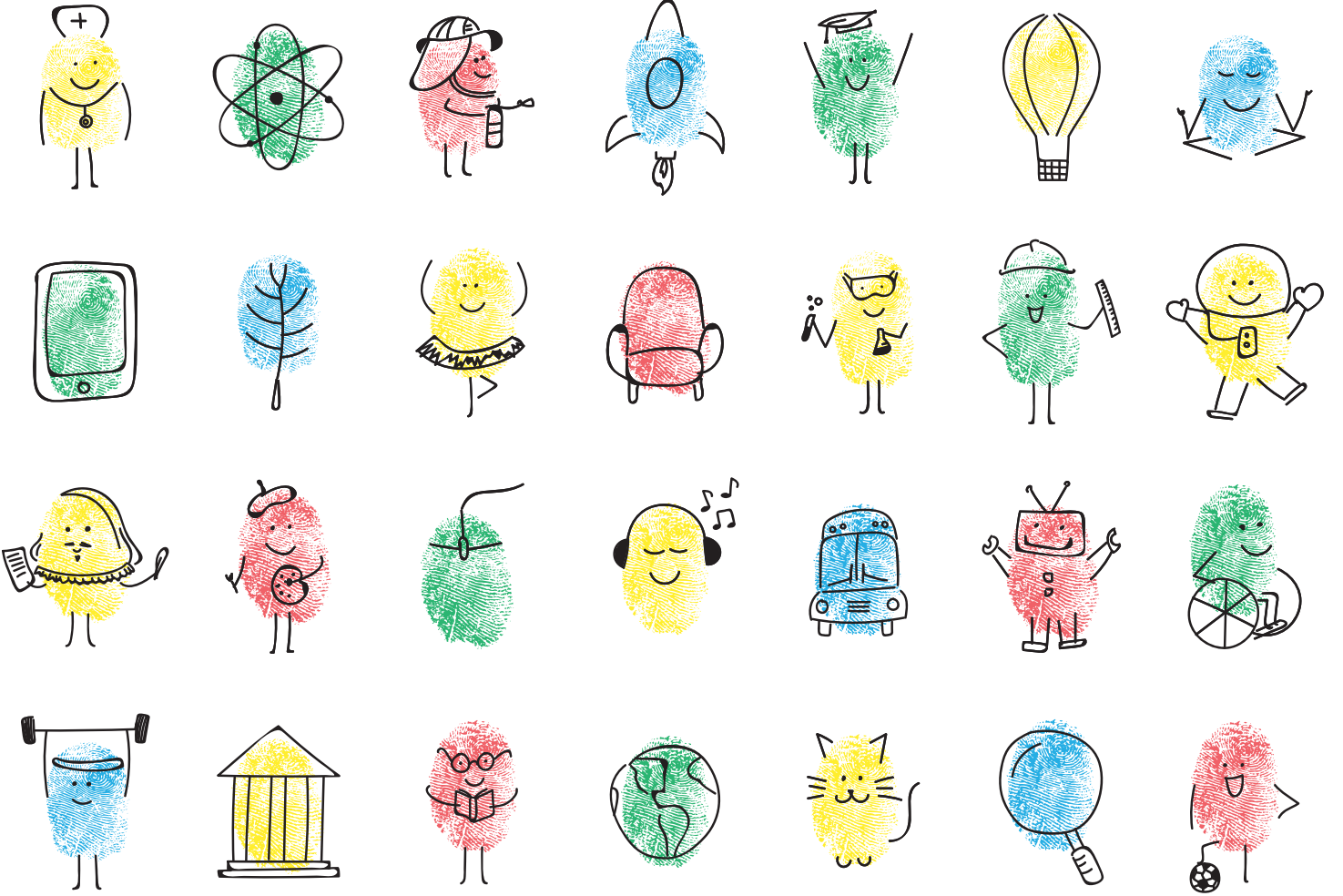


# MAKE YOUR MARK



## THE LEADING EDUCATION EXHIBITION & CONFERENCE IN TURKEY

Istanbul Lütfü Kırdar Congress Center  
2 – 4 April 2020

[WWW.GESS-TURKEY.COM](http://WWW.GESS-TURKEY.COM)

Platinum Sponsors:



Gold Sponsor:



Supported by:



# CHANGING THE FACE OF EDUCATION IN TURKEY

CESS Turkey serves as the meeting place for the education community, serving as the gateway for Europe and Asia. Returning for its 3rd edition in 2020, supported by the Ministry of National Education (MONE), CESS Turkey is the only event you need to make your mark on this flourishing market. Whatever the objective and whatever your budget, exhibiting with us is the perfect platform for success.

