

BRIGHT IDEAS

26.09.18 / 28.09.18

JAKARTA CONVENTION CENTRE
INDONESIA

2018 SHOW BROCHURE

WWW.GESSINDONESIA.COM

SUPPORTED BY:



GESS INDONESIA – THE BEST RETURN ON INVESTMENT FOR YOUR BUSINESS

Now entering its 4th year, GESS Indonesia has cemented its reputation as the leading education exhibition and conference in South East Asia. Bringing together thousands of the leading educational professionals from across the region and many of the world's leading educational supplies and solutions suppliers, we put all our knowledge in play to bring the best conference and exhibition yet. With a high calibre of speakers, innovative content and collaborative sessions that allow our audience to take home practical teaching methods to use in the classroom.

The exhibition showcases a range of educational products from suppliers from all corners of the world. Innovative products on display include; 3D printing, interactive technology, digital education, virtual technology, ergonomic furniture, books, sports equipment, robots and much, much more. With a unique mix of local and international suppliers, the show has earned a reputation of delivering products that will help educators teach better and students to learn more effectively. Each year, more and more companies are using GESS Indonesia as the most effective way to reach out to a targeted audience.

OVERVIEW OF INDONESIA'S EDUCATION SYSTEM IN NUMBERS

50M
STUDENTS

2.6M
TEACHERS

250k
SCHOOLS

2014 MARKET
VALUE

\$3B



2030 ESTIMATED
MARKET VALUE

\$15B

Experts estimate the market value of the higher education sector in Indonesia to reach \$15bn by 2030, compared to only \$3bn in 2014.

2007



\$808

PER PRIMARY
STUDENT



\$667

PER SECONDARY
STUDENT

2014



\$1,291

PER PRIMARY
STUDENT



\$1,047

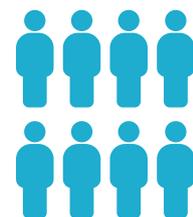
PER SECONDARY
STUDENT

Spending per student at the primary level has risen from \$808 (2007) to \$1,291 (2014); at the secondary level, it rose from \$667 (2007) to \$1,047 (2014)

INDONESIA IS
EXPECTED TO HAVE
A WORKFORCE OF

65M

**YOUNG PEOPLE
BY 2035**



2.2%



RUSSIA

2.3%



INDONESIA

3.2%



SOUTH KOREA

6.3%



VIETNAM

Indonesia, Southeast Asia's biggest economy, spent only 2.3% of its GDP (2012) on non-tertiary education, slightly higher than Russia's 2.2% but below South Korea's 3.2% and Vietnam's 6.3% in the same period.

YOUTH LITERACY RATE

99.5%

IN 2016, INDONESIA HAS ALLOCATED

\$31B

FOR THE EDUCATION SECTOR

TECHNOLOGY AND INNOVATION

BY 2018, INDONESIA IS EXPECTED TO HAVE AT LEAST

100M

SMARTPHONE USERS

The government is keen to use technology as a cost-effective way to expand learning and ensure more people have access to education at all levels



OUT OF OVER 200,000 SCHOOLS IN INDONESIA

118k

ARE CONNECTED TO THE INTERNET

START-UPS AND PRIVATE INITIATIVES



In 2015, Indosat Ooredoo pledged \$1m over five years to enhance digital education to include providing tablets loaded with relevant apps and software to schools in five provinces, teacher training and cloud-based interactive materials.

Start-ups are eyeing opportunities in education technology (edtech), focusing mainly on providing online classes.



HarukaEdu, a participant in Google's Launchpad in 2016, provides online education programmes

OVERVIEW OF THE INDONESIAN EDUCATION SYSTEM

The Indonesian education market differs from other territories that GESS has a presence, with a much smaller expat community teaching in schools and with ministry/public schools having greater responsibility for purchasing. Education remains central to Indonesia's growth prospects in the next decade, with high levels of investment in educational facilities, teaching personnel and learning materials. The government is looking to consolidate these gains to develop an education system that will support its rapidly emerging economy.

Two ministries are responsible for managing the education system with 84% of schools under the Ministry of Education and Culture and with the remaining 16% under the Ministry of Religious Affairs. Whilst only 7% of primary schools are private, this increases to 56% of junior secondary and 67% of senior secondary schools*.

