



Department for
Business & Trade

MADE IN THE UK SOLD TO THE WORLD



Education Trade Mission to GESS Dubai, 2024



12 - 14 November 2024



Dubai, United Arab Emirates



[Register here](#)



TRADE MISSION TO GESS 2024

Businesses from across the North of England and Midlands are invited to join the Department for Business and Trade (DBT) for a trade mission to the Global Educational Supplies and Solutions (GESS) Dubai. The programme is designed for businesses in the Education, Education Technology (EdTech), and Training sectors.

The mission will provide you with an exclusive programme of activities and events to connect with key buyers and decision-makers in the education industry from across the globe.

About GESS Dubai

The GESS Conference and Exhibition has been the focal point for education in the Middle East and beyond for over 15 years. The exhibition provides access to the products and solutions that meet the needs of the modern classroom and transform the way students learn. Alongside the exhibition runs an extensive conference programme, making GESS Dubai the complete event for the education industry.

In association with the British Educational Suppliers Association (BESA), DBT will be exhibiting in the UK Pavilion at GESS Dubai.

N.B. Delegates will need to cover the cost of their entry ticket and associated expenses together with travel, accommodation and subsistence.

Registrations close on Friday 13 September, 12:00pm (BST)

For further information contact:

E: trademissions@businessandtrade.gov.uk

T: +44 (0) 20 4566 5206

By joining this delegation, you will:

- Gain a better understanding of the education sector in the Middle East and beyond.
- Meet key decision makers from around the world.
- Receive event support from DBT and BESA before and during the mission, including a briefing two weeks before departure.
- Build your knowledge and gain industry insights at a leading educational conference and exhibition.
- Gain access to BESA's stand as a base for your business activities.
- Have the opportunity of one-to-one meetings with commercial officers from the Gulf region.
- Join exclusive networking events with educational sector representatives.
- Travel with like-minded peers whilst being accompanied by DBT specialists.



**Tuesday 10 September,
11:00am (BST)**

Join our webinar for an introduction to the Education/Edtech sector in Dubai, and learn about the key opportunities that exist within this sector and market entry requirements.

[REGISTER HERE: EVENTS.GREAT.GOV.UK/GESS2024](https://events.great.gov.uk/gess2024)