



IEEX EGYPT

2026





ABOUT THE EXHIBITION

IEX EGYPT IS A PURPOSEFULLY STRUCTURED EDUCATION EXHIBITION THAT GROUPS THE EDUCATION ECOSYSTEM ACROSS FIVE CONNECTED HALLS: ONE MAIN SECTOR DEDICATED TO EDTECH AND FOUR SUB SECTORS

(VOCATIONAL EDUCATION, UNIVERSITIES, CORPORATE TRAINING, AND A LARGE SCALE EDUCATION MARKETPLACE).

EXHIBITORS ARE GROUPED BY CONTINENT INSIDE EACH HALL; THERE IS A CONFERENCE SPACE DEDICATED EXCLUSIVELY TO EDTECH COMPETITION AND KNOWLEDGE EXCHANGE.



WHY *the* EXHIBITION *exists*

THE GLOBAL EDTECH MARKET IS LARGE AND GROWING: INDUSTRY ESTIMATES PUT THE EDUCATION-TECHNOLOGY MARKET VALUE IN THE LOW HUNDREDS OF BILLIONS OF USD (ESTIMATED ~USD 163.5B IN 2024), AND FORECASTS EXPECT SUSTAINED DOUBLE-DIGIT GROWTH OVER THE NEXT FIVE YEARS. THIS SHOWS ONGOING GLOBAL INVESTMENT IN DIGITAL LEARNING TOOLS AND PLATFORMS. THE MENA REGION HAS AN ACTIVE AND GROWING EDTECH SCENE; RECENT REGIONAL MAPPINGS SHOW EGYPT AMONG THE LEADING INNOVATORS IN THE REGION. THAT REGIONAL MOMENTUM IS ONE REASON EGYPT IS LOGICAL PLACE FOR A FOCUSED EDTECH EXHIBITION



EGYPT HAS A LARGE HIGHER-EDUCATION POPULATION (ABOUT 3.8 MILLION STUDENTS IN 2023/2024), WHICH MAKES THE COUNTRY BOTH A SOURCE OF TALENT AND A MARKET FOR EDUCATION SERVICES (UNIVERSITIES, TRAINING, LANGUAGE PROGRAMS).

AT THE SAME TIME, THE EDUCATION AND EMPLOYMENT LANDSCAPE IS CHANGING FAST: YOUTH EMPLOYMENT AND SKILLS GAPS REMAIN CRITICAL POLICY CONCERNS, SO EXHIBITIONS THAT CONNECT EMPLOYERS, TRAINING PROVIDERS AND UNIVERSITIES CAN HAVE PRACTICAL IMPACT.

THESE FIGURES PROVIDE THE BACKDROP: IEX IS POSITIONED AS AN OPERATIONAL MEETING POINT WHERE SUPPLY (GLOBAL EDTECH, UNIVERSITIES, TRAINING PROVIDERS, EQUIPMENT SUPPLIERS) AND DEMAND (STUDENTS, INSTITUTIONS, HR AND PROCUREMENT TEAMS) MEET.

FLOOR LAYOUT AND HOW IT TRANSLATES INTO VISITOR FLOW

THE EXHIBITION SITS ACROSS SIX ADJACENT BLOCKS ON THE FLOORPLAN: IEX ONE, TWO, THREE, FOUR, FIVE, PLUS THE CONFERENCE. EACH BLOCK IS SIZED FOR THE CONTENT IT HOSTS (TWO LARGE HALLS OF 1000 M² FOR THE MOST ACTIVE SECTORS, THREE HALLS AT 500 M², AND A 500 M² CONFERENCE).

SUPPORT SPACES

(Media Center, Startup Center, FAE/organiser center, Matchmaking Center, Info desks and F&B) are positioned along the top and bottom edges of the plan so they're easily accessible from all halls.

PRACTICAL IMPLICATIONS FOR VISITORS

You enter near the information desk, and the natural walk first meets the large EdTech and Vocational halls (IEX One and Two). These are the largest and designed to carry the heaviest traffic and the most demo equipment.

