



وزارة التربية والتعليم  
Ministry of Education



# GESS NEWSLETTER



## New Venue

28 February - 1 March 2012 | Dubai World Trade Centre | UAE

## The 5th Annual GESS & GEF

### Humaid Moh'd Al Qutami, Minister of Education



The United Arab Emirates has always been a premium destination for major international corporations and entities, driven by the prosperity and opulence the country is enjoying under the leadership of H.H. Sheikh Khalifa bin Zayed

Al Nahyan, President of the United Arab Emirates; H.H. Sheikh Mohamed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai; and Their Highnesses, Supreme Council members and Rulers of the Emirates.

The Ministry of Education (MOE) has always been seeking to fulfill and realize the UAE's aspirations to provide its citizens with top notch education, by hosting the very latest in education technology and its various means and expanding its vision to cope with worldwide advancements and related internationally accelerated variables. Therefore it

invests in supporting the Gulf Educational Supplies and Solutions (GESS) and the Global Education Forum (GEF), the world renowned event held under the patronage of H.H. Sheikh Mohamed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai.

The great success achieved by GESS and GEF over the past four years is the sure outcome of the strategic partnership between the MOE and the international company organizing the exhibition and the conference.

The event has succeeded in establishing its reputation as a main destination for education professionals and decision makers who wish to discover the latest products and innovations in various aspects of the education sector. This year the exhibition will have over 250 regional and international exhibitors showcasing modern education techniques, products and solutions; while GEF will bring together over 100 industry leaders and continue as a strong platform to discuss best-practices, trends and

challenges the sector faces today.

In its fifth edition this year, the exhibition and conference will revolve around the theme of "Teaching and Learning in the Knowledge and Technology era". We are now in an era in which technology plays a key role in our daily lives and will continue to do so in the future. It is important for us therefore to encourage the use of this powerful channel in the lives of students and introduce new tools and methods in our schools across the country. With children today born in the digital age, we need to embrace technology to engage and excite these young people and introduce new education techniques.

The Ministry of Education has always been keen to work together with schools and teachers to integrate these new solutions into the education industry. GESS and GEF will play a pivotal role in achieving this goal by offering the world's latest education solutions and equipment on one platform.



Organised by:

In partnership with:



Sponsored by:



## Why attend GESS 2012?

Entering its 5th year, GESS & GEF provides the best opportunity for teachers, principals, lecturers and anyone working in the education sector to:

- + **Discover** the latest supplies and solutions from 250 exhibitors
- + **Listen** to over 100 international and regional educationalists
- + **Learn** how to use the latest technologies by attending Exhibitor Workshops
- + **Attend** fun and practical features on the exhibition show floor

All you need to know about what GESS and GEF have to offer are detailed in the next few pages!



## Global Education Forum

### 'Teaching and Learning in the Knowledge and Technology Era'

Visitors to GESS & GEF will be aware of the show's extensive educational program. Every year, thousands of participants gain valuable insight from session leaders who share their expertise, experiences and opinion on a broad range of subjects. At GESS 2012 we are offering a wide range of seminars, workshops, abstracts under the theme of technology.

### WHAT TO DO DURING GEF?

- + Attend a variety of sessions including exhibitor workshops, abstract (case-study) presentations and high level keynote speeches
- + Develop your teaching skills by attending the practical CPD sessions
- + Don't miss this year's exciting and in-depth session on Mobile Learning!

### ABSTRACT TRACKS INCLUDE:

- + Technology Integration in Education
- + Technology Related Pedagogical Issues in Teaching and Learning
- + Innovative Teaching and Learning Strategies in the Information Age

Some of the confirmed keynote speakers include Prof. Abdulateef Hakim Al Hakimi, Sanaa University; Dr. Khalifa Ali Alsuwaidi, United Arab Emirates University Dr. Khalid Ibrahim Al Awwad, Member of the Shura Council to name a few!