As of the 1st December 2014, the word international is no longer permitted to describe schools and the new regulations allow three types of schools in Indonesia.

National Schools – Public schools administered by the local government and must follow 2013 Indonesian curriculum but may also still use an international curriculum, they are no longer allowed to hire any expatriates

Satu Pendidikan Kerjasama (SPK Schools) – Most former international and many national plus schools have chosen this status. They may hire expats (within a certain ratio, less than 70%) and can choose the curriculum they follow. Indonesian students must be allowed to enrol if they wish, Bahasa Indonesian language and cultural lessons have to be provided for expat students and religious and civics lessons must be given to Indonesian students. Indonesian students must also sit for their National Examinations

Embassy Schools – Offering curriculum from the home country and are limited to teach citizens of that country only

The breakdown of teaching nationalities at SPK and Embassy schools according to the International School Consultancy group is as follows:

6%	UK	12%	Australian / New Zealand
27%	North American	40%	Indonesian

The number of schools and preschools providing international curriculum in Jakarta is 72 (192 in the whole of Indonesia), GESS Indonesia had attendance of over 180 representatives from 46 of these institutions mainly from the core job functions of owner, principal, bursar and procurement.

*World Bank Brief – Education in Indonesia

HOW IS GOVERNMENT MONEY SPENT ON PUBLIC SECTOR EDUCATION?

The majority of the national education budget is allocated to providing basic education. The education budget is split between the Ministry of Education and Culture (66%), the Ministry of Religious Affairs (28%), with the remaining 6% being distributed to other ministries providing education and training. MOEC transfers the majority of the national budget (60%) to sub-national governments, and they allocate this to schools on a per student basis, this means that each school has their own budget and the principal of that school is responsible for spending this according to their school needs. Whereas MORA centrally manages its fund allocations directly with schools, the majority of which are private. If schools cannot find the best price on the products they need, they will make a request to MOEC to help create a project bid to find the best deal for the school.

The decentralisation of the allocation of funds is done to ensure that spending on education is in line with the needs and priorities of the local communities and schools*.

*OECD / Asian Development Bank (2015), Education in Indonesia: Rising to the Challenge

A HIGH QUALITY AUDIENCE OF EDUCATIONAL PROFESSIONALS

- More than **4,600** educational professionals attended
- **77%** of all visitors influenced or had purchasing authority
- More than **400** members of the GESS VIP Club attended the event
- **51%** of the visitor audience came from the private education sector

A PASSION FOR EDUCATION – AN EXHIBITION AND CONFERENCE TO INSPIRE AND ENGAGE

- **85%** felt that exhibiting at GESS Indonesia positively changed their prospects in the region
- **77%** of exhibitors met their overall objectives
- **77%** of exhibitors rated the quality of visitors as good
- **75%** of visitors are likely to do business with an exhibitor as a result of their visit to the show
- **85%** of visitors recommended that a product they saw at GESS Indonesia should be purchased by their school
- **89%** of visitors are likely to visit GESS Indonesia again in 2018



AN EVENT WITH INTERNATIONAL SCOPE AND REACH

World-class organisations partner and visit GESS Indonesia, as it is the perfect event to reach out to key stakeholders and decision makers in the region, these included:

- Ministry of Education
- Ministry of Research, Technology and Higher Education
- Ministry of Religious Affairs
- Ministry of Industry
- Jakarta Education Board
- Asosiasi Dosen Indonesia (ADI)
- Ikatan Guru Indonesia (IGI)
- Association of National Private Schools (ANPS)
- UNESCO
- Indonesian Rectors Forum

REGIONAL HEADS OF EDUCATION BOARD

- Indonesian Chamber of Commerce & Industry (KADIN)
- International Islamic Education Council
- National Public Procurement Agency (LKPP)
- IB World Schools
- Putera Sampoerna Foundation- School Development Outreach
- The World Bank
- Technical Education and Skills Development Authority (TESDA)
- International Society for Technology in Education (ISTE)
- British Educational Suppliers Association (BESA)
- Department of International Trade (DIT) – UK
- KOTRA (Korea Trade Investment Promotion Agency)
- Canadian Embassy
- Philippine Embassy
- Google Educator Group
- Jakarta Globe

