BRIGHT IDEAS

26.09.18 / 28.09.18

JAKARTA CONVENTION CENTRE
INDONESIA

2018 SHOW BROCHURE

WWW.GESSINDONESIA.COM
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

<table>
<thead>
<tr>
<th></th>
<th>50M</th>
<th>2.6M</th>
<th>250K</th>
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</thead>
<tbody>
<tr>
<td>Students</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Teachers</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Schools</td>
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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**

<table>
<thead>
<tr>
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<th>$808</th>
<th>$667</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>PER PRIMARY STUDENT</td>
<td>PER SECONDARY STUDENT</td>
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</table>

**2014**

<table>
<thead>
<tr>
<th></th>
<th>$1,291</th>
<th>$1,047</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>PER PRIMARY STUDENT</td>
<td>PER SECONDARY STUDENT</td>
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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.
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.

<table>
<thead>
<tr>
<th>Country</th>
<th>2012 Non-Tertiary Education %</th>
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<tbody>
<tr>
<td>Russia</td>
<td>2.2%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>2.3%</td>
</tr>
<tr>
<td>South Korea</td>
<td>3.2%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>6.3%</td>
</tr>
</tbody>
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**YOUTH LITERACY RATE**

By 2018, Indonesia is expected to have at least 100 million 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, Indonesia has allocated $31 billion for the education sector in 2016.

**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, Bahasan 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
- 27% North American
- 12% Australian / New Zealand
- 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

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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 School
- **6%** Primary School

- **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**

- **77%** YES
- **23%** NO
HERE'S SOME OF OUR VISITORS THAT YOU JUST WON'T SEE AT ANY OTHER EVENT

ACG School Jakarta ................................................................. Private Teacher
ACS Jakarta ................................................................. IGCSE Coordinator & Indonesian Teacher
Australian Independent School ........................................ Head of Pejaten Secondary Campus
Beacon Academy ................................................................. Operations 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 Art ................................................................. Principal
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 School ................................................................. General Manager
Jakarta Intercultural School .............................................. 6th Grade Science
Jakarta Multicultural School .............................................. Public Relations & Admissions Coordinator
John Paul School ................................................................. Staff
Kanaan Global School ............................................................... School Coordinator
Kash Immanuel School ............................................................. Owner
Kinderfield School ................................................................. Principal
Kinderfield Simprug ................................................................. Owner
Kinderland Pakuwuwo .............................................................. Curriculum Coordinator
Kinderland Preschool Caringin ........................... Human Resources Manager
Lazuardi Al Falah GIS Klaten .............................................. Deputy Director
Mercu Buana University .............................................................. Dosen
Mutiara Harapan Islamic ......................................................... Secondary Principal
New Zealand Independent School ....................................... Librarian
Raffles House Preschool ....................................................... Ece Teacher
Royal Primary Academy ..................................................... Purchasing & Logistic Supervisor
Royal Primary Academy ..................................................... School 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 Kasih ................................................................. Principal
Sekolah Victory Plus ................................................................. School Director
Sinarmas World Academy .................................................. Business Manager
Sinarmas World Academy .................................................. Chairman of the Board
Stella Maris School ................................................................. QA
Tunas Muda School ................................................................. School 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.

WWW.GESSINDONESIA.COM
“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 gessindoneisa.com had over 100,000 page views and 30,000 users.
#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
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

**GESS 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

**GESS 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 Assyafiyah

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

**GESS 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

**GESS for us is important because it’s really unusual to find a group of like-minded people and GESS 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

**GESS 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

**GESS 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 GESS event is very important to our business. It is a very rare opportunity to meet entrepreneurs from schools and education consultants.
Yoko Takebe, OAKKEN

**GESS 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 GESS 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 GESS Indonesia. The reason we do so is because we believe that GESS is the biggest educational equipment event in Indonesia.
Kemas Rizki, Pudak Scientific

We are a Canadian Company and we found that the Indonesian market is working for us and GESS 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 Mелиyanı, Owner, IMV Group

The conference and seminars were very interesting and I learnt a lot of new information
Principal of Primary & Secondary, Paramount School
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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