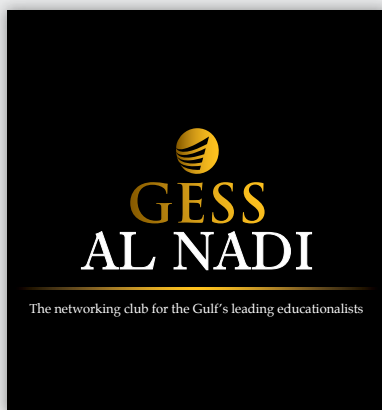
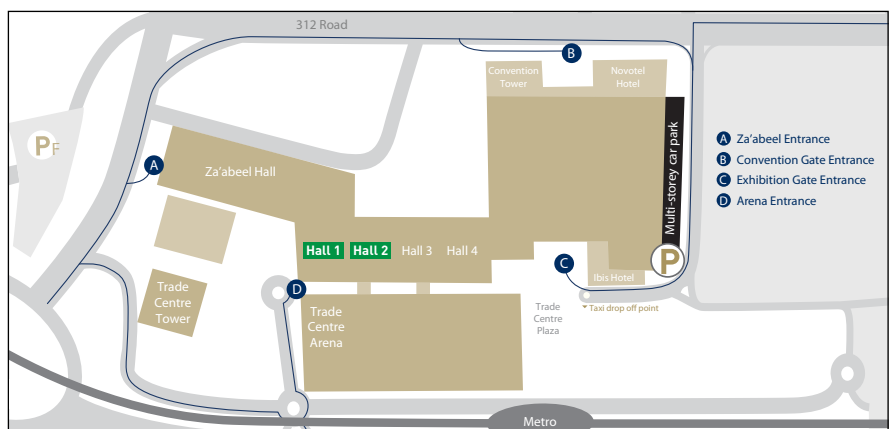
Visit: <http://www.gesseducation.com/gef/global-education-forum>

# News Flash

## GESS & GEF IS MOVING TO A NEW VENUE!

GESS 2012 will take place for the first time in Halls 1 & 2 of the Dubai World Trade Centre (DWTC).

DWTC is very centrally located and even has its own metro station. It is widely regarded as a 1st class venue and has all the facilities required for a top trade event.



## GESS Al Nadi

**The networking club for the Gulf's leading educationalists**

GESS AL Nadi is a club (by invitation only) for educationalists who have direct purchasing authority or who influence the buying process.

**NEW FOR GESS Al Nadi members: The NLP Masterclass Series at GESS 2012**

We are offering members exclusive access to a series of sessions on Neuro-Linguistic Programming in Education presented by David Hodgson.

### WHY ATTEND THE NLP MASTERCLASS SERIES?

- + Learn how to motivate and inspire students and staff
- + Discover your own teacher profile
- + Find out if your school is applying the practice developed by the best school leaders
- + Introduce creativity into the classroom

Contact us for information on how to become a member: [enquiries@gesseducation.com](mailto:enquiries@gesseducation.com)

## Mobile Learning Feature



Hosted by Dave Kirtlan, Director of Eslium Education Consultancy and **Apple Education Mentor**, the **Mobile Learning Feature** is the **MUST-ATTEND** session at GESS 2012. Join a panel of industry experts and explore the possibilities of hand-held learning.

Whether you want to learn the basics or get in depth information on how to optimise the use of mobile technology in education, then this is the session for you.

Visit: <http://www.gesseducation.com/show-info/mobile-learning-feature>

## Continuing Professional Development (CPD)



Following the huge success of last year's CPD sessions, we are pleased to announce that Dragonfly Training is coming back to GESS 2012!

### 2012 topics include:

- + Vision/Leadership and decision making for subject leaders
- + Effective questioning techniques
- + Literacy across the curriculum
- + Assessing and marking work
- + A realist's guide to Independent Learning
- + Stretching the more able
- + Teaching English as a Foreign Language

Visit [www.gesseducation.com/show-info/cpd-programmes](http://www.gesseducation.com/show-info/cpd-programmes)

**BOOK NOW** and benefit from a discounted rate 400AED (instead of 500AED) – quote code **CPDN1**

## Assessment Tomorrow



### Day Two: Wednesday 29th February 2012

**Assessment Tomorrow** is holding a half-day seminar looking at all aspects of assessment and particularly the use of technology. This seminar will examine these innovative developments and provide delegates with the opportunity to discuss and examine potential development for their use within their own organisations.

Education establishments worldwide are realising the benefits of bringing technology to bear on the delivery of both formative and summative assessment. Mobile technology is now providing ways to widen the implementation of e-assessment.

**For more information contact Martyn Roads ([martyn@assessment-tomorrow.com](mailto:martyn@assessment-tomorrow.com)), Assessment Tomorrow Ltd**

Visit: <http://www.gesseducation.com/show-info/assessment-tomorrow>

## IPSEF



### Day Three: Thursday 1st March 2012

**IPSEF Middle East** is an intensive one day conference looking at the role the private sector can play in delivering and improving education across the Middle East. It will feature presentations from leading private schools that have set up in the region, architects and project management companies and government representative including the KHDA.