THE TOP COUNTRIES WHERE VISITORS CAME FROM:

1. Malaysia
2. China
3. Singapore
4. Philippines
5. United States



6. Hong Kong
7. India
8. Thailand
9. Japan
10. Vietnam

A UNIQUE OPPORTUNITY TO MEET WITH THE FULL SPHERE OF EDUCATIONAL ESTABLISHMENTS



34%

Education Zone/
Government Body



12%

School Management
Company / Owner



11%

Consultancy / Non-
education company /
supplier / distributor



11%

University



8%

Secondary



6%

Primary



5%

K-G12 School



5%

Academy / College
of Higher Education



4%

Nursery / Pre-school/
Kindergarten / Early
Years



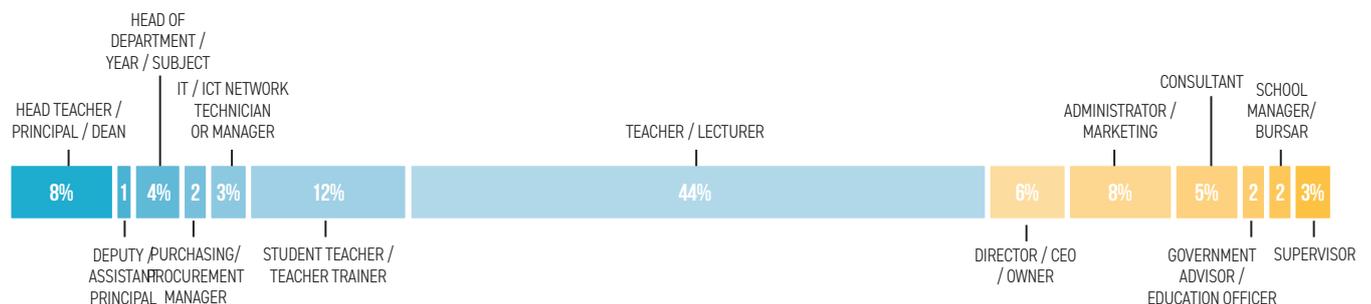
2%

Vocational College



2%

Special Needs School



PURCHASING AUTHORITY



HERE'S SOME OF OUR VISITORS THAT YOU JUST WON'T SEE AT ANY OTHER EVENT

ACG School Jakarta.....Private Teacher
 ACS JakartaIGCSE Coordinator & Indonesian Teacher
 Australian Independent School..... Head of Pejaten
 Secondary Campus
 Beacon AcademyOperations Management
 Bina Bangsa School All Campuses Head MIS & ICT Academic
 Supervision Division
 Bina Nusantara University Lecturer
 Binus Center.....Head of Account Manager
 Binus University..... Dosen
 British School Jakarta.....Assistant Head Teacher
 Bunda Mulia..... Director
 Erudio Indonesia.....School Director
 Erudio School of ArtPrincipal
 Gandhi Memorial International..... Academic Specialist
 School Jakarta - IBCP Coordinator
 Global Jaya School Primary Principal
 Gunadarma Lecturer
 Highfield Secondary School..... Vice Principal
 Highscope Indonesia High School Academic Support
 Department Head
 Ichthus SchoolGeneral Manager
 Jakarta Intercultural School.....6th Grade Science
 Jakarta Multicultural School Public Relations & Admissions
 Coordinator
 John Paul School..... Staff
 Kanaan Global SchoolSchool Coordinator
 Kasih Immanuel School..... Owner
 Kinderfield SchoolPrincipal
 Kinderfield Simprug Owner
 Kinderland PakubuwonoCurriculum Coordinator
 Kinderland Preschool Caringin Human Resources Manager
 Lazuardi Al Falah GIS KlatenDeputy Director
 Mercu Buana University Dosen
 Mutiara Harapan IslamicSecondary Principal
 New Zealand Independent School..... Librarian
 Raffles House Preschool..... Ece Teacher
 Royal Primary Academy Purchasing & Logistic Supervisor
 Royal Primary AcademySchool Principal
 Santa Laurensia..... Vice Principal
 Sekolah Bogor Raya Academic Advisor
 Sekolah Ciputra Surabaya..... General Manager
 Sekolah Global Indo Asia..... PYP Grade 5 Homeroom Teacher
 Sekolah Pelita KasihPrincipal
 Sekolah Victory Plus..... School Director
 Sinarmas World AcademyBusiness Manager
 Sinarmas World Academy Chairman of the Board
 Stella Maris School QA
 Tunas Muda SchoolSchool Coordinator
 Tutor Time..... Director
 Tzu Chi School Facilities & Infrastructure Coordinator



