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11-13 November 2025

Dubai World Trade Centre,
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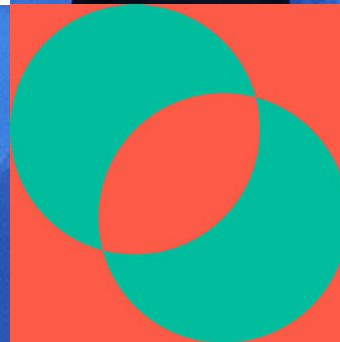
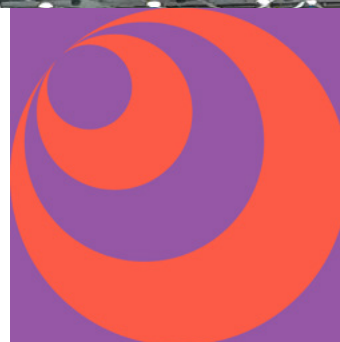


Welcome to GESS Dubai 2025

“ For over 18 years, GESS Dubai has been at the forefront of innovation in education, evolving alongside the industry to meet the ever-changing needs of the education community. As a trusted platform for collaboration and discovery, we are proud to continue our legacy of empowering teachers with cutting-edge solutions, inspiring ideas, and transformative tools. This year, we're proud to continue that journey by bringing new and exciting opportunities for educators to explore, from groundbreaking conference sessions to innovative exhibitor showcases, ensuring that every visitor leaves equipped to shape the future of education. ”



Sarah Palmer
Brand Director, GESS





Event highlights

From world-class conference sessions to hands-on features and networking opportunities, discover the highlights shaping GESS Dubai 2025.

Multiple dedicated spaces for dynamic talks, workshops, and panel discussions.



LEADERS IN EDUCATION CONFERENCE

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

[Find out more](#)



GESS TALKS LIVE

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.

[Find out more](#)



SUSTAINABILITY & WELLBEING HUB

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.

[Find out more](#)



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.

[Find out more](#)

GAMING @ GESS

Discover the power of game-based learning through dynamic expert sessions and innovative case studies—unleashing the potential of gamification to transform student engagement and spark critical thinking skills in today's digital classroom.

[Find out more](#)

WORKSHOP SPACE

A dynamic, hands-on environment where educators can transform theory into practice through collaborative making and experiential learning—providing practical classroom innovations and ready-to-implement teaching strategies.

[Find out more](#)

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.

[Find out more](#)

Showcasing the power of creative education in shaping innovators and careers for the future economy.

[Find out more](#)

Education Investment **MENA**

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

[Find out more](#)

Main themes

This year's conference covers the topics shaping education worldwide:

AI & EdTech

How technology is transforming classrooms

Gamification

Playful learning that boosts engagement

Wellbeing

Supporting mental health and holistic growth

Leadership

Guiding schools and institutions through change

Sustainability

Practical strategies for greener schools

SEN & Inclusion

Creating classrooms where every learning thrives

Networking Opportunities

From informal connections on the show floor to dedicated networking spaces, GESS Dubai brings educators, leaders, and innovators together to build lasting relationships.

“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.”



Event highlights

Meet the Voices Shaping the Future of Education

GESS Dubai 2025 brings together leading voices from across the globe to share insights, inspire innovation, and spark meaningful conversation in education. Here's a glimpse of some of the experts you'll see this year.

[See the Full Speaker Line-Up](#)



Ewan McIntosh
Managing Director, NoTosh



Israa Lulu
Head of Innovation & Digital Learning, American School of Creative Science



Georges Kachaamy
Director of the Center for Research, Innovation and Design (CRID) and Professor of Architecture, American University in Dubai (AUD)



Dr Salam Ashour
Psychological & Educational Specialist/Academic Researcher/Certified Trainer
Queen Rania Center,
Yarmouk University, Jordan



Dr Sreejit Chakrabarty
Group Head – Technology, AI & Innovation, Fortes Education



Louise Evans
Founder/CEO,
The 5 Chairs

Speaker articles

The Journey to AI Integration in a Primary School **EdTech & AI**

By Christopher Blackwood – Assistant Head Teacher, Emirates International School

Successful AI integration isn't just about policies and procedures, it's about building authentic excitement from staff. When delivering CPD on AI, demonstrate the real potential of these tools. Show colleagues how AI can save them hours of planning time, create personalised resources for struggling learners, or generate creative lesson hooks that capture children's imaginations. Create open spaces for staff to share AI best practice. Some of the most innovative uses

of AI have come from teachers experimenting within safe boundaries and then sharing their discoveries with colleagues. Consider establishing an AI team with representatives from different year groups who can champion safe, effective use across the school. Through the development of digital leaders in school, children can become advocates for safe AI use among their peers. These digital leaders can trial age appropriate AI tools and help communicate safety messages in

language that resonates with other children. Parents are crucial partners in AI integration. Holding parent workshops on the AI tools used in school and the safety measures in place builds trust and understanding. These workshops provide opportunities to address parental concerns about AI whilst demonstrating the meaningful educational benefits when used appropriately.

[Read the full article here >](#)

How immersive tech is impacting the future of education **EdTech & AI**

By Samuel Huber – CEO MENA, Global President, Enterprise Napster Corp

The shift is already underway. When Dubai announced artificial intelligence would become a mandatory school subject in the UAE starting in 2025, it wasn't simply a policy decision – it was a clear signal. The region is preparing students for an AI-driven future, and an immersive learning environment plays a central role in it.

We applaud the direction being taken and strengthen it with partnerships like the company's collaboration with

the UAE Ministry of Finance, creating immersive environments that blur the lines between education and real-world application.

These efforts represent a fundamental reimagining of institutional learning.

By investing early and aligning strategies across sectors, the Middle East is shaping a new model for education. The benefits go beyond classrooms. A generation of students comfortable with AI tools and immersive environments will enter

the workforce ready for a digital-first economy.

This leadership could also influence global approaches. As other regions look to modernise their education systems, many may follow the Middle East's example – not just in the technology used, but in the way outcomes, policy, and collaboration are integrated from the start.

[Read the full article here >](#)

Finding Focus in School Leadership **Leadership**

By Ewan McIntosh – Founder, NoTosh

Has anyone on your school leadership team taken up their role in the last two years? If so, up to half will be judged as having failed within that same period. The definition of failure may vary, but perception matters more than precision.

So, what separates those who thrive from those who falter? One factor stands out: the ability to focus on a single, clear ambition and to bring others along with it.

Moving from fog to focus has been the hallmark of effective leaders across sectors.

Schools are already mission-driven places, powered by staff who choose the work despite its challenges. Focus honours that commitment by giving people clarity, reducing overwhelm, and creating real progress they can see.

When you focus, you avoid the trap of everythingitis. You empower middle leaders to turn stretch work into routine. You make better decisions. And you give your community something simple, meaningful, and motivating to rally behind.

As David Hieatt, Steve Jobs, and Plato put it: Do one thing well. It's enough.

[Read the full article here >](#)

When did you last really talk with your colleagues? **Leadership**

By Dr Helen Wright – Director, Global Thought Leadership

Think back to your last leadership meeting... how much of the conversation was genuine dialogue, and how much involved people talking at one another, skimming past misunderstandings, or sitting in silence because they felt unheard? If you are honest, you will probably admit that much of what passes for communication in schools is not nearly as effective as it could be.

We often assume that because leaders are experienced and articulate, they do not need to revisit the fundamentals of

communication. In fact, the opposite is true. Children may need to build confidence in communication, but adults – especially leaders – need to build patterns. Left unchecked, our habits of speech harden into blind spots that make us less effective.

Every leader has blind spots in their communication – recurring ways in which our words and behaviours undermine the impact we want to have. Perhaps you speak too quickly, leaving colleagues overwhelmed. Perhaps you think aloud,

but others hear indecision. Perhaps you dominate discussions, or perhaps you withdraw, and your silence is read as judgement.

These blind spots do not make you a bad leader; they make you human. We are all subject to unconscious biases that shape how we interpret what we hear, and how others interpret us.

[Read the full article here >](#)

Quality in Early Years Settings: More Than Standards, A Commitment to Children **Wellbeing & Sustainability**

By May Zalat – Inclusion Director, Kids First Group

When we talk about quality in early years settings, it's tempting to focus only on checklists and compliance forms. While regulations are important, they only touch the surface of what truly makes an experience high-quality for young children. Real quality is not about one standard—it's about how the environment, relationships, learning, and values come together to shape a child's earliest educational journey.

One of the most fundamental questions that need to be asked by educators is: What type of learners are we preparing for the future? The response lies in the nature of the curriculum.