**For more information contact Mark Roelofsen on +44(0)20 7394 1060 or email [mark@alaskaevents.co.uk](mailto:mark@alaskaevents.co.uk)**

Visit: <http://www.gesseducation.com/show-info/ipsef>

# LATEST TECHNOLOGY

## FIRST TIME IN GCC COUNTRIES - INTRODUCING THE AMAZING 'ENGLISH TEACHING ROBOT'

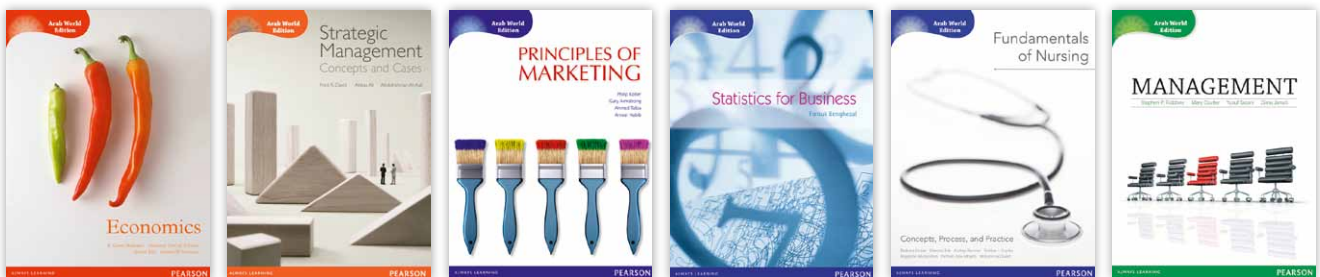


In conjunction with the Korean Institute of Science and Technology (KIST), AI Mazroui (stand M20) is proud to present the English teaching robot.

There are 2 robot functions:

- Tele-presence Robot Class where the Robot imitates the remote tutor's expressions and actions.
- Autonomous Robot Class where the robot leads the class with a pre-programmed curriculum.

Come to the AI Mazroui stand to meet the state-of-the-art Robot!



### PEARSON

Pearson (Stand H39), the world's leading education company, has launched the Arab World Publishing Program, helping to meet the growing need for Arab centric learning tools.

The new program is a first of its kind for the region and is anticipated to enhance the learning and teaching experiences of students and educators across the Arab world.

The program consists of both new and adapted textbooks, specifically created for local students. Pearson collaborated with leading, local academics and authors to ensure that student needs were reflected in the relevancy and style of content

via the inclusion of local examples, case studies, photographs and interviews. Furthermore, the Arab World Editions incorporates features such as Arabic/English glossaries to support students in their development of English language acquisition as part of their degree program.

The Arab World Editions are accompanied with a host of supplementary support and a powerful online tutorial homework system, MyLabs, which combines assessment, reporting and personalised study to help both students and instructors succeed.

For further details visit the Pearson stand at GESS 2012

**PROMETHEAN'S CENTRES OF EXCELLENCE (COE)**



Centre of Excellence (COE) is a benchmark created by Promethean to recognize schools who demonstrate best practice in integrating technology in education as well as using the ActivClassroom to drive a powerful, dynamic and effective learning environment for its students.

The objectives of the COE program include:

- Commitment to sustaining an interactive learning environment within schools
- Stimulate collaboration and

contribution to the on-line teacher community

- Provide benchmarks and incentives for educators to integrate technology
- Encourage teaching institutions to engage in the technology based interactive tools

Accreditation is based on whether the school fulfills the specific criteria in terms of teacher training and PD, school-wide use of the Activclassroom and school's integration of the Activclassroom in annual curriculum plans and evaluation.

During the accreditation year Promethean TLCs actively engage

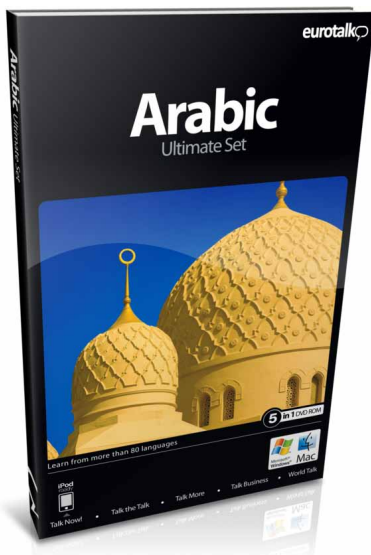
with teachers providing them with on-going support whether in school or via the online teacher community - Promethean Planet.

There are currently 9 COE in the Middle East with three pending in Qatar, UAE and Oman!

More information can be found on the Arabic Promethean Planet which includes Arabic forums, tutorials and training courses, resources and lessons available for free download!

For more information on Promethean's COEs, visit stand N20

# LANGUAGES



**LEARNING LANGUAGES CAN BE FUN!**

EuroTalk (stand J35) are Language learning specialists with 20 years of publishing experience and over 20 million customers worldwide. The company publishes software that covers a record range of over 130 Languages and has won several awards. Eurotalk also publishes the world's best selling language learning CD-ROM series for beginners, Talk Now!

At GESS Eurotalk will be showcasing their full product range from beginners to advanced levels with full interactive product demonstrations and will also be launching the new EuroTalk E-learning courses specifically developed for Learning Platforms such as Moodle, Frog and Fronter.

Denaster (Eurotalk's UAE distributor) will also be on the stand with special show offers so make sure you see them at their stand.