AN EDUCATION CONFERENCE WITH A DIFFERENCE

Each year our conference earns the praise of teachers and academics for delivering superb content and relevant insights from leading specialists from around the region and the world.

With a wide variety of talks encompassing current trends in education and designed for all levels of educational professionals, the programme is designed to empower teachers in the region. GESS Indonesia offers access to the latest resources and practical tips to help educators pursue excellence in the classroom and learn from their peers.



EDTECH IN ACTION

A new and exciting stream for 2017, working closely with key private school groups the EdTech In Action stream featured three full days of inspiring workshops from Google Educators & Microsoft Innovative Educators all with certification. Teachers were able to learn from the very best, see real stories from expert educators and learn how to harness technology in new ways.



INNOVATION STAGE

A series of dynamic workshops showcasing innovations in products, techniques and classroom outcomes for teachers, showing how interactive technology can enhance student learning, through the integration of STEAM and digital.



KEYNOTE LEADERSHIP & PLANNING

Featuring global visionaries and local practitioners, this stream was designed to inspire educators through creative training, thought leadership and teaching innovation, empowering them to future-proof their school.



LEARNING ESSENTIALS

From pre-school to higher education, these sessions covered essential educational practices by educators for educators where they could learn core skills, self-improvement and subject specific teaching.



NEUROSCIENCE IN EDUCATION

Applied neuroscience is an essential tool for today's classroom, these sessions outlined the latest international research to help educators learn how to boost, motivate and inspire their students to achieve the very best.

"Speaking in GESS Indonesia 2017 was a great change for me to introduce the results of my research. It was a wonderful experience speaking before the experts in an international event as GESS"

Ellen Manueke, Teacher Writer Researcher,
Universitas Nusantara Manado

"The conference and seminars were very interesting and I learnt a lot of new information"

Paridah Ambar Syafitri S Kom, Principal of Primary & Secondary, Paramount School

A PASSION FOR EDUCATION – AN EXHIBITION AND CONFERENCE TO INSPIRE AND ENGAGE

- **99%** of visitors said that conference sessions and show features were relevant to their professional training
- **96%** of visitors said that the quality of the conference sessions were good to excellent



GESS VIP CLUB – A NETWORKING CLUB FOR THE REGION’S LEADING EDUCATIONALISTS



The GESS VIP Club is by invite only, designed to build and develop lasting business relationships and create an exclusive experience for education professionals who have direct purchasing authority or who influence the buying process at their school or institution.

Members of the VIP Club receive a personalised show experience and membership, featuring a range of premium services and opportunities to network, discuss and collaborate with other members and exhibitors at the show.

For more information on joining the VIP Club, or to nominate your key buyers in the region, please contact: vipclub@gesseducation.com



THE RIGHT MARKETING INITIATIVES FOR THE RIGHT TARGET AUDIENCE

DIRECT MAIL PIECE

Working with key associations and show partners in Indonesia we produced a variety of pieces designed around the concept of “We Love Education” to give out at their industry events and also sent to their databases. Featuring the range of conference topics, exhibitors and brands and the latest show news. The weeks it landed registration increased by **19%**.

SHOW PREVIEW

This is produced to showcase the exhibitors we have, the variety of conference sessions, exhibitor workshops and other new features and innovations at the show. The show preview provides a thorough guide for visitors as to what they can see at the show. Sent via our show news emails to a circulation of **16,000** and generating click throughs of **36%**.

DIGITAL MARKETING CAMPAIGN

Our social media presence was boosted by a digital marketing campaign running alongside our in-house campaign from July – September running on Facebook and Google Adwords. Through the campaign we gained **93,568** clicks to site and **3.79M** impressions.