In early childhood education, an excellent curriculum is not one that in some way simulates school readiness through rigid lessons or worksheets. Instead, it honours play, curiosity, investigation, and imagination as the routes to learning.

Children have a natural desire to learn, and the curriculum needs to foster that inner energy.

[Read the full article here >](#)

Fresh Air – Fresh Education **Wellbeing & Sustainability**

By John Blake – Director of School Learning, Eastern College Australia

A learner's brain structure, concentration, memory, and mood all improve when we spend more time outdoors (Kühn, et al., 2021). Educators can engage and connect learners while contributing to positive change and long-term knowledge retention, self-confidence, concentration, comprehension skills, in addition to better social interaction, and physical skills (Fägerstam, 2012; Palavan et al, 2016). One way? Simply by stepping outside of their four walls, now and again (Anaya-Zamora, 2021).

Educators today, across all settings can support learners' understanding of the complex sustainable choices required in motivating and transforming self and society (UNESCO, 2020). The Education for Sustainable Development (ESD for 2030) comprises five priority action areas, including two achievable targets for teachers: "Transforming learning environments" and "Empowering and mobilising youth". As educators explore the opportunities for their curriculum's theory to be delivered in an outdoor environment, health benefits, cross-

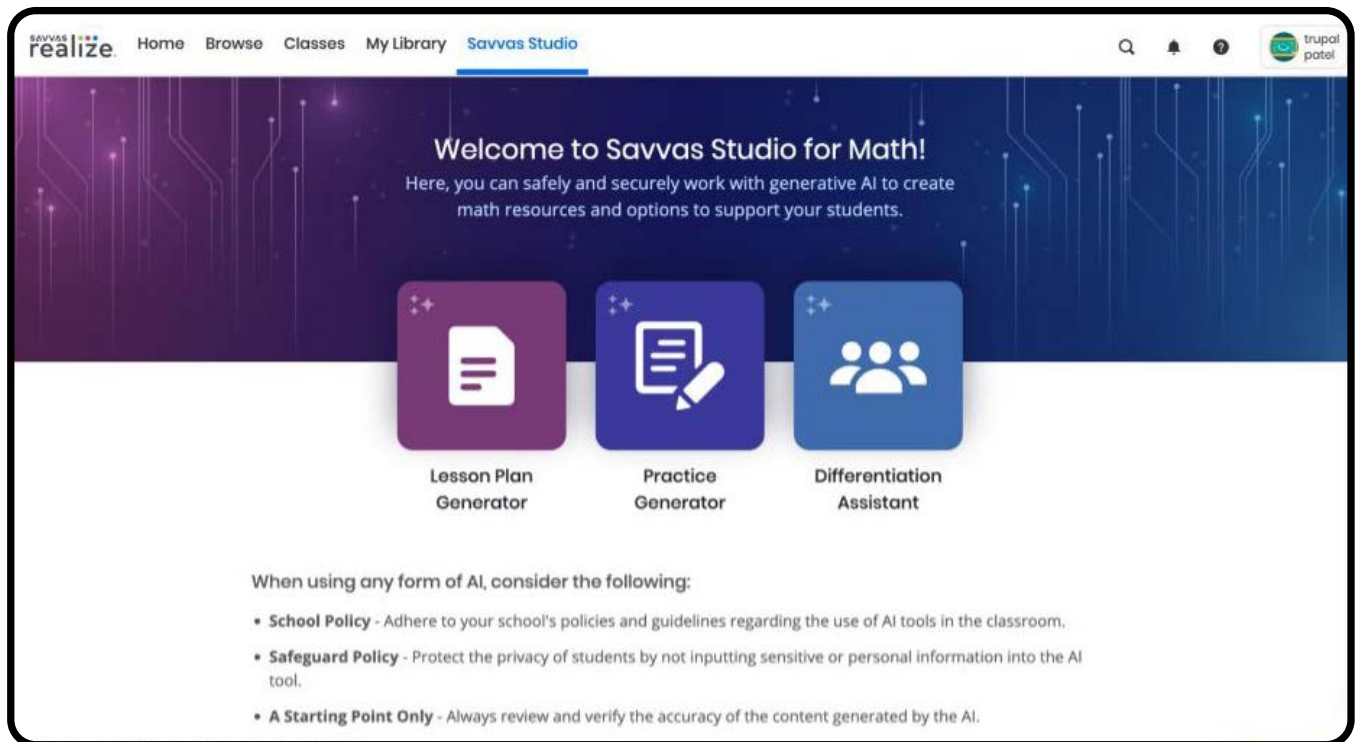
curricular learning, creativity and social interaction opportunities are better supported (Kahle, 2023). There are benefits for not only students, but teachers, as well with a natural exposure nature and physical activity associated with stress relief, and pro-environmental behaviours (Kuo, et al., 2018) that contribute to solutions towards the innumerable 21st Century sustainability crises and development of [future] human behaviours (UNESCO, 2020).

[Read the full article here >](#)

Smart tools that revolutionize learning



SAVVAS  **studio**



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@SavvasLearning





How Edu Invest, Powered by Wesgro, is Driving Business Investment in Education for Economic Growth



A thriving economy starts in the classroom. South Africa's future prosperity depends on developing a well-educated, skilled, and adaptable workforce – one that can meet the demands of a rapidly changing global economy. For businesses, investing in education is an economic necessity. A well-educated, skilled workforce drives innovation, attracts investment, and creates opportunities that benefit businesses and communities alike.

The private sector has a role to play in meeting the demand for quality education. Businesses, regardless of size, have a unique opportunity to make a lasting impact on education through financial contributions, expertise, and resource-sharing. Learners in classrooms today will become the employers, employees, entrepreneurs, and industry leaders of the tomorrow.

Public-private partnerships (PPPs) offer a proven model to support education. According to the World Bank, well-structured PPPs can significantly enhance education outcomes, helping to address issues such as overcrowding, infrastructure deficits, and skills shortages. By investing in areas such as school facilities, teacher training, and digital learning tools, businesses can play an active role in shaping a more robust education system.

Edu Invest: A Collaborative Approach to Education Investment

Wesgro, the tourism, trade and investment promotion agency for Cape Town and the Western Cape, is helping businesses play a bigger role in education through Edu Invest. Launched in 2023 in partnership with the Western Cape Education Department, this initiative encourages private sector investment in education, with a focus on new school developments.

The Western Cape already has a strong foundation for public-private collaboration in education. The provincial government has long supported school choice, invested in collaboration schools, and worked with the private sector to improve access to learning. Edu Invest builds on this momentum, creating more opportunities for businesses to drive meaningful change and social value.

By integrating education investment into corporate social responsibility (CSR) strategies, businesses can empower communities, foster inclusive learning, and contribute to a more equitable future.

The private sector can further support education by investing in digital resources, expanding internet access, and funding teacher training – especially in critical subjects like mathematics and science. These efforts help build a strong talent pipeline, keeping South Africa's workforce competitive in an increasingly digital and knowledge-driven economy.

A Shared Commitment to Fostering Economic Growth

Strengthening education is about more than just preparing young people for the workforce; it's about laying the foundation for long-term economic and social stability. By working together, the public and private sectors can ensure that every learner – regardless of background – has access to quality education and a fair chance to succeed.

Investing in education is investing in the future of South Africa. Through initiatives like Edu Invest, businesses have an opportunity to contribute to meaningful change creating opportunities for individuals, strengthening communities, and supporting economic growth. Now is the time to get involved and make a lasting impact.

NoTosh: Building Agile Schools for an Unpredictable Future



In a world where school leaders are navigating rapid shifts in technology, curriculum, and community expectations, one thing has become clear: the traditional five-year plan is no longer fit for purpose.

At GESS Dubai 2025, global education consultancy NoTosh will show how a more agile approach to strategy can help schools stay focused on their purpose while responding effectively to change.

Founded by Ewan McIntosh, NoTosh has worked with hundreds of schools across the world, from their bases in Scotland and Singapore, to over 70 countries. They've helped these schools rethink how strategy, learning environments, and leadership align to create lasting impact.

"When strategy becomes a document, it dies," says McIntosh. "When it becomes a conversation that's continually tested and reimaged by your people, it lives."

Rethinking Strategy in Schools

Too often, school strategy is a once-a-year event, a planning day that results in a polished report which then sits unread by the majority of people who make things happen. NoTosh helps schools replace this static model with a living, agile strategy that grows with the whole school community.

Agile strategy involves shorter, adaptive cycles of planning, feedback, and review. It's not about changing direction every week, but about building the capability to learn and adjust as conditions shift.

For school leaders, this means moving from managing change to leading with clarity and confidence, even in uncertainty.

"An agile strategy gives your community a shared language to make decisions, not just a checklist of tasks," McIntosh explains. "It's about creating purpose-driven momentum."

