saudi Arabia
Superintendent	Kingdom Schools	Saudi Arabia
Head of Technology	Khalid International Schools	Saudi Arabia
Head of Boys School	King Faisal School	Saudi Arabia
Director General	King Faisal School	Saudi Arabia
Superintendent	American International School Riyadh	Saudi Arabia
Assistant Professor	Majmaah University	Saudi Arabia
General Manager of Operations	Al Yamamah University	Saudi Arabia
Lecturer	Taif University	Saudi Arabia
Professor	American Open University	Saudi Arabia
Assistant Professor	King Saud University	Saudi Arabia
Professor of EdTech	Prince Sattam University	Saudi Arabia
Professor	Princess Noura University	Saudi Arabia
Lecturer	King Saud University	Saudi Arabia
Assistant Professor	Umm Alqura University	Saudi Arabia
Assistant Director	The Universal American School	Kuwait
Academic Supervisor	Ministry of Education	Saudi Arabia
Assistant Director	Ministry of Education	Jordan
Assistant Manager	Ministry of Education	Oman



Boost your visibility with digital advertising

Over the past year, the GESS brand has achieved remarkable growth online, with significant increases in audience engagement. We now see record numbers of targeted educational professionals visiting our websites, engaging with our emails, and clicking on advertisements. We offer a variety of digital marketing packages, utilising cutting-edge digital marketing technology to help you achieve your goals and ensure your brand is visible to education professionals throughout the year, complementing your presence at our events. From website and newsletter banners that reach an engaged and high-quality audience to webinar sponsorships that position your brand as an industry thought leader, and remarketing campaigns to extend your reach globally. The opportunities with GESS Saudi Arabia are limitless for taking your brand to new heights.

WHY CHOOSE DIGITAL ADVERTISING WITH GESS SAUDI ARABIA?

- Connect with our dedicated online education audience
- Reach key decision-makers on a global scale
- Showcase your expertise and establish your brand as an industry leader
- Increase brand awareness and ensure educators know you're part of the event
- Understand your leads and target them with the Informa Lead Insights platform

www.gess-saudiarabia.com

“The speakers were outstanding, bringing a wealth of knowledge and expertise to the table. Their presentations were engaging, inspiring, and filled with actionable insights that resonated with everyone in attendance. One of the most valuable aspects of the event was the opportunity for networking and collaboration. I had the privilege of connecting with educators from various backgrounds and exchanging ideas, experiences, and best practices.”

Christopher McKenzie, Academic Director, Ajialuna Educational Company



LEADERS IN EDUCATION

Leaders in Education has rapidly expanded its influence, initially providing top educators with an exclusive onsite experience. In recent years, we have hosted dedicated Leaders in Education Summits in Saudi Arabia, Nigeria, Oman, and Kenya, alongside digital events such as the Global Leadership Summit and GESS Edtech Summit.

WHO ARE WE?

Membership is by invitation only, including leading educators who influence purchasing decisions, school owners, and those directing school strategy and training. These are the visionaries, influencers, and decision-makers of the education industry. At GESS Saudi Arabia 2025, we will welcome many of the Kingdom's leading education decision-makers. All members will have dedicated badges for easy identification on the exhibition floor.

WHAT DO WE AIM TO ACHIEVE?

The aims of GESS Leaders In Education are to:

- 1. Facilitate Connections:** We create valuable networking opportunities to build strong relationships among members.
- 2. Exclusive Training:** We provide targeted training opportunities for educational leaders at GESS exhibitions and satellite events throughout the year.
- 3. Efficient Navigation:** We assist our members in navigating exhibitions efficiently, connecting them with exhibitors offering relevant products and services.



“GESS brings together the world’s most innovative educators and is a great space for networking and building partnerships and learning about the great work that others are doing in the industry. As always, I left GESS this year with a diary full of meetings with new and old partners that I am extremely excited to follow up on!”

**Carl Morris, Principal & Co-Founder,
Carfax College & The Online School**

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.

Find out more: [informaconnect.com/Lead Insights.com](https://informaconnect.com/Lead-Insights.com)

BENEFITS



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.

Sustainability And Inclusion At GESS Saudi Arabia

At GESS Saudi Arabia, we are dedicated to making a positive impact on both people and the planet. We strive to minimise our environmental footprint and enhance the well-being of the communities we engage with. By connecting attendees with valuable networks and insights, we address key challenges in the education sector to foster long-term, sustainable growth. Recognising the importance of sustainability to the education community, our conferences will continue to explore, discuss, and share knowledge, empowering attendees to drive meaningful change.

Commitment to Wellbeing and inclusion

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

Driving sustainable development

- 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

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



Visit the event website to learn how you can help with exhibiting and attending the event in a sustainable way

www.gess-saudi Arabia.com/our-commitment-sustainability

Book Your Stand at GESS Saudi Arabia 2025

Monday 26 - Wednesday 28 May 2025

Mandarin Oriental Al Faisaliah,
Riyadh

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 for 2025 please contact the sales team now

www.gess-saudi-arabia.com

sales@gesseducation.com

Show Promotional Packages available to boost your presence at GESS Saudi Arabia

- 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