Free to attend to anyone working in the field of education the exhibition provides educators access to the products and solutions that meet the needs of the modern classroom and transform the way students learn. This year we're thrilled to announce that in 2020 not only are we at a new central venue - The Istanbul Lutfi Kırdar International Convention and Exhibition Center (ICEC), the MONE ETZ (Educational Technologies Summit) Event will be collocated with CESS Turkey.

“ Our company met its mission and objectives at the CESS Turkey exhibition. We were able to introduce our company to the market in the best way. ”

Mehmet Kılıç – KC Group, Company owner

**1700+**

education professionals

**50**

educational  
suppliers

**94%**

of visitors influence  
or have purchasing  
authority

Visitors came from

**39**

countries



# A FLOURISHING EDUCATION LANDSCAPE

In line with the government's new, "2023 Education Vision", the focus of this year's event will be on innovation and digital advancement. Education remains a top priority, with total expenditure having increased by 9.8% to \$48.3 billion.



**\$10.3B**

spent on Tertiary Education (31%)



**\$8.7B**

spent on Upper Secondary Institutions (26%)



**\$4.4B**

investment in Private Education



**\$2,220**

expenditure per student (8.2% increase year on year)



**140M**

school books delivered free of charge in September 2018 alone

Sources: Turkish Statistical Institute



# NEW AND EXCITING INITIATIVES FOR 2020

The third edition of GESS Turkey comes with some major new initiatives:

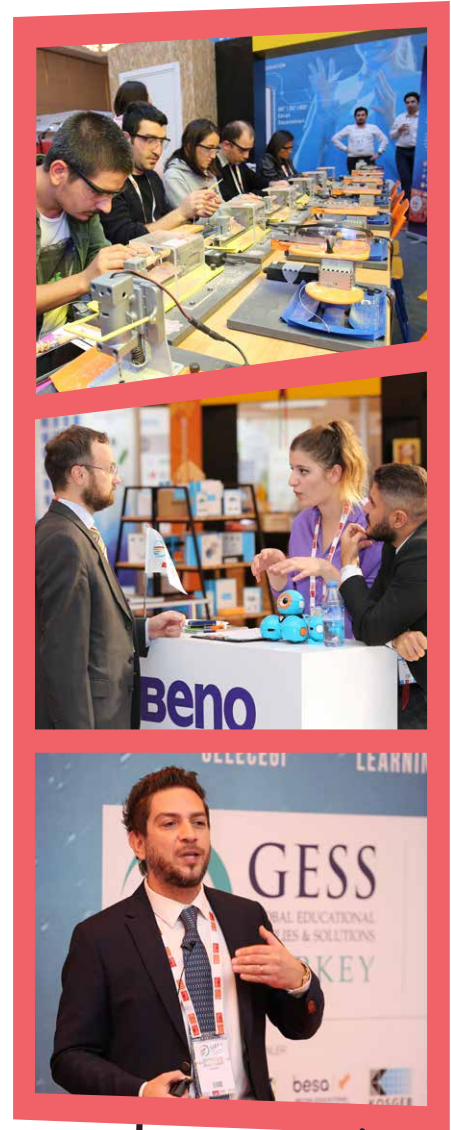
- > **New dates:** Moving from October to April. After consultations with key stakeholders and top education decision makers, April has been identified as one of the best months for school's and universities buying cycles. This will help companies looking to increase revenue through the show.
- > **New venue:** Istanbul Lutfi Kırdar International Convention and Exhibition Center (ICEC), which will help make GESS Turkey more accessible to key decision makers from all of Turkey and neighbouring countries.



- > **Two Events in One:** MONE ETZ (Educational Technologies Summit) Event will be collocated with GESS Turkey. Running alongside the exhibition the ETZ event will complement our globally renowned and free to attend conference sessions. Key topics at ETZ include:

1. Coding and Robotics
2. Use of Interactive Whiteboard in Teaching
3. Gamification
4. E-Content Development
5. Conscious and Secure Use of Internet in Education
6. Accessible Information Technologies in Education
7. STEM/STEAM/STEMA
8. Distance Education
9. Tech-advanced Teachers' Career Development
10. Education Visions for 2023 and Education Technologies

- > **Principals Forum:** A brand new and exclusive training concept exclusively for Principals. These sessions will look at the challenges that leaders of schools and institutions face, the qualities required to make a good leader and the skills required to succeed in senior positions. Designed to deliver a high quality audience of principals and decision makers from key educational establishments.