From Vision to Space: Connecting Strategy and Design

One of NoTosh's most distinctive contributions to global education is its work in educational masterplanning, ensuring that the physical environment supports the learning ambitions of the school.

Schools often begin new building projects with architectural drawings and space plans before fully understanding what kind of learning culture they want to create. NoTosh flips that process, helping leaders first define the kind of learning they want to enable, and then translate that into design principles.

Through its acclaimed Dear Architect... process, NoTosh brings together leadership teams, teachers, students, and parents to co-design fresh vision for learning and spaces that align with the school's ambitions. The result is an approach to design that is both practical and deeply human, connecting pedagogy, people, and place.

"When space becomes a reflection of strategy – not the other way around – every investment becomes more meaningful," says McIntosh.

Empowering Middle Leaders

Another key focus for NoTosh at GESS Dubai will be developing middle leadership capacity.

Middle leaders often sit at the centre of every major school initiative but are rarely given the tools to translate strategy into daily action. NoTosh's work helps this crucial layer of leadership connect school-wide goals to classroom practice, empowering them to lead teams, manage change, and drive innovation from within.

"When middle leaders understand why change is happening and can shape how it happens, they become the engine room of progress," McIntosh explains.

This focus on middle leadership has proven especially valuable for international schools where distributed leadership is essential for sustaining improvement across diverse teams.

Community-Driven Innovation

At the heart of NoTosh's philosophy is community-driven innovation centered on the belief that lasting change comes not from top-down initiatives but from involving the whole community in shaping what comes next.

Using co-design tools such as Design Thinking and Challenge Mapping, NoTosh helps schools build cultures of experimentation, collaboration, and curiosity. The goal is not to chase the latest trend, but to cultivate a mindset of continuous learning across the organisation.

"The best ideas in education rarely come from the top," says McIntosh. "They come from the people closest to the learning: teachers, students, parents. Our job is to help leaders listen, prototype, and act."

Join NoTosh at GESS Dubai 2025

Ewan McIntosh will lead several sessions during GESS Dubai 2025, sharing frameworks and case studies that school leaders can apply immediately in their own contexts. Each session is designed to provide practical tools for building more agile, community-focused schools.

The sessions will explore how strategy, leadership, and learning environments can work together to help schools thrive in complex and fast-changing times.

About NoTosh

NoTosh is a global education strategy and innovation consultancy based in Edinburgh and Melbourne, with clients across six continents, and major projects in the Middle East and Asia. The team supports schools and systems to design agile strategies, foster creative leadership, and create learning environments that bring their vision to life.

With a track record of helping educators move from passive planning to active change, NoTosh continues to inspire school communities to think differently, act boldly, and stay focused on what matters most: great learning.

VedAtma: Aligning Education and Careers with a Student's Unique Natural Potential



VedAtma is a pioneer in student career guidance through globally recognized career assessments. We help students (Grades 8–12) make informed career decisions by uncovering their Unique Natural Potential by using internationally acclaimed assessment tools like the MBTI® and Strong Interest Inventory®. This approach empowers them to confidently choose subjects, university courses, and career paths that truly align with who they are.

In today's rapidly changing world, making informed decisions about education and careers is crucial. Recent surveys reveal a concerning trend: 54% of Gen Z students entering the workforce are disengaged, and 40% struggle to perform at their best. These statistics highlight a deeper issue in how society guides young people into adulthood. Have we, as a society, failed our youth by not providing the right career guidance?

The problem stems from the outdated, one-size-fits-all approach that has long dominated career counseling. Too often, students are directed into predefined paths based on outdated notions of success, with little regard for their unique strengths, passions, or the evolving job landscape. This misalignment significantly contributes to the disengagement and underperformance of young workers.

At VedAtma, we believe career counseling must evolve. Understanding each student as a unique individual is central to VedAtma's approach. Recognizing that one size does not fit all, we employ a personalized framework for career guidance. Our certified counselors provide comprehensive support that goes beyond conventional advice, focusing on uncovering and nurturing each student's unique natural potential and related best-fit educational and career choices.

The VedAtma Approach: Tailored to Each Student's Unique Natural Potential

By assessing personality, interests, and aptitude, we gain deep insights into what drives and motivates each student.

Through one-on-one personalized counseling, goal-setting, and continuous guidance, we help students navigate academic and career decisions with clarity and confidence. VedAtma ensures that students are not only prepared for immediate educational choices but are also equipped to pursue fulfilling and meaningful long-term careers that align with their true selves.

The VedAtma Process: A Step-by-Step Journey

VedAtma's process is structured and thorough, ensuring that no aspect of a student's potential is overlooked:

- 1. Unlocking Unique Potential:** The journey begins with identifying each student's unique potential through career assessments, including the MBTI® and the Strong Interest Inventory®.
- 2. Personalized Counseling:** VedAtma's certified practitioners spend over five hours individually with each student, spread across three counseling sessions. These sessions delve deeply into each student's personality, interests, and aptitude.
- 3. Discovering Ideal Career Paths:** The third step is to identify the ideal educational and career paths that align with the student's unique potential. Our comprehensive approach to career counseling ensures that the students are fully equipped to make informed decisions about their futures.
- 4. Post-Counseling Support:** One year of ongoing email support to address any further queries and assist further. Continuous access to the VedAtma® Student Dashboard for reports, additional resources and guidance.

Advanced AI Platform: Continuous Career Guidance

VedAtma has leveraged AI technology to create a highly advanced AI platform to provide real-time educational and career guidance accessible via

the Student Dashboard. This ensures students have continuous and updated information on study streams and university courses, admission procedures and other related information on universities across the globe, and any career specific information which will help them pursue their ideal careers.

Empowering the Future

VedAtma is proud to support students across the UAE and beyond. By offering personalized guidance and innovative tools, we empower students to realize their full potential, laying the foundation for a future where they can thrive both personally and professionally. We have had the privilege of supporting thousands of students from various prestigious educational institutions across 10 countries.

Recognition

VedAtma is honored to be named a Finalist at this year's GESS Education Awards 2025. Additionally, we have been featured in various newspaper publications in both the UAE and India, showcasing our unique approach to student career counseling. It is also a testament to our comprehensive counseling process that our founder, Eldho Kuruvilla, was entrusted by ADEK in May 2025 to conduct a workshop on the use of psychometrics in career counseling for its school counselors.

Get in Touch

We invite you to connect with us to explore how VedAtma can enhance the educational experience for students at your institution. We are also seeking partnerships and distributors for our services across various GCC countries, including the UAE. Please reach out to us before GESS to initiate a discussion. We look forward to welcoming you at our stall during the event and discussing further opportunities.

VedAtma's GESS Stall:

Stall No.SZ3 at the Startup Pavilion

BEYOND THE BOX™

How neuroscience-based design is transforming education, investment and human potential



Better schools begin beyond the box.

Education is entering a new era, one where the quality of a learning environment is as influential as the quality of its curriculum. Around the world, schools are realising that design is not decoration; it is a force that shapes how children think, feel and grow.

At a time when education investors and operators are searching for meaningful differentiation, one question stands above the rest: **how can the spaces we create actively enhance learning, wellbeing and long-term value?**

Unveiled at **Education Investment MENA 2025**, Beyond the Box™ is more than a book. It is the foundation of a global movement that unites neuroscience, design and education, revealing how the physical environment itself can become one of the most powerful levers for improving student outcomes and strengthening investment performance.

Co-authored by **Neuroarchitect in Residence, Ana Mombiedro**, with **Kidzink**, Beyond the Box™ presents the findings of the most comprehensive study ever conducted on the impact of how the physical space impacts learning. As a result, the **Enriched Environment Model®** was created, a pioneering framework that translates over forty years of peer-reviewed research and insights from more than 1,000 learning spaces worldwide into actionable design principles that support how people learn, feel and connect.

Structured around four measurable dimensions - **Sensory Cues, Motor Stimuli, Cognitive Activity and Socio-Emotional Interaction** - the model bridges scientific evidence with architectural practice. When the physical design of space supports the student's ability to learn how to learn - it demonstrates that space itself teaches, becoming a form of pedagogy in its own right.

For investors, developers and school leaders, this marks a shift in perspective. The next premium in education will not be defined by facilities or finishes, but by environments that cultivate creativity, focus, resilience and belonging - what we call human sustainability. As sustainability becomes a universal standard, the true mark of excellence is moving towards the capacity of environments to nurture healthy, creative and resilient minds. Beyond the Box™ provides both the theoretical rigour and practical tools to make that future measurable and achievable.

Beyond the Box™ calls on leaders to move past surface-level design trends and embrace evidence-driven transformation. It reframes education not as a system to manage, but as a **human ecosystem to nurture**, where science, design and strategy converge to unlock human potential.