**NEW ARABIC LANGUAGE TEACHING TOOL**

Kalimaty (Word Maker on stand K23) is an engaging, intuitive and interactive product for teaching children between 4 -7 years the complexities of reading the Arabic language. With its uniquely designed cube and cap, children learn the different letter shapes, the diacritical marks (tashkeel) and how to blend them to make up words. By connecting the cubes, the system lets children make up words, change the sounds and explore Arabic in a novel and progressive way.

Kalimaty, a winner of the Starter for 6 programme and semi finalist of the MIT Pan Arab business plan 2011 for its innovativeness, was developed in conjunction with the University of West of Scotland. Word Maker Limited is looking forward to sharing this product with teachers, early year practitioners and potential business and educational partners in the region.

Demonstrations will take place daily on the stand!



**START LEARNING A NEW LANGUAGE TODAY!**

Dexway (stand H44) has reinvented the concept of Language Schools and now brings it to GESS 2012!

One click of your mouse, at anytime and from anywhere in the world, will allow you to learn languages with the

support of the Dexway team of native speaking tutors.

Add to that a structured content that optimizes the learning process and thanks to the Linguistic Immersion Lessons and continuous personalized assessments, you will learn a new language in a smooth and effective way.

But there is more... The dexway community provides a stimulating environment to practice the newly acquired skills by meeting other students, playing games or preparing for international tests of language proficiency.

And did you know that the solution is available on iPad as well?



**EASY LANGUAGE SYSTEM**

Ampere's Digital Language Learning System (stand D44) is a very convenient and useful language education tool for individual and group learning. Teaching materials are stored in a PC and can be downloaded to a voice server (6 seconds for 10 minutes material) where teachers and students can use the downloaded materials freely.

The language system was successfully installed at the National Gadjah Mada University in Indonesia. Teachers love using the AMPERE system, because they feel that the easy operation incorporated in the system makes their classes more efficient. For example, the system will easily let teachers have instant reviews of the students' voices during a drill.

# TEACHING TOOLS



## ELMO

ELMO (stand L36), a Japanese brand, has been well known as the world market leader of Electronic Imaging Equipment for over 90 years. It recently announced its newest state-of-the-art interactive

classroom visualiser the L-12. It is the 5th generation of ELMOs L-series visualisers, which are used in more than 400,000 classrooms worldwide. Based on close liaison with teachers in more than 50 different countries the L-12 was designed to be used very easily without time consuming technical training.

See a live demonstration of the ELMO Classroom Solution only at GESS 2012!



## EDUCATIONAL WALL CHARTS

Daydream Education (stand J34), the UK's leading provider of educational wall charts, will be at GESS 2012 demonstrating their fantastic interactive software. Ideal for use with interactive whiteboards, learning platforms, standalone computers, tablets and slates, the Interactive Content Packs combines clear, curriculum-based information with bright visuals

and animations. Packed full of presentations, quizzes, interactive activities and worksheets, the Interactive Content Packs provides for students of all learning styles and abilities and aid teachers in bringing the best of modern technology into the classroom.

After resounding success in the UK and US markets, Daydream Education is looking to expand its international business through resellers within the Middle Eastern territories. Daydream's entire product range can be easily localised to suit the needs of new markets, helping teachers integrate technology into their lessons in classrooms worldwide.



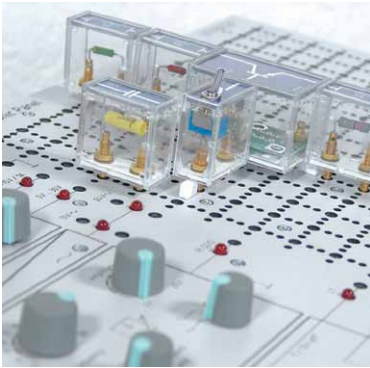
## INTERACTIVE LEARNING MATERIALS

EducationCity.com (stand J27) is transforming teaching and learning, and improving children's education with its interactive learning materials, interactive teacher tools and video resources. EducationCity.com is trusted and used in over 15,000 schools around the world. Differentiated resources allow all children to practice essential skills at their own pace and enable educators to plan, deliver and monitor pupil work.

- EducationCity.com activities – thousands of curriculum focused activities and tools
- Play Live Maths – fun real time gaming that develops maths skills
- ThinkIts - encourage critical and higher order thinking skills
- Learn English – resources for pupils learning English as an additional language

EducationCity.com is part of the Archipelago Learning group.

# HIGHER/VOCATIONAL EDUCATION



## TECHNICAL TRAINING SYSTEMS

For more than 40 years the German manufacturer hera Laborsysteme GmbH (stand G23) has been the symbol for innovation and highest quality standards in electric and electronic laboratories, assembly benches, technical class rooms and technical training systems.