THE UNIVERSITY HALL (IEX THREE)

is near one entrance and includes circular “University Circle” areas for on-the-spot counseling and enrollment. That layout encourages direct student interactions and immediate applications.

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THE CONFERENCE HALL

sits to the side but with clear signage and dedicated access zones (VIP, Premium, Standard) to separate audience levels during keynote or competition sessions

THE MATCHMAKING CENTER

is centrally placed to act as a neutral meeting point that both exhibitors and buyers/partners can use to book and attend one to one meetings.

IEX One — EdTech Sector

LARGEST
SECTOR

01

WHAT IT IS CONCENTRATED EDTECH ZONE PRESENTING COMPANY PRODUCTS AND SERVICES THAT ENABLE LEARNING, MEASUREMENT, AND INSTITUTIONAL OPERATIONS.

WHO EXHIBITS ADAPTIVE LEARNING AND PERSONALIZATION PLATFORMS, LMS PROVIDERS, ASSESSMENT VENDORS, AI TUTORING AND ANALYTICS TOOLS, IMMERSIVE TECH (VR/AR) SUPPLIERS, CLASSROOM HARDWARE MAKERS, AND COMPANIES OFFERING INSTITUTIONAL SAAS (STUDENT INFORMATION SYSTEMS, CAMPUS PLATFORMS).



IEX One — EdTech Sector

LARGEST
SECTOR

01

HOW IT'S ORGANIZED EXHIBITORS ARE PLACED IN CONTINENTAL PAVILIONS (AFRICA, MIDDLE EAST, ASIA, EUROPE, AMERICAS). THIS HELPS INSTITUTIONAL BUYERS QUICKLY COMPARE SIMILAR PROVIDERS FROM DIFFERENT REGIONS AND TO FIND LOCAL PARTNERS FOR ROLL OUT AND SUPPORT.



IEX One — EdTech Sector

LARGEST
SECTOR

01

VISITOR EXPERIENCE

CLEAR DEMO BOOTHS WITH SCHEDULED PRODUCT DEMONSTRATIONS; DEMO TIMES POSTED CENTRALLY; HANDS ON VR/AI DEMO STATIONS; CURATED “USE CASE” POSTERS EXPLAINING DEPLOYMENTS (K-12, HIGHER ED, CORPORATE TRAINING).

WHY THIS MATTERS (PRACTICAL)

TECHNOLOGY VENDORS CAN SHOW INTEGRATION WITH LOCAL SYSTEMS (ARABIC LANGUAGE SUPPORT, LOCAL PAYMENT AND PROCUREMENT COMPATIBILITY), AND EGYPTIAN INSTITUTIONS CAN EVALUATE TECHNICAL FIT, COST OF IMPLEMENTATION, AND VENDOR SUPPORT OPTIONS ON SITE.





IEE TWO – VOCATIONAL EDUCATION

WHAT IT IS

a sector for trade schools, technical institutes, and recruitment channels focused on career and hands on skill development

WHO EXHIBITS

national vocational schools, European partner schools, industry aligned training programs (automotive, construction, ICT, hospitality), apprenticeship program managers, and recruitment agencies that bridge graduates to employers.

2

TECHNICAL
AND SKILLS



IEX TWO – VOCATIONAL EDUCATION

TYPICAL ONSITE ACTIVITIES

live demonstrations of vocational training modules (simulators, equipment), student recruitment counters for short course and apprenticeship placements, employer roundtables on skill needs.

PRACTICAL OUTCOME

direct pathways for students from vocational programs to employers (on site interviews, job matching), and project catalogs for institutions that want to co-design curricula with industry partners.

TECHNICAL
AND SKILLS

IEX THREE – UNIVERSITIES

SPECIAL FEATURE “UNIVERSITY CIRCLE”

a circular area where admissions officers and students can complete provisional enrollment forms, schedule follow ups, and initiate application processes. This is staffed by university reps, language test providers, and visa/block-account service partners.