Because the schools of tomorrow will not be remembered for their buildings, but for the brains they help to build.



Suraasa: For The Love of Teaching



The foundation of every great school is the quality of its teachers. An outstanding teacher does more than teach: they inspire, challenge, and shape the future.

Today, securing these transformative teachers has become the single greatest challenge for educational institutions worldwide. The scale of the teacher shortage is staggering:

- **A Global Crisis:** The world needs 44 million additional teachers by 2030 to meet education goals, according to a 2023 UNESCO report.
- **A National Challenge:** In the United States, 86% of public schools report a struggle to hire qualified teachers.
- **Widespread Demand:** Major education hubs like the UK and the UAE face similar urgent demands for skilled teachers.

In this high-stakes environment, Suraasa's approach goes beyond simply plugging a gap. It is designed to address the root of the problem by fundamentally elevating the teaching profession itself.

It focuses on developing a large pool of highly skilled, globally competent teachers and then connecting them with the world's best schools.

Suraasa: Strengthening the Entire Education System

To solve a systemic problem, Suraasa has built an ecosystem solution. It acts as the central connection point for the three critical pillars of education:

- Ambitious Teachers seeking to grow their skills and careers.
- Leading Schools in need of outstanding, classroom-ready talent.

- Nations and Policymakers aiming to build a globally competitive workforce.

By uniting these pillars through a single, quality-controlled pathway, Suraasa strengthens the entire system and delivers tangible advantages to each key stakeholder.

Advantages for Every Pillar of Education

Here is the breakdown of the specific, practical advantages Suraasa delivers to teachers, schools, and nations.

For Ambitious Teachers: Pathway to a Rewarding Career

For dedicated teachers globally, Suraasa offers clear options for career transformation.

- **Mastery of Global Standards:** They receive specialized training in advanced classroom management, pedagogical strategies, and technology integration required to excel.
- **Access to Premier Opportunities:** They are connected with leading schools in their home country and abroad.
- **Professional and Financial Growth:** They improve their earning potential and receive professional development opportunities as a result of their upgraded skillset.
- **Unlock Lifelong Learning:** They get access to a rich library of resources curated by Suraasa, including webinars, masterclasses, and AI-powered teaching tools.

For Leading Schools: Key to Building a World-Class Faculty

High teacher turnover is disruptive and expensive. The Learning Policy Institute estimates that replacing a single teacher can cost over \$20,000. Suraasa provides a reliable solution for building a world-class faculty by strengthening recruitment & retention practices.

- **Benchmark Teaching Quality:** Schools can assess their faculty's expertise across six core domains, providing a clear benchmark of teaching quality and identifying areas for growth.
- **A Supply of High-Caliber teachers:** Schools gain access to a steady stream of vetted, expertly trained teachers who are prepared to deliver exceptional results from day one.
- **Reduced Hiring Risk and Cost:** Suraasa manages the entire talent pipeline, from sourcing and training to placement and support, saving schools critical time and resources while ensuring a perfect fit.
- **Enhanced Teacher Retention:** Suraasa's systematic upskilling programs for school staff help schools offer clear professional development & growth pathways to their teachers. This becomes an excellent factor for new teachers to join and existing teachers to stay.

For Governments & Education Boards: A Strategic Partner in Education

Governments and education boards operate at a scale at which their solutions must be systematic and built on a strong framework. Suraasa provides

Continued >>>

the strategic, large-scale solutions needed to elevate teacher quality and implement consistent standards across entire education systems.

- **Design Credible Policy Frameworks:** Suraasa collaborates with leaders to design effective education policies that support sustainable, systemic reform.
- **Implement Scalable Solutions:** The model provides a clear pathway to connect high-level policy directly to classroom practice, ensuring that reforms are implemented effectively at scale.
- **Develop National Teaching Standards:** Suraasa helps develop and align national teaching standards with proven global benchmarks, raising the quality of education across the entire system.

Suraasa's Philosophy: It Starts With Teachers

For too long, the shortage of qualified teachers has forced the world to ask a myopic question: "How do we fill the classroom?". This has led to a focus on short-term solutions and compromises, while not prioritising the right pathways for teachers, hiring unqualified teachers, and undervaluing what teachers bring to the system.

Suraasa asks a better question: "How do we create better teachers?"

This single question adopts a teacher-first approach to the problem. A great classroom starts with a great teacher. Suraasa has turned the conversation from "Just put a teacher into a classroom" to "How do we support the teacher in the classroom to grow in skill, mindset, career, and money?"

To bring systemic change, Suraasa works directly with all stakeholders – teachers, schools, education boards, and governments. Whether it's enabling teachers to access proven pedagogical practices, helping schools hire and retain top talent, or creating frameworks for large-scale implementation across boards and regions, everything Suraasa does is focused on creating better teachers.

Meet Suraasa at GESS Dubai | Stand No. 037

If you believe that focusing on teacher growth & development is the key to better education for all, the team at Suraasa would love to have a conversation with you.

Let's build the future of education, together.

Beyond the Classroom Walls: How Outdoor Learning Transforms Students Across the GCC



Written by

Dirk Moseley POL, APIOL, Outdoor Education Manager, Husaak

In an age where screens dominate attention and academic pressure fills every timetable slot, the most meaningful lessons are often found not in classrooms, but under open skies. Across the GCC, schools are rediscovering the power of outdoor learning – and witnessing how nature itself can become the most transformative teacher of all.

At Husaak, we've seen thousands of students step into the wilderness unsure of what to expect – and return with something intangible yet unmistakable: confidence, empathy, and a stronger sense of self. Outdoor learning is no longer a supplement to education; it's becoming a cornerstone of how young people build character, resilience, and real-world understanding.

Learning Through Experience, Not Instruction

The outdoors teaches in a way that complements classroom learning. It invites students to feel, observe, and adapt. When a group navigates a desert trail, cooks together by a campfire, or helps a teammate across

a canyon, they're not just learning practical skills – they're developing communication, leadership, and trust.

These experiences create learning that lasts far beyond the moment. A student who once hesitated to speak in class might discover their voice while helping guide a group through a wadi. A quiet child might find confidence by setting up a tent in the windy desert or mountains. Each small success plants a seed that grows long after the trip ends.

Outdoor education isn't about removing students from their learning – it's about deepening it. By transferring abstract classroom lessons into tangible real-world settings, students make connections that are emotional, personal, and enduring. They don't just learn what to think – they learn how to think.

The GCC: A Natural Classroom Like No Other

Few regions in the world offer such diversity of landscapes and cultural richness as the GCC. From rugged mountain ranges to coastal plains

and golden deserts, the region offers an array of environments that challenge, inspire, and captivate.

The desert, in particular, has a special way of stripping life back to its essentials. Without phones, distractions, or artificial comfort, students begin to notice the rhythm of nature – the way the sun changes the sand's color, or how silence can hold space for reflection. It's in these moments that learning becomes transformation.

In the mountains, students face teamwork in its truest form as they navigate steep trails and shifting conditions together. In wadis and along the coast, endurance and cooperation come to life – not through lectures, but through lived experience. The landscapes themselves become mentors, guiding students toward self-awareness and gratitude.

Reconnecting a Generation

There's a growing concern among educators worldwide about "nature deficit disorder" – the disconnect

Continued >>>

between young people and the natural world. It's not just about missing fresh air; it's about missing the emotional and cognitive benefits that nature provides.

At Husaak, we've seen first-hand how quickly this gap can be bridged. Within hours of arriving at camp, students who were initially anxious about being offline begin to laugh more freely, talk more openly, and engage more deeply with one another. By day two, they're climbing, paddling, or hiking with a renewed sense of purpose.

And by the time the campfire glows on the final night, many describe the experience as life-changing. That's not because of the activities themselves, but because of what those activities unlock — a sense of belonging, humility, and courage that no classroom can replicate.

Educators as Guides, Not Instructors

Outdoor learning also transforms teachers. When educators join these experiences, they often rediscover their students — and themselves — in a new light. Away from the classroom hierarchy, relationships become more human. Teachers see students who struggle academically thrive in teamwork and leadership. They see empathy emerge where competition once stood.

Many educators tell us that these moments redefine how they approach teaching. They see that growth isn't always measurable by tests — it's often found in small acts of kindness, courage, and curiosity. Outdoor education reminds us that learning is not confined to lessons, but woven through every shared challenge and moment of reflection.

From Adventure to Transformation

For over a decade, Husaak has been helping schools across the GCC design outdoor learning experiences that align with their educational values. From one-day team challenges to week-long expeditions, each program is crafted with intention — blending safety, adventure, and reflection in equal measure.

