



## **Press Release**

### **The British Embassy hosts one of its biggest education events of the year: “The UK Ed Tech School Showcase 2023”**

20 January 2023, CAIRO – The British Embassy in Cairo hosted one of its biggest education events of the year “The UK Ed Tech School Showcase”, with 11 UK companies from the British Education Suppliers Association demonstrating their latest education technology (EdTech) products and services for various schools in Egypt.

Company representatives took the opportunity to present and explain their latest technological tools, including artificial intelligence, classroom management software programmes and digital assessment tools, to owners and CEOs of British and international schools in Egypt. These tools can assist classrooms in becoming more interactive, as well as improving teaching and enriching students’ educational experience.

British Ambassador to Egypt Gareth Bayley gave the opening remarks, followed by His Excellency Minister of Education and Technical Education Dr Reda Hegazy.

The event also included a panel discussion on EdTech trends, the education market, and its challenges and opportunities, featuring Dr Ahmed Daher, Deputy Minister of Education, Julia Garvey, Deputy Director General of the British Education Suppliers Association and John Collick, a leading education consultant and pioneer in interactive classroom technology.

During the event, guests engaged in networking and stimulating discussions around the future of EdTech in Egypt, as schools take a fresh look at the role and value of digital technologies as we transition out of the Covid period.

British Ambassador to Egypt, Gareth Bayley, said: “Education lies at the heart of any society’s growth and success. The UK has long been a leader in the field, and I am proud that our first event of the new year is dedicated to bringing this expertise to support the education sector in Egypt. The UK companies exhibiting their latest education technology here today are offering young Egyptian students unprecedented learning experiences, which will in turn help them build solid foundations for their future.”

Egyptian Minister of Education Dr Reda Hegazy praised the continuation of the consistent and productive cooperation between the Ministry and the British Embassy to support education in Egypt, adding: “It is my pleasure to be with you today for the launch of this exhibition which focuses primarily on the use of modern technology in education, and which offers a suitable environment to exchange experience in this field.” He also listed the new technological advancements they made, including on the ministry’s official website.

Attending the showcase were CEOs of educational institutions in Egypt, high-profile investors, education consultants and advisors (both international and Egyptian) and the British Council. The event was sponsored by Innovera, a multinational EdTech company, one of the largest contributors to Egypt’s EdTech market share with previous experience working on Egypt’s ambitious educational reform programme in addition to Vodafone Egypt.

Other British companies featured in the showcase included 2Simple, Everybody Counts, Century Tech, CES Holdings, Community Brands, NetSupport Software, Planet Bofa, Oriel Square, Charanga, Renaissance and Tes Institute.

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