RELATED SERVICES ON SITE

blocked account guidance, pre departure orientation providers, language testing centers, scholarship/study abroad counseling

03
STUDENT
RECRUITMENT AND
PARTNERSHIPS

IEX THREE – UNIVERSITIES

03
STUDENT
RECRUITMENT AND
PARTNERSHIPS

WHY ONSITE ENROLLMENT WORKS HERE

many students in Egypt consider international study; placing application and enrollment capability on site reduces friction and converts interest into immediate action (subject to verification post event).

IEX FOUR — TRAINING

PROFESSIONAL
AND
CORPORATE
LEARNING

ONSITE FORMAT SHORT EXECUTIVE MASTERCLASSES, EMPLOYER-BACKED CASE STUDIES, MODULAR COURSE SIGNUPS FOR COMPANIES.

PURPOSE CONNECT HR AND L&D BUYERS WITH PROVIDERS WHO CAN RUN COHORTS, IN-COMPANY PROGRAMS, OR CERTIFY STAFF. THIS HALL IS MORE B2B AND PROCUREMENT FOCUSED THAN STUDENT ORIENTED.

04



IEX FIVE — MARKETPLACE

INSTITUTIONAL
PROCUREMENT

05

WHY “NO SMALL RETAIL”

this space is for procurement teams seeking campus level equipment and large contracts, not small consumer items. Exhibitors and institutional buyers use this area to talk budgets, implementation timelines, and long term warranties/maintenance.

WHAT IT IS

a B2B marketplace for large educational infrastructure, technology installations, and institutional contracts

WHO EXHIBITS

suppliers of electronic whiteboards, laboratory equipment, campus furniture, large LMS integrations, assessment centers, and institutional consulting firms.

IEX FOUR — TRAINING

PROFESSIONAL
AND
CORPORATE
LEARNING

WHAT IT IS EXECUTIVE EDUCATION, RESKILLING PROGRAMS, CORPORATE LEARNING PROVIDERS, AND CERTIFICATION BODIES.

WHO EXHIBITS EXECUTIVE TRAINING HOUSES, LOCAL CORPORATE LEARNING CONSULTANTS, PROVIDERS OF PROFESSIONAL CERTIFICATIONS (PMI, IT CERTS), AND HR DEVELOPMENT FIRMS.

04



CONFERENCE

CONFERENCE SESSIONS, PITCH STAGES, AND JUDGED COMPETITIONS. THREE ACCESS LEVELS (VIP, PREMIUM, STANDARD) ALLOW FOR DIFFERENTIATED SEATING AND BACKSTAGE ACCESS FOR FINALISTS AND JUDGES.



STRUCTURE



EDTECH COMPETITION AND PROGRAM (500 M²)

Call for applications in advance.
Shortlist 10–12 startups based on predefined criteria (innovation, demonstrable learning outcomes, scalability, evidence of pilots).

Each finalist gets a 10-minute pitch and a 10-minute Q&A with a mixed panel of educators, procurement officers and investors

Scoring rubric: educational impact (30%), technical feasibility/integration (25%), business model and sustainability (20%), evidence of learning outcomes/pilots (15%), team and execution (10%)

Competition format (detailed suggestion)

Awards: structured to support scaling (e.g., pilot grants, technical integration support, matchmaking to institutional buyers).

PROGRAM ELEMENTS

KEYNOTES

PANELS
(POLICY + PROCUREMENT +
EDTECH INTEGRATION)

LIVE DEMO

DEEP DIVES ON
IMPLEMENTATION (DATA
PRIVACY, LOCALIZATION,
TEACHER ADOPTION)