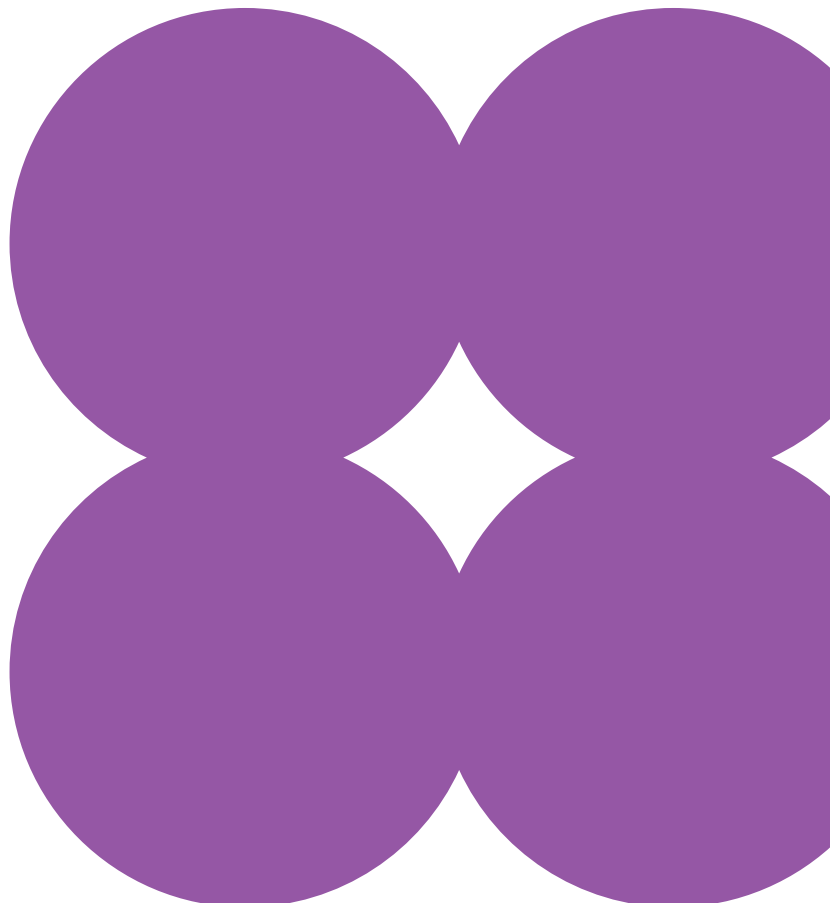
Our approach isn't about thrills or adrenaline; it's about transformation. Every journey has a purpose: to help young people see themselves differently, to connect them with others, and to reconnect them with the world around them.

When students climb a mountain, paddle across a lake, or cook a meal over an open fire, they don't just complete an activity — they discover something about their own potential. The greatest reward isn't the view at the summit; it's the realization that they were capable all along.

Looking Ahead

As education continues to evolve, outdoor learning is emerging as one of the most powerful tools we have to prepare young people for the future. It teaches adaptability in uncertain conditions, empathy within diverse teams, and resilience in the face of challenge — the very skills that define successful adults.

Across the GCC, Husaak continues to create opportunities for these lessons to come alive. Because the most profound learning doesn't always happen inside four walls. Sometimes, it happens under the stars, beside a fire, or at the moment a student takes their first step outside their comfort zone.





Where Investment, Innovation and Impact meet.

A thriving economy starts in the classroom.

Edu Invest, powered by Wesgro and in partnership with the Western Cape Education Department, is driving **private sector investment into the education sector, with a focus on new school builds.**

Why Invest?

A High-Impact ROI Opportunity

- Strong growth in education sector presents new opportunities for investment.
- Unlock long-term economic growth and talent development.
- Drive new infrastructure investment and enable innovation that changes lives.

How Edu Invest can support you.



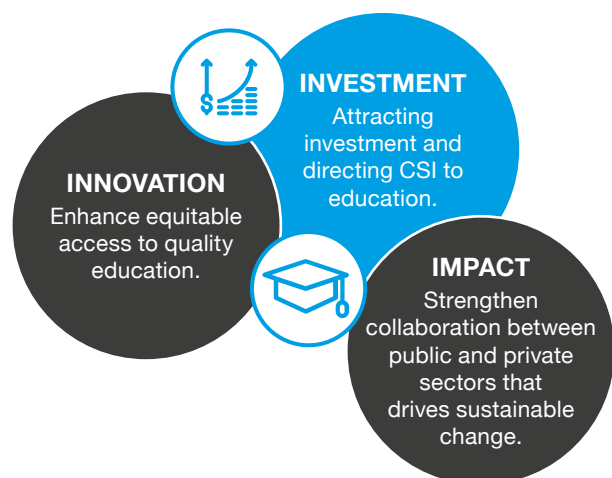
Investment facilitation support for new school builds in the Western Cape.



Unlocking corporate social investment into key education priorities.



Education sector convening to drive innovation and enable collaboration.



Suraasa

Product category: School management tools – communication, finance, recruitment, training and transport

Suraasa is solving the global teacher shortage by creating a world-class system for teacher training, certification, and mobility. We partner with teachers, schools, and governments to build a future where every classroom is led by a passionate, skilled educator.

1. For Teachers: We make teaching an aspirational career again. Suraasa provides educators with internationally recognized qualifications, upskilling in modern teaching practices, and a clear pathway to jobs in top schools worldwide.
2. For Schools: We deliver a steady stream of high-quality, classroom-ready teachers. Our solutions help schools recruit effectively, reduce hiring costs, and retain talent through structured professional development and performance benchmarking.
3. For Governments & Education Boards: We are a trusted advisor for systemic reform. Suraasa helps design and implement credible, scalable teacher qualification frameworks and policies, enabling nations to build a sustainable, future-ready teaching workforce.

How do your products / solutions meet the demands of a modern classroom?

1. CPAT, our teaching competency assessment, measures teachers' competency in six key areas that comprise a modern classroom. These areas include Curriculum, Pedagogy and Technology, Student Engagement, Learning Environment, Learning Assessment & Data, Ethics & Values, Teacher Growth and Professional Development.
2. Our internationally benchmarked pedagogy training and development programs equip educators Skip to main content Skip to main content with modern skills to drive continuous improvement and student success. The programs also help them effectively navigate the challenges of diverse and evolving classroom environments, including international and cross-cultural contexts.
3. Suraasa Hire, our recruitment solution, provides schools with access to a diverse pool of highly qualified, modern teachers for a modern classroom. 4. Suraasa Sure, our annual CPD subscription for schools, helps them measure teaching competency at the beginning of the year, implement a 5-10 month teacher training journey, and measure the improvement in competency at the end of the year. It's a more systematic and measurable approach to ensuring that teachers are equipped to meet the demands of a modern classroom.

What can visitors expect to see at your stand at GESS Dubai – are you doing any demos, launching any products, giving workshops, giveaways?

1. Heartfelt conversations around teaching: At our stand, visitors can come and share our admiration for the extraordinary work teachers do every day.
2. 1-1 Q&As regarding Suraasa's offerings: Visitors can talk live with our team to learn how we support different stakeholders in education.
3. Free Suraasa-branded "For The Love of Teaching" merchandise: We recognise that the love of teaching is the driving force for so many educators and leaders to do better. Suraasa exists to support this love of teaching with initiatives that focus on teacher growth & development. "For The Love of Teaching" is our purpose and official tagline. We are giving away free merchandise to our visitors.
4. Surprise Activities: We have planned fun surprise activities for our visitors.



Savvas Learning Company

Product category: e-Learning, Curriculum, Software

We are a next-generation learning company that combines new ideas, new ways of thinking, and new ways of interacting to create innovative learning solutions. Empowering students with the tools for self-discovery and the curiosity to explore the world around them – this is what motivates us. The promise of every student inspires us to take teaching and learning to the next level, to keep searching for new ways to make our learning solutions even more impactful for students and empowering for educators.

Are you launching a new product at the show?

Yes, Savvas Studio AI tool and Savvas PathMaker (Online Career & College Readiness Courses)

What are you most looking forward to at GESS Dubai 2025?

The opportunity to meet and connect with the people who are shaping the education landscape in the UAE and beyond.

How do your products / solutions meet the demands of a modern classroom?

Savvas offers a digital first, data-driven approach to Teaching & Learning, designed to maximize teacher effectiveness and student performance. Our programs and tools provide students with a cutting-edge educational environment within a rapidly developing world.

Birla Brainiacs /Hola

Product category: EdTech – AI, AR, Coding, Digital, VR, e-Learning, Curriculum, Software, Language Learning, Music, Special Educational Needs

Birla Brainiacs is a Cambridge-affiliated hybrid schooling platform, developed in collaboration with the Birla Open Minds network. It offers a personalised and AI-powered learning experience for Grades 1 to 10 through a unique blend of online and offline learning.