Based on an extremely high depth production hera is fast, reliable and flexible. The certification by ISO 9001 and constant employee training guarantees the highest quality standards and satisfied customers.

Highlights at GESS 2012 are technical training systems for photovoltaic. hera offers one of the most important technologies for learning to handle alternative energy. With these systems, built with original parts, you are able to test all components and carry out flexible exercises.

Discover the functions and performance and get the needed background knowledge. hera Laborsysteme GmbH also has the right solution for your photovoltaic system!

hera will also present different training systems and laboratory solutions at GESS 2012.

## ADVANCED SMART GRID TRAINER

EDIBON INTERNATIONAL (stand F10) is giving GESS visitors the opportunity to teach, learn and practice with some of the most quality advanced technical teaching units. EDIBON INTERNATIONAL will be showcasing new products such as the Advanced Smart Grid Trainer SG3. This tool allows a simulation of a real power plant making it similar to anyone implemented in a National Grid. By using these systems, professionals can work with 30 students/workers at the same time and have real time data and results from their run-throughs.

## SIMULATION SOFTWARE

Automation Studio (stand L32) is used by thousands of schools worldwide and is a circuit design and simulation software solution for teaching tomorrow's technicians and engineers.

This year at GESS, Automation Studio will be showcasing its latest educational version: Automation Studio E5.7 with remote (WAN) access licensing and other quite useful new modules and features.

This version will help improve students' ability in understanding and analyzing Hydraulic, Pneumatic, Electrical systems, PLCs, SFC controls, and Power Grid Diagrams. On the other hand, it will also allow teachers to cover more content in less time and create high-level training material.

Live demonstrations will take place on the Automation Studio booth!

# SCHOOL MANAGEMENT & TRAINING



## WORLD CLASS SCHOOLS DESERVE A WORLD CLASS MANAGEMENT INFORMATION SYSTEM

Jumeirah English Speaking School (JESS) opened 35 years ago and has grown slowly from 500 to more than 2,000 pupils, over two locations.

As the school expanded, JESS had some very specific management issues and was looking for a management information system that would help them manage their waiting list and streamline their reporting system. With SIMS, JESS now boasts a highly enthusiastic administration team who use SIMS to track children as they move through the school, or simply to know which rooms are free. Teachers record attendance, pupil grades and behaviour on SIMS.

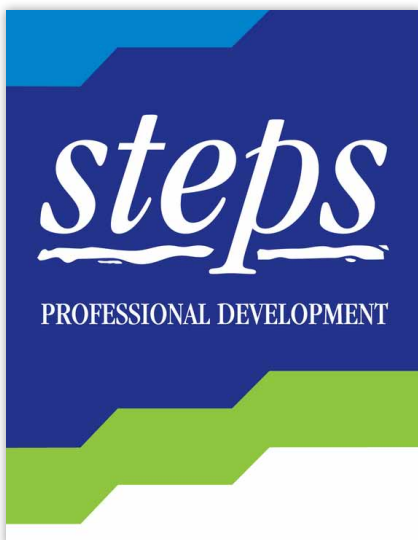
SIMS has also enabled the school to cap the number of admin staff. Although pupil numbers have trebled, the size of the admin team has remained the same.

Jumeirah English Speaking School – “We’d need another five staff without SIMS!”

At GESS, SIMS will be showcasing:

- Discover – a powerful new tool for analysing and mining your data
- In Touch - the latest in embedded communications systems
- Emerge - our ipad app for capturing attendance marks whilst on the move

SIMS will be on stand J28



## NEW TO GESS!

STEPS PD (stand H43) is exhibiting for the first time at GESS 2012!

Steps PD is a not-for-profit organization owned by Edith Cowan University of Australia and has been delivering training to teachers based on the award winning First Steps resources in literacy and mathematics for years. We will be delivering courses in the Gulf at partner schools in 2012, making it easier for teachers to access their training.

After a period of intense development for STEPS PD, 2012 will see the launch of many new resources. See samples of First Steps, Fundamental Movement Skills, Tactical Teaching at the Steps stand for literacy across all subject areas in secondary, and the new REALsteps suite. This new suite, with its shorter courses, will enable teachers to drill down on a more focused area of need.

# *FACILITIES*



## **INTERMETAL'S EDUCATIONAL FURNITURE DIVISION**

Intermetal's Educational Furniture Division (stand J20) has been committed to manufacturing innovative, resilient and quality products mandatory for today's educational furniture market.

The collection consists of furniture for nursery, primary & secondary schools, colleges, universities, training facilities and libraries. Intermetal's in-house design team and experienced sales personnel work closely with each client to achieve functional classroom layouts.

In July 2011 Intermetal expanded its operations with the opening of a new office and manufacturing facility located in Dubai, United Arab Emirates that is fully equipped with CNC Bending and Routing Machines, Robotized Welding, Powder Coating, Upholstery, Woodworking and Finishing Lines.