AI for E-Business in Education

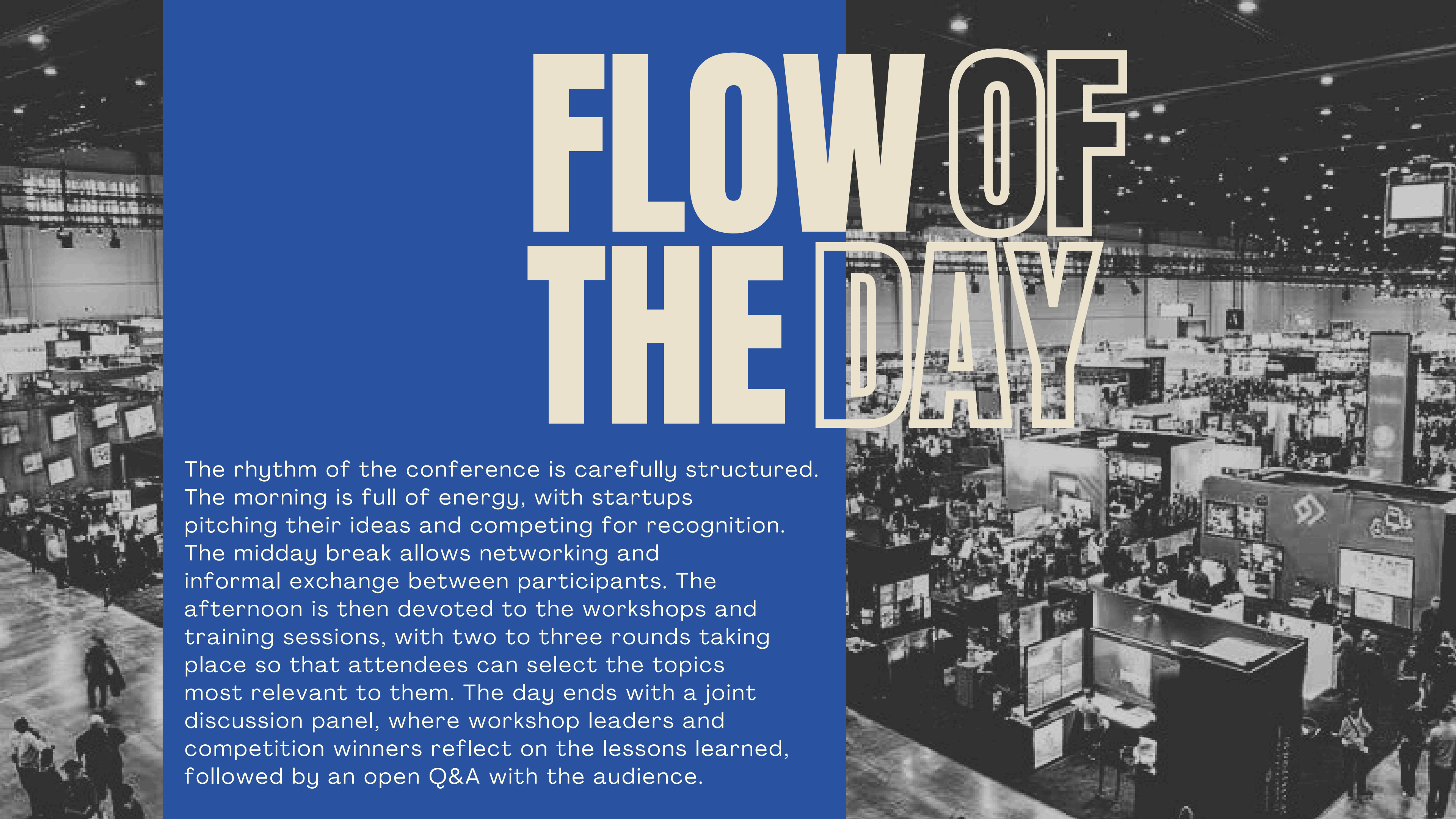
02/10

In parallel, another series of workshops focuses on the business side of education. Many EdTech founders and service providers are building digital platforms, online courses, and new distribution models for educational content. These sessions concentrate on how AI can accelerate such efforts: from using AI-powered recommendation engines that match students with the right courses, to building chatbots that provide customer support, to designing digital marketing campaigns that adapt automatically to learner needs. Participants work through exercises on building a sustainable e-business in education, analyzing case studies of successful platforms, and exploring how AI tools can reduce costs while increasing reach

