

# WHY EGYPT ?



Egypt and its political leadership have obviously placed education on the top of the country's priorities through the country plan of sustainability. This is embodied in considering education as Egypt's giant national project, which aimed at reforming education drastically and comprehensively.

Egypt leads the African Union in 2019 and has taken upon itself to work hand-in-hand with African leaders towards reaching the continent's 2063 development objectives, Education at the forefront

of them all. Moreover, Egypt's political and cultural position in the Arab World is unrivaled, where Cairo is host of the League of Arab Nations, a heavy-weight player in the region, on the one hand, and being known along many decades for its cultural influence. Furthermore, Egypt hosted recently the first Arab-European Summit in Sharm El Sheikh bringing leaders from both regions together for the first time. Egypt continues to prove it is the bridge between 3 continents.

## EXHIBITOR PROFILE

- Early years/KG
- School Education
- Higher Education
- Vocational Education & Training
- Educational Toys and Games
- Audiovisual equipment
- School Furniture
- Donor Agencies
- AI and Robotics companies
- Lab Equipment Providers
- AV Equipment Vendors
- Content Providers
- System Integrators
- Interactive whiteboards and screens
- Learning games and devices
- 3D printers, scanners, augmented reality
- Teaching Material
- Publishers
- Software / Online
- Presentation Technology
- Support Products / Services
- Portable/Hand-held Technology
- Special Educational Needs Hardware



**LEARN-TECH MEA**

**1-4 December 2019**

Egypt International Exhibition Center



**The 2<sup>nd</sup> Learning Technology Fair & Forum  
for the Middle East and Africa**

**Under the Auspices of H.E.  
Egypt's Minister of Education  
DR. TAREK SHAWKY**



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## Facts about LearnTech MEA 2018

Education in the Middle East and Africa is a source of frustration because it is not delivering the skills young people need in today's world. Noting that the region must produce millions of new jobs annually to absorb the large youth population entering the labour market, governments must invest in quality education, and improve learning. The good news is that the tide has started to turn.

According to a recent World Bank report the region is now pushing for new ways of intelligent learning, away from traditional paths and aiming at ambitious goals. Egypt, as an example, has embarked on an ambitious plan to reform the entire education system and launched a program for updating skills, registering thousands of teachers for its Teachers First program and is now scaling it up nationwide. Technology is an effective tool to deliver, support, measure and manage learning. Hence comes the role of **Learn-Tech MEA** in its second round following a major success in 2018



**Learn-Tech MEA 2018** was inaugurated by H.E. President of Egypt Abdel Fattah Al-Sisi, accompanied by local and regional dignitaries from Africa and the Arab World, as part of the renowned **Cairo ICT** in its 22nd round. More than 30 exhibitors from 9 different countries displayed their latest in education technology, alongside technology giants in the IT hall displaying the latest education solutions. Out of 100K visitors to the entire event more than 25K visited the **Learn-Tech MEA** hall, more than 70% of them were field experts and decision makers, who considered the event the best platform for transformation in

technology. H.E. Egypt's Minister of Education Dr. Tarek Shawky led the 2-day conference and day for company presentations among a regional audience of education experts and professionals.

**Learn-Tech MEA 2018** Conference was the ultimate opportunity to discuss different issues related to the education transformation (**Education 2.0**). 36 high level speakers spoke about Education transformation, Learning Strategies, Mobile Delivery, the Future of Learning and How can digital technology help bring down barriers in education competitiveness

**Learn-Tech MEA 2019** is promising to be larger, more encompassing, reaching further areas both geographically and into the depth of the education transformation. Arab and African countries, alongside experts from East and West will be at hand to brainstorm best solutions, best practices and new ideas to turn the field from a dilemma to an opportunity.

Higher Education will also be introduced through different universities and their providers, noting that the event will be limitless in bringing a better future to our worlds. Arab and African governments have constantly emphasized the importance of higher education and western universities have noted the gap and ventured into the region, however insufficiently. Egypt's President H.E. **Abdel Fattah Al-Sisi** has given direct order to open way for international universities to open in Egypt and

has give scientific research prime importance.

**Learn-Tech MEA 2019** is the right platform to launch products, services and solutions in lucrative education markets who look at Education Transformation as the only way for advancing their systems

**Learn-Tech MEA 2019** is the only event showcasing advanced educational solutions to two unique regions, in a country that serves as a bridge between them. The exhibition serves as a comprehensive platform to meet executives and decision-makers from educational and training institutes from the MEA region to assist in enhancing their educational standards to global standards. It is an ideal stage to tap the African market and network across 3 continents. We chose the Cairo ICT platform to blend technology and education both in schools and Universities



## VISITOR PROFILE

- Owners/Directors/ Principals/Academicians/ Teachers/Senior Management/ Administrative Heads & Decision makers from Educational Institutes, Universities and Schools
- Government Representatives
- Representatives from various Associations
- Retailers/Wholesalers/ Distributors/Resellers/ Buying Agents
- Corporate Houses
- Consultants
- Banks/Financial Institutions
- Media... and many more.





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