Designed for the modern learner, the platform integrates global pedagogy, Cambridge curriculum standards, and advanced digital tools – empowering students to learn anywhere, anytime. With a growing presence across India and the GCC, Birla Brainiacs focuses on academic excellence, life skills, and financial literacy to make every learner future-ready.

What are you most looking forward to at GESS Dubai 2025?

We are looking forward to exploring cutting-edge EdTech innovations, connecting with global educators, and engaging with investors to discuss strategic collaborations and funding opportunities that can scale AI-driven hybrid learning at GESS Dubai 2025.

What can visitors expect to see at your stand at GESS Dubai – are you doing any demos, launching any products, giving workshops, giveaways?

Visitors at our GESS Dubai stand can experience our AI-powered hybrid homeschooling model, explore our Financial Literacy book series, and enjoy a live walkthrough of our digital learning platform—showcasing how Birla Brainiacs delivers a world-class, future-ready education experience.



EdInvest MENA Gold Sponsor

EdInvest MENA Gold Sponsor

KidzInk

Product category: Learning Environment / Furniture and Design Solutions

Founded in Dubai in 2017, Kidzink has grown into a global leader in educational design, with offices in the UAE, Saudi Arabia, Spain, the UK, and Singapore. Through its group of companies—including Koda, its architectural practice—Kidzink provides complete design, strategy, and consulting solutions for learning environments. Guided by its mission to make schools better, the company designs, constructs, and furnishes dynamic, inclusive, and research-driven spaces that inspire learning worldwide. With award-winning multidisciplinary teams across architecture, education, and innovation, Kidzink transforms ideas into environments that shape the future of education.

Are you launching a new product at the show?

Yes. We are launching our new book, co-authored by Ana Mombiedro and Kidzink, “Beyond the Box: How Neuroscience-Based Design Can Transform the Learning Environment.”

It represents one of the most comprehensive studies to date on how architecture and neuroscience come together to shape learning, wellbeing, and human potential in education. The book translates scientific evidence into practical design principles for educators, architects, and policymakers, redefining how we understand and create the spaces where learning happens.

What are you most looking forward to at GESS Dubai 2025?

We’re looking forward to sparking bold conversations about how human-centred, purposeful design can transform education. GESS Dubai brings together visionaries who share our belief that learning spaces shape the way students think, feel, and connect.

It’s more than an exhibition — it’s a movement redefining what education can be. For us at Kidzink, it’s an opportunity to share how science and design can come together to create environments that truly unlock human potential.

Kampus International Ltd

Product category: Learning Environment / Furniture and Design Solutions

Kampus are specialists in the design of independent schools.

The Kampus team has designed over a hundred international schools, thousands of educational interiors, and over 2.5 million square meters of school buildings worldwide.

We understand that creating an exceptional educational facility while standing out from regional competition requires a commercial venture that is inspiring and excellent from day one.

We are committed to the reinvention of school design, specifically for independent organisations seeking to expand internationally.

What are you most looking forward to at GESS Dubai 2025?

Meeting schools to discuss the future of school design.

How do your products / solutions meet the demands of a modern classroom?

We are specialists in the design of school.

What can visitors expect to see at your stand at GESS Dubai - are you doing any demos, launching any products, giving workshops, giveaways?

A portfolio of state of the art schools.

Wesgro

Edu Invest, powered by Wesgro, is a catalytic public-private initiative in South Africa's Western Cape that facilitates private investment into education. We aim to unlock funding for new school infrastructure, foster innovation in learning, mobilise corporate social investment and philanthropy, and bridge the gap between investors and government to deliver quality, affordable education for all learners.

What are you most looking forward to at GESS Dubai 2025?

We are excited to connect and foster strong relations with global education investors, international school operators, and philanthropic partners who share our vision of education as an economic driver. We look forward to showcasing the

Western Cape's strong investment pipeline and learning from leading innovators in EdTech, sustainable learning environments, and progressive education models.

How do your products / solutions meet the demands of a modern classroom?

Our mandate of prioritising education as viable investment for business will boost the delivery of learning environments that are future-fit: modern infrastructure, blended learning, STEM integration, robust teacher training, and digital readiness. By facilitating greater investment in education, our mandate is to ensure high-quality, accessible and sustainable education for learners from underprivileged communities, enabling the development of a talent pipeline that fills the growing demand for skills and drives economic growth.

VedAtma

Product category: Online, e-learning, curriculum, software



VedAtma is a pioneer in student career guidance through globally recognized career assessments. We help students (Grades 8-12) make informed career decisions by uncovering their Unique Natural Potential by using internationally acclaimed tools like the MBTI® and Strong Interest Inventory®. This approach empowers them to confidently choose subjects, university courses, and career paths that truly align with who they are. The VedAtma Process is committed to fostering opportunities for both professional and personal fulfillment, empowering them to 'become their best'.

With thousands of students guided from prestigious schools worldwide, we have deep experience across IB, British, American, and Indian curricula. Based in the UAE and India, we understand the aspirations of a diverse expat community and have successfully supported students from over 20+ nationalities in making confident, well-informed career choices.

Due to the strength of our counseling methodology and the effectiveness of the tools we employ, the Abu Dhabi Department of Education and Knowledge (ADEK) recently invited our founder, Eldho Kuruville, to lead a webinar workshop for its counselors focused on the impactful use of psychometric tools in career counseling.

What are you most looking forward to at GESS Dubai 2025?

We look forward to engaging with school principals, educators, and key stakeholders at GESS Dubai 2025. It's an excellent platform for us to share how our psychometric-based career guidance solutions can empower students to discover their Unique Natural Potential (UNP) and pursue educational streams and career paths that truly align with who they are. We're excited to exchange insights, build meaningful collaborations, and explore opportunities to support schools and families in shaping confident, well-informed career journeys for students.

Robert Student Travel

Product category: Sports, fitness and wellbeing



We offer a variety of adventure, cultural and sports oriented trips for students ages 13 to 18. We can also offer bespoke trips for schools looking to match a trip to their curriculum and take all of the headaches away from the school and teachers in the organization and running of the trip.

Founded by a senior hospitality executive and an experienced International Baccalaureate business and economics teacher.

How do your products / solutions meet the demands of a modern classroom?

We can adapt any trip to match the school's needs.

Husaak Adventures

Product category: Curriculum, Sports, fitness and wellbeing, Vocational equipment and resources



Husaak is the GCC's leading provider of experiential and outdoor learning programs for schools, universities, and organisations. Founded on the belief that the most meaningful growth happens beyond the classroom, Husaak designs safe, transformative journeys that challenge, inspire, and connect people to nature and to one another.

From leadership expeditions and curriculum-linked field programs to large-scale university adventures, every experience is built on the principles of challenge, reflection, and growth — empowering participants to discover confidence, resilience, and teamwork in the wild landscapes of the region.

How do your products / solutions meet the demands of a modern classroom?

Husaak's programs extend the modern classroom into the real world. Our experiential learning journeys complement academic curricula by developing the essential skills that today's classrooms strive to nurture — collaboration, critical thinking, leadership, and emotional intelligence. Through carefully designed outdoor challenges, students apply theory to practice, turning abstract lessons into lived experiences.

In a world where technology dominates and attention spans are shrinking, our programs re-ignite curiosity and authentic human connection. Every Husaak experience encourages teamwork, resilience, and reflection — the hallmarks of modern education. Supported by robust safety standards and trained facilitators, we provide schools and universities with an adaptable, outcomes-based extension of the classroom that empowers students to learn not just what to think, but how to think.

Australian Council For Educational Research (ACER) Middle East



Product category: Online, e-learning, curriculum, software

ACER Middle East is the regional office of the Australian Council for Educational Research (ACER), a global, not-for-profit educational research organisation dedicated to improving learning for all. With over 95 years of global expertise, we support schools and educational systems across the Middle East in making evidence-based decisions that improve learning.

We bring world-class, skills-based assessments to the region, including the International Benchmark Tests (IBT) and the International Schools' Assessment (ISA). Our assessments are designed in-house by international experts and psychometricians and go beyond test scores to help educators measure learning effectively, through data-informed and actionable insights that support student progress.

We work closely with educators, schools and policymakers to deliver high-quality assessments, professional learning, and resources to transform learning systems, and help every student succeed.

How do your products / solutions meet the demands of a modern classroom?

ACER's research-based assessments, products and services are designed to meet the evolving needs of today's classrooms, by equipping educators with meaningful, data-informed insights.