During GESS 2012 Intermetal will launch a multi-purpose functional, stacking ergonomic chair that is constructed from durable tubular steel and blow moulded polypropylene. Available in a multitude of colours the contoured chair shell contains micro holes to allow ventilation while seated



## **HI-TECH FURNITURE AT GESS 2012**

In recent years training establishments have been requesting innovative ideas which meet modern solutions to flexible learning spaces.

Nortek (stand K38) have developed products which meet these requirements, the exciting new designs allow workstations to be used for both written work and keyboard work.

Nortek have been supplying furniture within the UK for more than twenty years and have solutions for both desktop and laptop equipment.

Their latest designs would suit the developing markets in the Middle

East and by attending GESS they are looking to develop partnerships to promote their products.



## **NEW MUSIC POSTURE CHAIRS**

Wenger Corporation (stand M44) provides innovative, high-quality products for music education, theaters and professional performance venues. Wenger is a world-famous manufacturer of music posture chairs, music stands, sound-isolating music practice rooms, risers and stages and custom acoustic shells.

For the first time in the Middle East, and only at GESS 2012, Wenger will unveil its newest music posture chair: the Nota® conBRIO™.

This innovative chair incorporates correct posture benefits with the added feature of a flexible frame that allows the chair to move with the performer.

The result: a more dynamic play, improved blood flow, and more focused attention. The design is based on years of customer research and consultation with medical experts.

## REFLECTION ON EDUCATION IN THE GULF



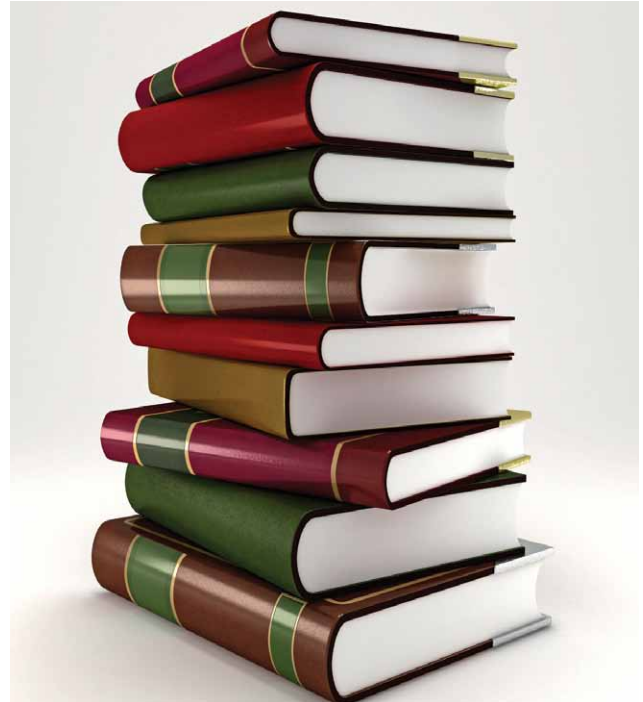
Sonia Ben Jaafar, PhD  
Director  
EduEval Educational  
Services

Reflecting on 2011 in the Arab world conjures diverse images of change ... change.... and more change. The youthful population of the region simultaneously places demands and offers hope to the region's economic development and growth. In all cases, education

and training reforms target building a labour force that can drive each country to the next level of sustainable development in the pursuit of a knowledge-based economy.

The last two decades have seen major efforts in this region that dramatically increased the average level of schooling, reduced illiteracy rates and promoted gender parity in education. There has been an unmistakable shift from simply considering access to focusing on quality assurance. The Doha Declaration, "Quality of Education for All," signed in September 2010 by all of the Ministers of Education in the Arab world demonstrated a unified commitment in the region to sustainably improve the quality of their education systems. Since the Declaration was signed, the actions of the respective authorities have been practical and responsive to local contexts to make evidence informed policies and program decisions a normal part of educational practice.

In 2011, several changes were made in reaction to data, results (or the lack of results), and findings from systematic analyses. Quality assurance takes centre stage with educational projects in the Gulf as key stakeholders demand real-time monitoring and evaluation of various solutions. The last decade witnessed the shift from implementing imported "good ideas" or "best practices" from elsewhere to determining the local value of an approach or solution based on key educational indicators. This information helps local educators make the best decisions for local students and communities. It has stimulated



an appreciation for local adaptations and locally developed approaches that consider student-level educational outcomes as the primary point of concern.

The participation rates of Gulf countries in international assessments such as the Trends In International Mathematics and Science Study (TIMSS) and the OECD Programme for International Student Assessment (PISA) offers an opportunity for an overall picture of achievement in key subjects. For example, in 2010, Qatar had the pleasure of announcing that their PISA 2009 mathematics and science assessment results were significantly higher than those in 2006. Dubai residents are currently awaiting the TIMSS results from 2011 to compare them to those of 2007. These international snapshots are only one piece of the data being used by local leadership to reflect on their success and direction for improvement.