# TAKE YOUR PLACE ALONGSIDE THESE GLOBAL BRANDS ALREADY BOOKED FOR 2020

alize

ARGEMSAN  
EGİTİM TEKNOLOJİLERİ

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We make communication visible

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tek  
nokta  
YENİLENEBİLİR ÖĞRENİM ÇÖZÜMLERİ

VEX  
ROBOTICS

EduCat  
ROBOTICS

educat  
hub

ViewSonic®  
See the difference™

vinco  
educational

Betzold  
group

VRB  
VIRTUAL REALITY BUSINESS



# LEADERS IN EDUCATION CLUB

The Leaders in Education 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 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. Across all GESS brands, members also have access to exclusive summits and events.

To find out more contact: [jwicks@tarsus.com](mailto:jwicks@tarsus.com)



“ We were very fortunate to have international attendees and exhibitors to see our presentation in the field of educational technologies. The interest in our workshop also made us very happy. ”

Acibadem Schools, Robotics Coding Instructor



# WHO SHOULD EXHIBIT?

CESS Turkey is the trusted platform for suppliers of the entire spectrum of educational products. If you are looking to expand your presence in the region and meet with key buyers and decision makers, CESS Turkey is the event you cannot afford to miss.



**Art, Craft, Stationery and Design**



**Hardware – 3D Printers, AV, Multimedia Technology**



**Books, Magazines, Publishers, E-Publishers**



**Language Learning**



**Curriculum**



**Learning Environment – Furniture, Sustainability**



**Distributor**



**Music**



**EdTech – AI, AR, Coding, Digital, VR**



**S.T.E.A.M (Science, Technology, Engineering, Arts & Mathematics)**



**Educational Toys, Games and Playground Equipment**



**School Management – Communication, Finance, Recruitment, Training and Transport**



**E-Learning and Software**



**Special Educational Needs**



**Gamification**



**Sports, Fitness and Wellbeing**



**Government Bodies and Associations**



**Vocational Equipment and Resources**

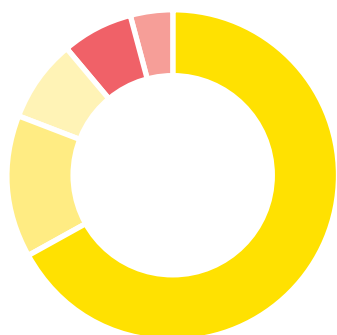
## CESS TURKEY 2020 IS THE ONLY EVENT COMPANIES NEED TO:

- > Meet with decision makers in the industry.
- > Understand the needs and nuances of the market and develop business relationships.
- > Expand presence in a new, strategically important market.
- > Showcase the latest solutions to prospective customers.
- > Launch new products, generate leads and make sales.

# WHO WILL YOU MEET?

We pride ourselves on creating a hub for the entire education industry. GESS Turkey provides educators from early years, K-12 and higher ed institutions the chance to network, inspire, learn and most importantly do business. Whether you're looking to meet decision makers from government ministries, pitch your latest product to decision makers from the private sector or find a new distributor for the region, you can do it all under one roof at GESS Turkey.

## MEET EDUCATORS FROM ALL CORNERS OF THE MARKET



67% K-12

14% Education Zone /  
Government Body

8% Distributor

7% Higher Education /  
Vocational

4% School Management

## VISITOR PROFILE

- > School Owner / Director / CEO / Founder
- > Head of Department / Year / Subject / Learning
- > Training & Development / HR
- > Head Teacher / Principal / Dean
- > Marketing / PR
- > Consultant / Private Tutor
- > Procurement / Purchasing / Bursar
- > Chief Academic Officer / COO
- > Government Advisor / Education Officer
- > Deputy / Assistant Principal
- > Teacher / Lecturer / Professor
- > Psychologist / Counsellor / Welfare
- > Manager / Supervisor
- > Administration / Finance
- > Student Teacher / PHD



“ GESS Turkey brings together the education sector. The event supports educators and brings them together with suppliers. It contains many things about future education.

We would like to attend again next year.

”

VEGA Schools, Corporate Communications Specialist



# GESS EVENTS

Organised by:



## BE PART OF SOMETHING EXTRAORDINARY

Join us to showcase your products to our targeted audience of educational professionals and find how GESS can benefit your business globally. Contact us now to reserve your place at this exciting event and take advantage of what will be your most powerful sales platform of 2020.

## FOR MORE DETAILS CONTACT:

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