Our skills-based, diagnostic assessments such as the International Benchmark Tests (IBT) and the International Schools' Assessment (ISA) go beyond test scores or surface-level results. They measure core skills and learning progress across a wide range of abilities, providing instant and robust reporting to inform classroom instruction, academic planning, and school-wide improvements.

Our assessments, research and professional development services are backed by more than 95 years of global expertise and help educators make confident decisions that support individual learning abilities, identify learning needs, and target next steps in learning to enhance student progress over time.

In this rapidly evolving education landscape, we empower schools with the knowledge and tools to better understand their learners, and act on that understanding.

Exhibitor A-Z

[See full exhibitor listing](#)

Abi Tek	L54	Curipod	SZ29	ICreate Robot Education	G34
Absolute Adventure	R50	Data Harvest Group	Q24	ITN	N/A
ABT Assessments	E45	Diametral a.s.	N31	INUSSYSTEM	L11
ACEBOTT Co., Ltd.	H20	DOGUS SCHOOL & OFFICE FURNITURE	S20	IPNS UAE - NEW HUB, MEET HD	D5
ADEX SRL	M40	DongGuan Ikinor Technology Co.,Ltd	E1	ISC Research	P25
Al Gurg Stationery	R20	EDNEX EDUCATIONAL AIDS TRADING LLC	D10	Ivy Camps USA	E34
ALBIE AI	SZ23	EdTool powered by Learnetic	L50	Jalinga	N53
Algolymp	SZ30	EDU FUN Preschool Furniture	M3 + N1	JEULIN	M35
Almasar Alshamil Education	T28	Education Middle East	S43	JIANGSU SWR SCIENCE & TECHNOLOGY CO., LTD.	F30
Almnbar	T8	Education UAE	S44	Jiangxi faithsteed school furniture Co.,Ltd	F24
Almoe Digital Solutions	J10	EduCoach Ltd.	K52	Jiangxi Tonghuang Industrial Co., Ltd.	D2
Alux	L24	Educore	F1	Jiangxi Yichuang Electronic Technology Co., Ltd.	F21
ASISA Physical Education, Sports and Dance Academy	M62	Edukali Learning Private Limited	SZ1	Junior Duke Award	R25
ATLAB MIDDLE EAST	M10	EDULAB Educational & Labs Furniture	S10	Jupiter Ed	Q42
Atlantic Education International (AEI)	T41	EduScience UK	P10	Kampus	T7
Australian Council for Education Research (ACER) Middle East	Q40	EduVoyage	N30	Khalifa Award for Education	N50
Avientek Electronics Trading LLC	K10	Eduzo	SZ26	KidzInk	T10
BEDO	M30	EdWear Uniforms	SZ13	Korea Digital	L21
BEIJING HUACAN ELECTRONICS CO.,LTD	F25	EMKO EGITIM COZUMLERI VE TEKNOLOJILERI A.S.	J40	Korea Scientific Instruments Industry Cooperative	L22
Beijing Liri Office Furniture Co., Ltd	F35	Empowering Creative Minds	SZ49	Kreativespace	N/A
BenQ Middle East	H10	Etrain Academy	Q45	LANACO	J50
BESA	Q10	ExAlm Limited	SZ32	Learno.ai	F40
Birla Brainiacs	T15	Farabio	SZ55	LinguatiCo Private Center for Culture & Inclusion	M34
Bolt Inventors	SZ39	Feoda	T14	Literacy Tree	Q30
Bonton Furniture Solutions.	K50	FESTECH	L20	Little Project Manager	SZ38
BOOKR Class	O60	Fischertechnik GmbH	N12	M School	E44
Brisk Teaching	N52	FOSHAN KAILI FURNITURE CO.,LTD.	H32	Maani Furniture	R10
Campustore Srl	J30	Foshan Xendoll Intelligent Technology Co.,Ltd	H35	Malek AI	SZ7
CES Holdings	P20	FUJIAN JIANSHENG FURNITURE GROUP CO.,LTD	G32	Mango Languages	F41
Chapters & Co	F50	FVC	M20	MarsSys	K20
Chengdu HYHOO Technology Group Co.,Ltd.	H34	GEMS School Management	T12	Masterclass Space	SZ41
Chester Machine Tools UK	P10	Growmore Trading	D30	MatataStudio	H21
Chungpa EMT Co., Ltd.	L10	Guangdong Gowell Public Furniture Co., Ltd	H25	MDBTuition Ltd (Tackling Tables)	R24
Classic Educational Supplies	Q25	HadeF & Partners LLC	T5	MeraTutor.AI	K53
ClassLink	L1	Hailong Education Equipment Group Co., Ltd	D1	Metalliform Holdings	Q20
Climate Fresk	SZ34	Hihilulu	SZ20	Minerva Virtual Academy	J52
Coki Optico	G22	HME EdTech LLC	P35	Mirplay School	L30
Colliers	T6	Husaak Adventures	P45	Mojo Education	SZ14
CUCo Firmware Security	P1			Monolith	L15
CuriousEd	F45				

Exhibitor A-Z

[See full exhibitor listing](#)

Natura School Uniform	F3	SeeSaw / Little Thinking Minds	A30	The Young Vision	T43
Nemu Company for Education and Training	C30	Sejolly Education	SZ16	Turkish Ministry of National Education	I20
Netoyed for Education	L55	Seven Steps to Writing Success	SZ48	Turnitin	O61
NeuroBoost AI	SZ56	SG Office Supplies	H1	Two Hands Interactive	M24
Ningbo Xuzhan Science And Education Instrument Co., Ltd.	H30	SHAM ELEGANCE UNIFORM	R1	TX Co. Ltd	Q44
NTL - Austria	M2	SHANGHAI MCP CORP.	G24	Ultra Focus	S40
Onsor Technologies LLC	U40	Shanghai YiXuan Educational Technology Co.,Ltd.	F34	UpGrad	SZ4
OPTIKA ITALY	M50	Shenzhen Poling Intelligent Digital Equipment Co.,Ltd	G31	Urban Terrain	G1
Otomatiks UAE	H2	SHUNP	H33	VedAtma	SZ3
Our Education	I10	SIL Early Years	P24	VS Furniture Middle East	N10
Padlet	I50	Simy Editions	M1	Wall Art by Promote Your School	R31
Paramount Education	E41	Slangit	L53	WenTech	G10
Penta Education for smart learning spaces	M53	Smart Touch	L13	Wesgro	N/A
PowerSchool	H44	Spaceforme	R10	White Rose Education	R33
ProjoTech LLC	N36	Spark Education Platform (SEP)	T29	WOOD WIZARDS DUBAI	SZ19
Protech	R40	Specktron	I2	Worldwide Teaching	P12
QINGHUA SCIENCE EDUCATION EQUIPMENT CO.,LTD	G30	SpringBoard4Education@SwedTEFL International FZ LLC	M61	WoW SYSTEM L.L.C	L12
Readspeaker	P34	STANDARD TURF	A20	WTC Systems	J44
Recycled Learning for Kids	SZ11	Supreme Trading	J24	WUXI YANYANG INTERNATIONAL TRADING CO., LTD.	G33
Red Lester Teachers	M60	Suraasa	O37	Xi'an Zhengrui Education Equipment Co., Ltd	H31
Remedia	SZ18	Tadweera	SZ25	Xincheng Scientific Industries Co., Ltd.	G25
Robert Student Travel	SZ22	Teach Middle East Magazine	F42	YALONG GROUP	F31
RoboGeex Academy	S41	Teaching International	SZ28	YASHI ITALIA SRL	K1
Saeon Co., Ltd	L14	Teaching Strategies LLC	G61	Yondr	SZ53
Savvas	T11	Team Teach	P33	Zaks Uniform	E40
SchoolUX AI	SZ10	Teckybot	SZ43		
Schoolvoice	T40	Ten Points	SZ52		
SCIEDU	F32	The 5 Chairs	SZ57		
		The Cool Tool GmbH	N12		

Discover the Exciting Features of GESS Dubai 2025

From networking opportunities to exclusive prizes, here's what's in store for you!



Networking Areas

GESS Dubai offers dedicated spaces on the show floor to facilitate networking, including coffee areas, seating zones, and more. If you're a leader in education, enjoy exclusive access to the Leaders in Education Lounge – a private space designed for meaningful conversation and connections.

Bespoke 1:1 Meetings

Enhance your GESS Dubai experience with our VIP Curated One-on-One Meeting Programme, Match & Meet. This initiative offers pre-arranged 15-minute meetings with carefully selected exhibitors, aligned with your expertise and focus areas. We handle all scheduling to ensure meetings fit seamlessly around your agenda. If you'd like to find out more, [get in touch](#).



Win Amazon Vouchers!

