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FORWARD THINKING EDU™

- Targeted Markets
- How to Sell into International Schools
- Key Products
- Mistakes
- Decision Makers
- Education Events/Trade Shows
- Marketing
- Resources
- Contact Information



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TARGET MARKETS

- Middle East – UAE
- China
- India



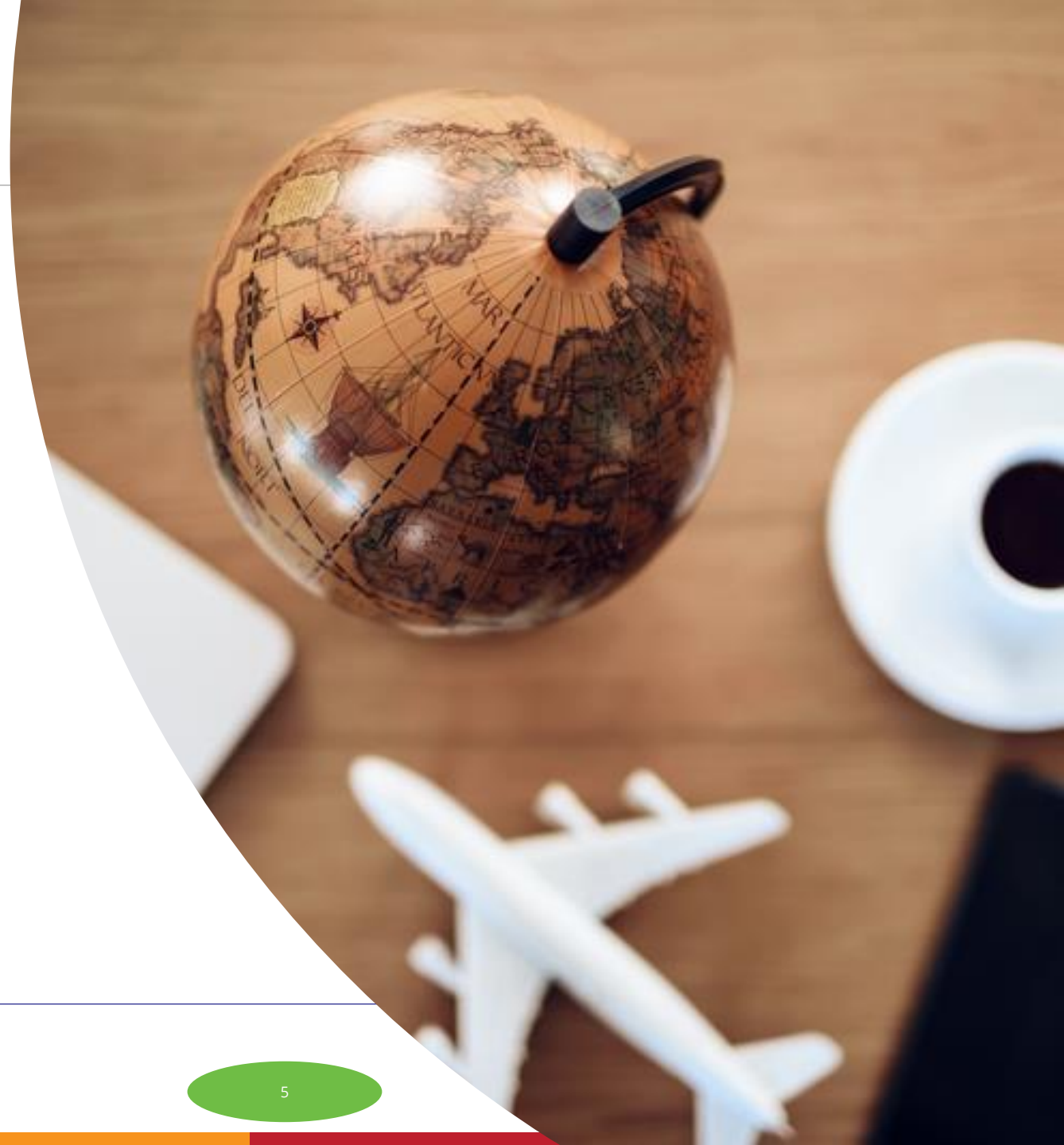
SELLING INTO INTERNATIONAL SCHOOLS

- Market research
- Direct sales and office
- Resellers in each country
- Attend International Baccalaureate (IB), NESAs, EARCOS events for specific regions
- Be visible, make trips to the region
- Attend regional trade shows such as GESS and BETT Middle East



MARKET NEED KEY PRODUCTS

- Math and Science curriculum
- English language curriculum
- Professional development programs
- Arabic language programs
- Reading and literacy programs
- STEM
- Assessments
- Data solution



IMPORTANT ISSUES TO CONSIDER

- Do your due diligence on agreements with resellers
- Provide training and support-key to renewals
- Schedule visits at least twice a year
- Understand financial and payment schedules and delays
- Understand cultural issues
- Pricing
- Personnel





Decision Makers

- Head of school
- Curriculum Director
- Most schools independent and not part of large organization
- GEMS-owns 45 schools in UAE and other schools around the world
- Schools are not organized into districts/boards as they are in the US/Canada



KEY INTERNATIONAL TRADE SHOWS TO CONSIDER

- International Baccalaureate Regional Conferences
- GESS-Dubai end of Feb. 2020
- International school associations such as NESAs, EARCOS
- 8 associations-mainly U.S. curriculum
- British associations such as British Schools in the Middle East
- BETT Middle East
- State Trade Missions



MARKETING

- Build Your Awareness
 - Email Campaigns
 - Webinars
 - Participate in events
 - Speak at conferences
 - Consider advertising in local edu publications
 - Middle East Teach Magazine
- Consider Partnering
 - ISC Research
 - Forward Thinking EDU



RESOURCES



Regional Educational Associations

<https://www.state.gov/m/a/os/c16896.htm>



GESS Dubai

<https://www.gessdubai.com/>



International Baccalaureate Events

<https://www.ibo.org/conferences/>



ECIS

<https://www.ecis.org/>



NESA-Near East South Asia Overseas Council

<https://www.nesacenter.org/>

KEY POINTS TO REMEMBER

- Select key markets for your products/solutions international school market growing and many
- Companies do not realize the opportunities
- Extensive due diligence
- Training and support
- Do you have the financial resources and staff
- Management support
- Do not expect results quickly
- **Patience, Patience, Patience!**



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