Policymakers, educational leaders, teachers and vendors are all contributing to solutions that address persistent educational issues. Alarming drop-out rates, a general lack of interest in pursuing science

tracks, elevated numbers of unprepared high school graduates (requiring remedial courses to access degree programs), variable teacher quality, and limited opportunities for early childhood or vocational education are just some of the issues being addressed through policy and programs.

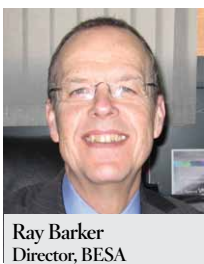
In the upcoming year, as usual, we can expect improvement projects that attend to curriculum renewal, assessment, teacher licensing, and teacher training. We can also expect to find an increase in the integration of technology in education and other products that engage students in learning. Educational leaders will be seeking out companies with a deeper understanding of the local needs and history so that

the books, hardware, software, programs, solutions and supplies provided are tailored and responsive to local realities.

In all cases, it has become incumbent on educational providers and leaders at all levels to use systematic monitoring, assessment, and evaluation processes to determine the effect of educational efforts on key indicators such as student learning and achievement. We can expect products and solutions with no evidence of value-added to dwindle away as the region moves into a phase where sound decisions based on valid and reliable evidence take centre-stage reflecting the prominence of student success.



## *SUCCESSFUL SCHOOL SYSTEMS AND THE IMPORTANCE OF RESOURCES*



Ray Barker  
Director, BESA

The latest research from McKinsey, 'How the world's most improved systems keep getting better' has implications for all those concerned with the international education market, and its far-reaching conclusions

will be key to policymakers, education leaders and exhibitors at GESS this year.

The trend for research is to look at school systems and what makes some more successful than others. Although cultural and national differences will impact on the kinds of standards reached in individual countries, trends are emerging that provide lessons for us all. With the importance of education as a driver in economic success, we ignore these at our peril. The first finding is that success in changing a school system can be done quickly. No matter where a



national school system is starting from, progress can be made. States in India and Brazil are cited as examples of how literacy and numeracy standards can be improved significantly in less than six years, while making strides in narrowing the achievement gap between students from socio-economic backgrounds.

The report stresses the importance of 'process'. Improving performance will in the end come down to improving the learning experience of students in a classroom. Many countries attempt this by changing the structure of their schools. These may be new types of schools as we are creating here in the UK. Other countries may alter school years or levels. More importantly there is an important focus on resources. These may be teachers or other important classroom materials that GESS will focus on. Such resources will follow the lead of curriculum change and development to influence the way teachers teach and leaders lead. The most successful school systems are those that concentrate on improving how teaching is delivered – and good resources are central to this.

McKinsey identifies that schools move from poor to fair; from fair to good and then from good to great. All these processes will need different interventions. For example schools moving from fair to good focused on data gathering and pedagogy; those

moving from good concentrated on the teaching profession. Such change and innovation will need resources and those companies at GESS this year will provide these. What is clear is that systems cannot continue to improve by simply doing more of what they did in the past.

Of course there should be no 'one size fits all' policy. All countries will do things in different ways. However some themes emerge. The setting of targets and the monitoring of processes are both vital and are 'top down' in approach. But some successful countries ensure that data is shared with other professionals and such private dialogue shows them how to improve. A variety of approaches is needed.

Building the skills of teachers is absolutely key – they are leading the learning journey. They also need status and suitable remuneration! Along with this are the skills of managers and leaders of schools who set and deliver the vision. The challenge is that many leaders do not stay very long. The average tenure for superintendents of urban school districts in the USA is only three years – hardly time to make important changes and consolidate them.

Many countries, the UK included, are wrestling with the concept of how much autonomy to give schools. Should they be free to deal with local conditions in their own way or should there be a more national prescriptive route through curriculum and assessment? The research shows that successful systems start off by being more prescriptive but increase responsibilities of schools and allow teachers to become real professionals. Of course with this responsibility comes accountability and successful systems recognise this.

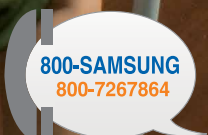
So, with all this change in mind, look for innovative solutions this year at GESS. Not only will curriculum materials and new approaches be there but the very latest in technological change to inspire teachers and leaders and ensure that no country should be left behind.



Samsung E-Board 650TS

# Transform your learning environment.

Combining the simplicity of a whiteboard and the power of a computer, the Samsung E-Board will enhance almost any learning environment.