SPECIALIZED TRAINING SESSIONS



Alongside the workshops, smaller technical labs are offered for those who want deeper, hands-on experience. These include training in specific AI tools, such as natural language processing for language learning platforms, speech recognition software, AI-driven tutoring systems, and even API integrations for developers who want to build their own educational applications. Spaces for these sessions are limited to ensure that every participant can engage directly with the technology



FLOW OF THE DAY

The rhythm of the conference is carefully structured. The morning is full of energy, with startups pitching their ideas and competing for recognition. The midday break allows networking and informal exchange between participants. The afternoon is then devoted to the workshops and training sessions, with two to three rounds taking place so that attendees can select the topics most relevant to them. The day ends with a joint discussion panel, where workshop leaders and competition winners reflect on the lessons learned, followed by an open Q&A with the audience.

THE STRUCTURE ENSURES THAT THE CONFERENCE IS NOT ONLY ABOUT WATCHING BUT ALSO ABOUT DOING. BY COMBINING THE COMPETITION WITH WORKSHOPS AND TRAINING, PARTICIPANTS LEAVE WITH BOTH INSPIRATION AND CONCRETE SKILLS.

TEACHERS GAIN KNOWLEDGE THEY CAN APPLY IN THEIR CLASSROOMS THE VERY NEXT DAY, BUSINESS PROFESSIONALS LEARN HOW TO IMPROVE THEIR MODELS WITH AI, AND DEVELOPERS ACQUIRE NEW TECHNICAL ABILITIES. IT TURNS THE EXHIBITION INTO A PLACE OF BOTH DISCOVERY AND CAPACITY-BUILDING, ENSURING THAT EDTECH IS NOT SEEN ONLY AS A PRODUCT TO BE BOUGHT, BUT AS A TOOL TO BE LEARNED, USED, AND SHAPED BY ITS COMMUNITY.

THE VALUE OF THIS FORMAT

MATCHMAKING, LOGISTICS AND MEASURABLE KPIS (WHAT SUCCESS LOOKS LIKE)

Matchmaking center role: schedule one to one meetings, host buyer tours, and provide meeting rooms. It's the operational heart that converts lead generation into concrete partnerships.

OUR SUCCESS METRICS

Number of qualified meetings set through matchmaking (target per exhibitor).

Number of on the spot student applications (University Circle completed applications).

Number of signed MOUs / procurement letters of intent from marketplace attendees.

Number of confirmed pilot projects (from EdTech vendors to local schools) with timelines.

Attendee breakdown: percent students, percent institutional buyers (procurement, HR), percent investors/partners.

What Do We Offer

PRE EVENT

LOCAL COMPLIANCE INFO, LOCALIZED MARKETING (ARABIC + ENGLISH), DEMONSTRATION PLAN, PRICING/PILOT OFFERS FOR INSTITUTIONS.

ON SITE

DEMONSTRATION STAFF WHO CAN SPEAK ARABIC/ENGLISH, CLEAR ONE-PAGE CASE STUDIES, HANDS-ON DEMO ENVIRONMENT, MEETING SCHEDULE IN MATCHMAKING SYSTEM

FOLLOW UP

STRUCTURED POST SHOW REPORTING, PILOT CONTRACTS, AND ASSIGNED LOCAL CONTACT.

Risks, constraints, and operational considerations (practical realism)

EdTech investment dynamics are shifting; post-pandemic investment dropped and AI is reshaping the market, so exhibitors should present clear, measurable learning outcomes and cost/benefit for institutions. (Industry reporting shows a recent cooling in edtech investments and a shift toward AI integration.)

Implementation in Egypt requires attention to language localization, deployment costs, teacher training, and procurement cycles exhibitors should expect multimonth decision processes for large institutional contracts.

Technical demonstrations (VR/AR, hardware) need dedicated power, secure mounting, and staff to supervise demos (plan layout and safety in advance). Immersive education hardware markets are growing rapidly and need space and infrastructure for meaningful demos.

For Exhibitor Awareness

THANK YOU