Attend the most conference sessions and stand a chance to win exciting prizes, including Amazon vouchers! It's our way of rewarding your commitment to learning and professional growth.

Bringing the Buzz to Education

Live bees are coming to GESS Dubai! Visit the beehive installation to explore how schools are turning beekeeping into a powerful educational tool – connecting lessons in science, technology, and environmental stewardship with real-world impact. A great example of learning that sticks!

...all this and more!
Making GESS Dubai the must-attend event for educators.

British Pavilion

Discover the British Pavilion at GESS Dubai

Head over to the British Pavilion, powered by BESA, and explore the very best of UK education and EdTech innovation. This dedicated area brings together pioneering companies showcasing cutting-edge solutions, interactive experiences, and classroom-ready ideas, designed to inspire teaching and learning worldwide.

Highlights

Interactive UK Pavilion Trail

Take part in the Mystery Word Trail for your chance to win exciting prizes! Visit participating UK exhibitors to uncover clues and complete your entry at the BESA stand – a fun, engaging way to discover British creativity and innovation in education.

Networking and Insights

The British Pavilion will host a range of informal networking opportunities and briefings throughout the show – offering insights into the latest trends shaping international education.

UK EdTech Showcase

See the future of education technology in action. From rapid-fire pitches to hands-on demonstrations, the EdTech zone is your chance to explore the UK’s leadership in educational innovation and classroom transformation.

Red Lester	M60	Recycled Learning for Kids	SZ11
Chester Machine Tools	P10	Turnitin UK	O61
Readspeaker	P34	EduScience UK	P10
HME Edtech LLC	P35	CES Holdings	P20
Metalliform	Q20	Classic Educational Supplies	Q25
Data Harvest	Q24	Al Gurg Stationery	R20
Literacy Tree	Q30	MDBTuition Ltd (Tackling Tables)	R24
Spaceforme	R10	Junior Duke Award	R25
Promote your School	R31	Teaching International Ltd	SZ28

Interested in joining one of the networking drinks or briefings?
Visit the BESA stand at the show for details



Product Showcase

UBTECH



Avientek Electronics Trading LLC
K10



BEIJING HUACAN ELECTRONICS CO.,LTD
F25



DOGUS SCHOOL & OFFICE FURNITURE
S20



Husaak Adventures
J45



JIANGSU SWR SCIENCE & TECHNOLOGY CO., LTD.
F30



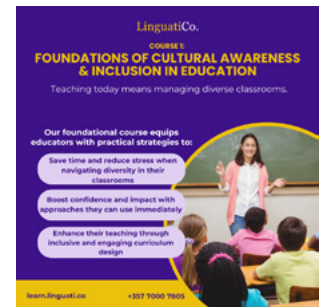
Jiangxi Yichuang Electronic Technology Co., Ltd.
F21



Jupiter Ed
Q42



EdTool powered by Learnetic
L50



LinguatiCo Private Center for Culture & Inclusion
M34



Literacy Tree
Q30



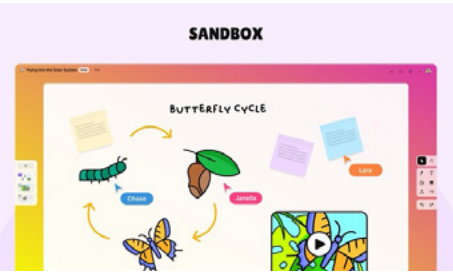
Malek AI
SZ7



MatataStudio
H21



MOOTON KIDS RIDES & GAMES TRADING L.L.C
G35



Padlet
I50



Wall Art by Promote Your School
R31



Protech
R40



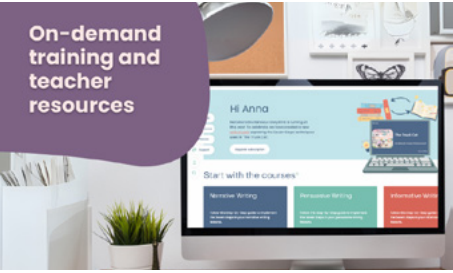
Recycled Learning for Kids
SZ11



Robert Student Travel
SZ22



SchoolUX AI
SZ10



Seven Steps to Writing Success
SZ48



Suraasa
O37



Teaching Strategies LLC
G61



Tackling Tables
R24



Ten Points
SZ52



Twohands Interactive Inc.
M24



EdWear Uniforms
SZ13



Association of Informatics Teachers and Professors in Tuzla Canton (UPINITK)
SZ47

INTERNATIONAL SCHOOLS DATA YOU CAN TRUST

Market Experts for 30+ Years

Join Us

International Schools in the GCC:

Market Growth and Supplier Engagement

12th November at 8:30am – 9:50am

Edtech in Action Room

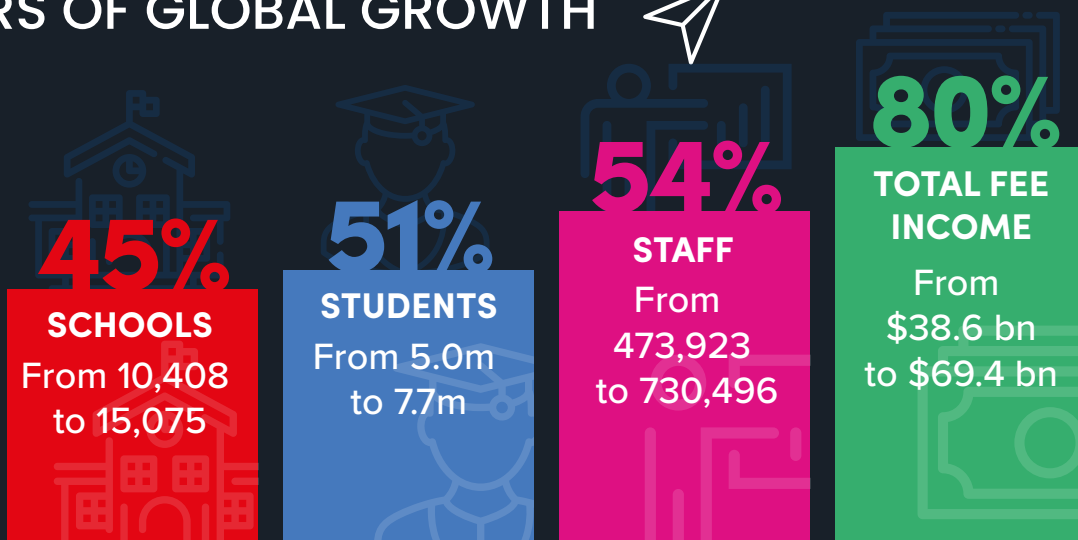
Hosted by Sami Yosef, Head of Global Research

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The ConnectMe app makes networking seamless. View attendee profiles, send connection requests, and schedule meetings—all from your mobile device. Whether you're looking to collaborate on projects or explore business opportunities, the app is your gateway to meaningful connections.

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Event code: ED2025



Plan Your Visit to GESS Dubai 2025



Key Information

Dates:

11 – 13 November 2025

Venue:

Sheikh Saeed Halls 1 – 3,
Dubai World Trade Centre

Opening Hours:

Tuesday, 11 November,
10:00 – 18:00

Wednesday, 12 November,
10:00 – 18:00

Thursday, 13 November,
10:00 – 17:00

Getting to GESS Dubai

Dubai is well-connected and easy to navigate.
Here's how you can get to the Dubai World Trade Centre.

- **By Metro:** Take the Red Line to the World Trade Centre Metro Station, located directly next to the venue.
- **By Taxi:** Taxis are readily available across Dubai. Simply ask for the Dubai World Trade Centre.
- **By Car:** Parking is available at the venue. Follow signs for visitor parking.
- **By Air:** Dubai International Airport is just 15 minutes away by car or metro.

[Find out more](#)



Voices of the GESS Dubai Community

GESS Dubai is the biggest and best education conference in the MENA region. It's a great opportunity to hear from world-class speakers.

Steve Bambury,
Head of Digital Learning & Innovation, JESS Dubai

The best thing about GESS Dubai is definitely the networking! It always feels like a great time of year to visit Dubai. GESS provides a great meeting point in which to connect with people from the region.

Simon Blower,
Head of Operations and Co-founder of Pobble

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

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

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

So inspiring being at GESS Dubai this year and witnessing the growth in the educational sector. Excited to bring back new ideas and insight to our team as we continue to empower students and educators across the region.

Sara Al Ahmad,
Head of Content,
Little Thinking Minds

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.

Thank you to the GESS Dubai organisers for putting together such a phenomenal event, and to everyone I had the pleasure of meeting. Here's to continuous growth and collaboration in advancing education globally!

Nikhil K,
Business Analyst,
Top Rock Interiors Group



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