# EXHIBITOR LIST

3B Scientific	Dusyma	KaSha	Sciencéthic
ABCOM Solutions	Easy School	Key Information Technology	Serosoft Solutions
Abu Dhabi Medical Industries	EDIBON International	Khalifeh Group for Advanced Industries	Shanghai Easi Computer Technology
Access-It Software	Edict Training	King Mariot	Shanghai MCP Corp
Active Education	EDU SAUD BUILDING MINDS	Kit for Kids	Shenzhen FXB Science & Technology
AL BILAD INDUSTRIES & TRADING	EducationCitycom	Knowledge Hub	Shenzhen Haiya Technology
AL JOAIB GROUP	Edumedia India	Korea Digital	Shenzhen iBoard Technology
Al Mazroui Medical & Chemical Supplies	EduTech	Korea Institute of Science and Technology (KIST)	Shenzhen Seneasy Industrial
Al Sayegh Bros Trading	EduTeq	Korea Scientific Instruments Industry Cooperative	SICO Choices General Trading
Almoe	Eduwealth	KOTRA	SigongMedia
Almotahida Group For It & Software	ELABO	Lab-Volt Systems	Sino-Essence International Exhibition
Altay	ELABO TrainingsSysteme	Labotrix Group Limited	SIVECO Romania SA
Alternative Solutions	ELMO Europe	Lakeshore Learning Materials	Smith Scientific Limited
Amaha General Trading	ERHARD SPORT International	Learning A-Z and Explore Learning	Sony
Ampere Inc	Espresso Education	LG	Source Trading Center
Arab Business Machine	EuroTalk Limited	Liwal Limited	Specialist Schools and Academies Trust
Arabia Inform	Evertree	Lucas-Nuelle Middle East	Steps PD
Arabian Furniture	Famic Technologies	Marcraft	TCCON TELECOMMUNICATION & CONSULTING
B & S Media	Ferma Engineering	MechaTechs	Technology Supplies
Bakhsh Group	Festech	Metalliform Holdings	The British Connection
Beijing Shengliedu Technology	FESTO DIDACTIC	Microsoft Gulf	The Cool Tool
Biztec Solutions	Findel Education	MIMIO	Top Marketing
Bosch Rexroth AG Global Marketing	First Learning	Ministry of Education Oman	TTS Group
Braille House	Fischertechnik	mobile IT Systems	Tufnell Education
British Educational Suppliers Association	Flamefast UK	MONACADEMIX	Virco
Brother	Frederiksen	Motic	VS Furniture
BUSINESS COMMUNICATIONS	Fruhmann NTL Manufacturer & Wholesaler	Ningbo Kelsun Int'l Trade	VWR Science Education
Buthour Publishing	Fuzhou Returnstar Technology	Ningbo Qinghua Science & Education	Wacom Europe
Buzoor	Genee World	Nortek Educational Furniture & Equipment	Waldner Labor - und Schuleinrichtungen
Bytronic	Global Educational Solutions	Noviy Disk	Wenger Corporation
campusLAN Software	Globe Trading Agency	Omair Group	Westermann
Capita Education Services	Gratnells	OMSI SRL	WitBee
CEM Centre Durham University	Guildford College	Oriental Chemicals & Lab Supplies	Wordmaker
CHleru	Gulfhexa	Pearson Education (Europe Middle East and Africa)	Worlddidac
Chungpa EMT	HAGHIGHAT GENERAL TRADING	Pearson Phoenix	Xiamen Interactive Technology
Core Education And Consulting Solutions	Hamdan Bin Rashid Al Maktoum Award for Distinguished Academic Performance	Phywe Systeme	Xiamen Winger Electronic & Technology
DAE Sung G-3	HANBACK Electronics	Prima Edu	Yas Marina Circuit
Dawsons Music	hera Laborsysteme	Promethean	Young-II Education System
DayDream Education	Hitachi Software Engineering	Red Rock Technology	Yuyao Shenma Teaching Instrument Whole Set
DEGA-Expoteam	Hohenloher Spezialmobelwerk Schaffitzel	Renaissance Learning	Zhejiang Baicaoyuan Electronics Stock
Denford	HPS SystemTechnik	RM Education	Zhejiang Gaozi Wholesale Equipment
Design Assistance Corporation	Human Logic	RoboRobo	Zhejiang Huamao International
Designmate	Innovative Kidz Trading	Sahara Medical & Scientific Supplies	
Despec MERA	Intel	Samsung	
Dexway	Intermetal	Schofield & Sims	
Digital Future Solution	JEULIN	SCI-TECH ENGINEERING	
Diwan	Jiangsu SWR Science&Technology		
	Jiangyin Utian Trading		
	K&H MFG		

# SHOW INFORMATION

## OPENING TIMES:

Tuesday 28th February: 10:00 – 18:00

Wednesday 29th February: 10:00 – 18:00

Thursday 1st March: 10:00 – 16:00

## HOW TO REGISTER:

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