



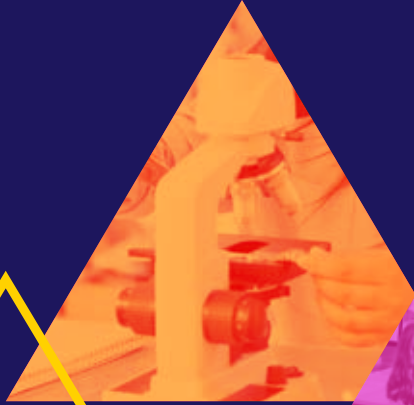
EDUCATION  
EGYPT 2021

# Making a Difference in Education

24-26 June 2021

Egypt International Exhibition Center

[www.education-egypt.com](http://www.education-egypt.com)



Supported by



وَزَارَةَ التَّعْلِيمِ الْعَالِيِّ وَالتَّحْقِيقِ الْعِلْمِيِّ

MINISTRY OF HIGHER EDUCATION  
AND SCIENTIFIC RESEARCH

**21m+**  
enrolled students

## Your gateway to the largest student population in the Middle East & North Africa

Egypt is home to the MENA-region's biggest student population. In excess of 19 million schoolchildren are currently enrolled in its education system, with a further 2.6 million students in colleges and universities.

With its population only getting younger, the Egyptian government last year committed to the Egypt Education Reform Project: a national initiative aimed at advancing learning across the country's vast public curriculum, kick-started with US\$500 million worth of World Bank investment.

Education Egypt aims to be the premier gateway for product-suppliers looking to lead the way in shaping this next generation of learning and teaching throughout North Africa's most inspiring trade nation.

Debuting in June 2021, Education Egypt is inviting the industry to take a step beyond the classroom and discover the pioneering education solutions transforming how we learn. From a bustling exhibition floor showcasing thousands of products from 250+ companies to inspiring workshops and interactive demonstrations led by some of the world's leading education professionals, the event's immediate and lasting impact seek to be felt across Egypt's schools and universities for decades to come.

Seize your chance to gain a foothold in the Middle East and North Africa's most exciting education market by getting your products in the hands of more than 10,000 educators and industry decision-makers at Education Egypt.

### The inaugural Education Egypt will bring together:



**10,000+**  
ATTENDEES



**8,000+**  
SQM



**250+**  
EXHIBITORS



Education, which had been at the heart of the Middle East and North Africa region's (MENA) history and civilizations for centuries, has a large untapped potential to contribute to human capital, well-being, and wealth."

- The World Bank

## Why Egypt

Egypt is home to one of the youngest and most vibrant population demographics found anywhere in the world. Of its 98 million people, more than half are under the age of 25. It has a buzzing consumer market, trained workforce and 21st century infrastructure.

Africa's third-richest nation by GDP, Egypt also has one of the most diversified economies in the MENA-region, cementing its position as an international trading and logistics hub through innovation in tourism, information and communication technology, energy, transportation and housing.

Education is considered the central factor to sustaining and advancing Egypt's social and economic development in line with both the Egypt

Education Reform Project, and the wider goals of Egypt Vision 2030. The country's working age population is predicted to increase by almost 20 million by 2030, meaning a new, internationally-competitive educational framework needs to be put in place to prepare young Egyptians for a prosperous future. Domestic and foreign investment in thousands of educational upgrade projects across the country – led by last year's US\$500m injection – are seen as key to transforming this learning landscape.

The buyers, prominent academics, leading investors and government organisations behind the project's blueprint for change will attend Education Egypt to network, exchange ideas, and source the products needed to shape the next generation of Egyptian education and learning.

1.9%

Annual  
population  
growth

GDP growth in Egypt  
is projected to reach

5.8%

in 2020

98m+  
Population

(2018, Egyptian Central Agency for  
Public Mobilization and Statistics)

Current FDI of  
US\$11 billion to gradually  
increase to about

US\$20bn

in 2021-2022

# Why Education Egypt

Explore opportunities to transform Egypt's education sector

Stay ahead of the competition at Education Egypt and benefit from:

- ▲ Being part of the first education industry show in Egypt supported by regional and international associations
- ▲ Connecting face-to-face with more than 10,000 prospective buyers from public and private schools, universities, education ministries, trade associations, governmental and non-governmental organizations, and more
- ▲ Establishing your brand as an innovator in the Egyptian education market
- ▲ Learning about upcoming education projects and gaining entry to their procurement cycles
- ▲ Engaging with educationalists, regulators and government officials tasked with ushering in large-scale education reform in the country

## MEET THE RIGHT PEOPLE

Dean  
Principal  
Head of Department  
Head Teacher  
Director of Studies  
Director  
ICT Manager  
Business Manager  
Purchasing Manager  
Procurement Officer

## MAKE CONTACT WITH THE INDUSTRY

Private and Government Primary and Secondary Schools  
Private and Government Universities  
Ministry of Vocational Training and Employment  
Ministry of Education and Regional Government Offices  
Private Education Companies  
Resellers and Distributors

**FREE-TO-VISIT**  
Open to all levels of educators

**FEATURING**  
Free-to-attend content theatre and high level congress

His Excellency  
**ABDEL FATTAH EL SISI,**  
 President of the Arab  
 Republic of Egypt,  
 opened dmg's EGYPS exhibition

## Exhibitor Profile

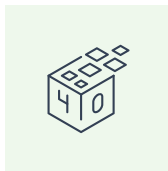
If you provide the following products,  
 Education Egypt is where you need to be



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



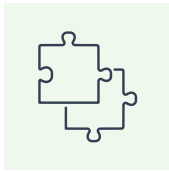
Learning Environment  
 & Furniture



Hardware & Accessories,  
 -3D Printers, AV,  
 Multimedia Technology



Online Text Books/  
 Assessments



Distributors



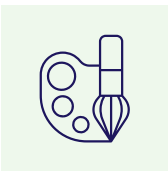
EDTECH-CODING,  
 Digital, VR, AI



Government  
 Association



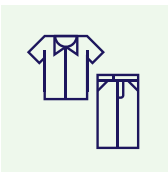
Educational Toys,  
 Games & Playground  
 Equipment



Arts, Craft, Music  
 & Design



Special Educational  
 Needs



Uniforms

[www.education-egypt.com](http://www.education-egypt.com)

## Marketing the Event

Our marketing and PR campaign spans 12 months meaning we are constantly generating awareness, engaging with our community of 200,000+ professionals and establishing long-lasting results before, during and after the event. We also have a dedicated team in our Egypt office networking with key associations, partners, government representatives and education providers. Our marketing strategy is comprised of a multi-channel campaign including:

- ▲ Advertisements in Print Media
- ▲ Sending Direct Mail Invitations
- ▲ Strategic Outdoor Advertising
- ▲ Targeted Digital Marketing Campaigns
- ▲ Social Media Marketing and Advertising
- ▲ Distributing Tailored Press Releases
- ▲ Bespoke Marketing Material for Exhibitors

## About Us

dmg events has a proven track record of delivering hugely impactful events on a global scale. Over the last 30 years, we have pioneered industry-leading events throughout Egypt in industries such as infrastructure, construction, and oil and gas, with signature shows including EGYPS and Big 5 Egypt. It is through capitalizing on our unrivalled international industry experience in organizing more than 80 events across 25 countries that we are able to announce the launch of Education Egypt.





## EDUCATION EGYPT 2021

For more information about securing your stand, please contact:

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