WEBSITE

A new look website was cleanly designed and visually impactful, working in line with the creative content so it worked well on mobile and tablets. This meant gessindonesia.com had over **100,000** page views and **30,000** users.



TWITTER



34.9 K

TOTAL IMPRESSIONS

569

FOLLOWERS

INSTAGRAM



2.1 K

TOTAL IMPRESSIONS

573

FOLLOWERS

FACEBOOK



622 K

TOTAL IMPRESSIONS

3,304

FOLLOWERS



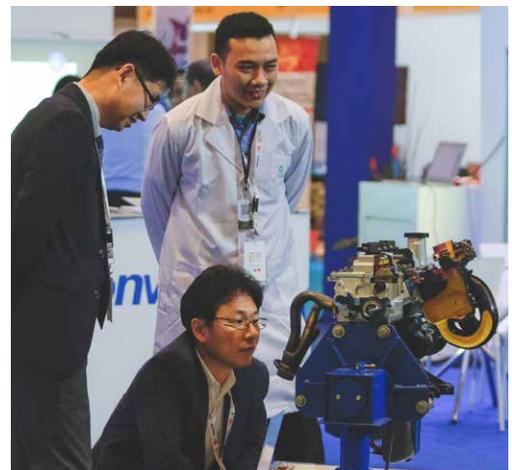
#GESSTALKS

- Monthly newsletter with the latest industry news, interviews and blog articles
- Anyone in the education industry can contribute and our topics reflect the latest trends and range of educational content out there
- Sent to the entire global GESS database
- Has its own brand to reflect our passion for being more than a B2B event but also a voice for the industry



EXHIBITOR MARKETING SUPPORT

Unlike other shows, we send a personal email to all exhibitors outlining the free marketing services that we offer. Pre show, exhibitors receive an exhibitor info pack, digital banners and other key information ensuring brand exposure to maximise footfall to their stand. As well as asking for press releases, images and articles we also request social media details to allow us to push out tweets and messages about our exhibitors.



DON'T JUST TAKE OUR WORD FOR IT... HERE'S WHAT OUR VISITORS AND EXHIBITORS HAD TO SAY

CESS Indonesia provides us with innovative solutions for our education problems in the 21st century. Good job.

Elementary School Teacher, SD Puri Artha

Very excited. I enjoyed the moment that I can share some knowledge and thoughts to the audiences who want to interact with that. Thank you for the opportunity given to me.

Microsoft Innovative Educator Expert, Springfield School

CESS Indonesia is an excellent event.

Teacher, SCA School

Good and useful exhibition as well as the conference.

Arafatmawati, Teacher, Millennia 21

Must-attend-event for educators.

Lecturer, Universitas Islam Assyafilyah

I think it's terrific, I think it's really, really good and brings people together from all over the world. I bumped into an American chap I saw here two years ago, so its lovely networking as well.

Marlene Rattigan, Principal, Kidz-Fiz-Biz

It's got a really nice energy here, there are big groups of teachers and educators who are part of districts and they're here. It's a very exciting event, lots of different providers and speakers from around the world. It's exciting to bring all of these people together.

Julian Jefferys, Manager, IB World Schools

CESS Indonesia is a great experience of sourcing out materials and tools for learning and an opportunity to harness your potential as an educator

Science Teacher, Beacon Academy

CESS for us is important because it's really unusual to find a group of like-minded people and CESS has delivered for the third year in a row wonderful contacts and good new friends.

Don Lamison, CEO, The Urban Green Education Project

We are very grateful for being facilitated to meet our clients from government, teachers and society in general.

Vcloud Point Indonesia

CESS Indonesia is an exciting and excellent exhibition for educational professionals and distributors of educational resources to meet and discuss the importance and effectiveness of different educational products in the classroom.

EDX Education

CESS Indonesia is an important event for us as its one of the biggest education events in the region, it's very important because companies get to see potential partners for the future. One of the main thing our companies are looking for is to find the right partner, in the right market to develop a business in the market.

William Prieto – Parra, BESA

This CESS event is very important to our business. It is a very rare opportunity to meet entrepreneurs from schools and education consultants.

Yoko Takebe, GAKKEN

CESS is one of the events that really make things happen for education in Indonesia. We join this event because we want to share more of what Makeblock do for education institutions in Indonesia. This is the best place and event to share more with the education industry.

Erwin Octavia, Makeblock

We came to CESS Indonesia to raise product and brand awareness for Netsupport and to integrate and speak again to all our distributors and partners in Indonesia and Asia Pacific.

Darren Ward & Adam Wallis, Netsupport

This is our third year participating in CESS Indonesia. The reason we do so is because we believe that CESS is the biggest educational equipment event in Indonesia.

Kemas Rizki, Puduk Scientific

We are a Canadian Company and we found that the Indonesian market is working for us and CESS is the best and only show for us in Indonesia, and it's a big platform to promote our products to all the Indonesian schools, colleges and institutes across the education industry.

Weifeng Wang, Famic Technologies

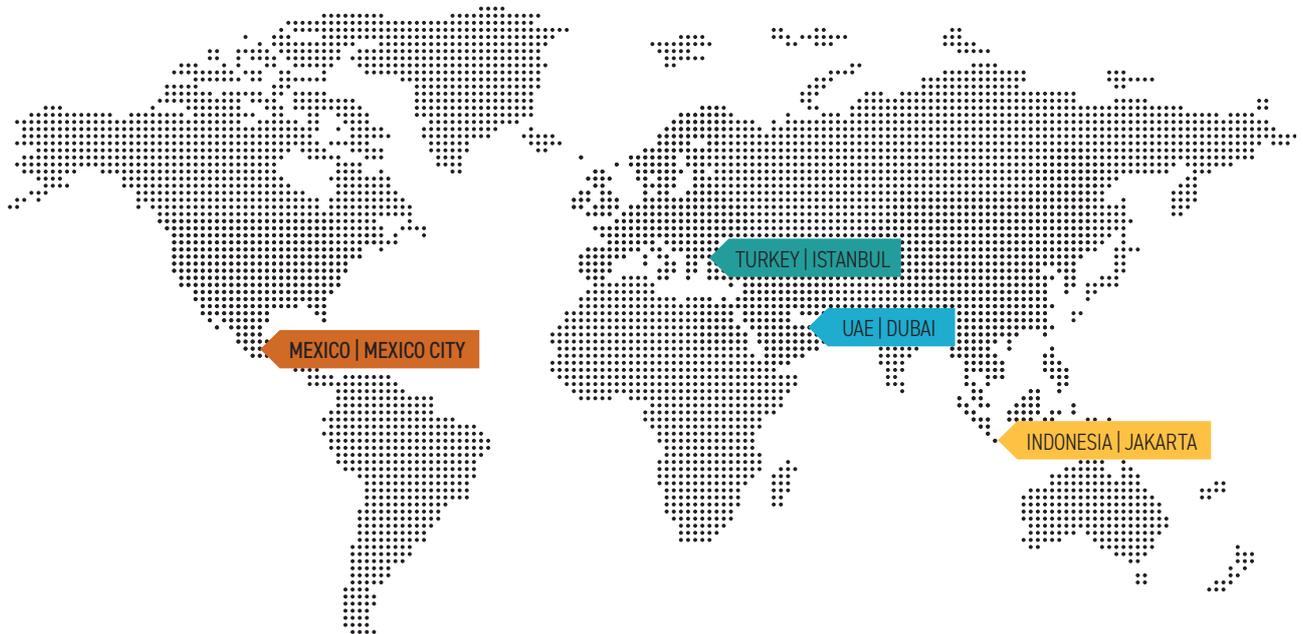
This event is very important for education in Indonesia

Ihsan Meliyandi, Owner, IMV Group

The conference and seminars were very interesting and I learnt a lot of new information

Principal of Primary & Secondary, Paramount School

GESS EVENTS



BE PART OF SOMETHING EXTRAORDINARY

Taking a stand at GESS Indonesia is crucial to your growth in the ASEAN region, contact us now to reserve your place at this exciting event and take advantage of what will be your most powerful sales platform of 2018.

For more details contact:

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