



**E. J. KRAUSE &  
ASSOCIATES, INC.**



**GESS**  
GLOBAL EDUCATIONAL  
SUPPLIES & SOLUTIONS  
**MEXICO**



<http://www.ejkrause.com>

**FOR IMMEDIATE RELEASE**

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**GESS MEXICO ANNOUNCES COLLABORATION WITH VIRTUAL EDUCA FOR 2016 EVENT**

**BETHESDA, MD (April 16, 2015)** – Following the success of the inaugural **GESS Mexico Education Exhibition and Conference** at the World Trade Centre in Mexico City, F&E Education (a Tarsus Group company) and E.J. Krause are pleased to announce a new collaboration with the Virtual Educa Foundation, a Washington, D.C. based organization, for the 2016 event.

**Virtual Educa** will officially be supporting the 2nd edition of **GESS Mexico** which will be held on the 20 – 22 April, 2016 at WTC in Mexico City. This partnership will prove to be a very positive initiative for the education industry with two established brands coming together, providing the definitive annual meeting place for all educationalist.

This collaboration will ensure that **GESS Mexico** continues to develop and grow to be the premier educational conference and exhibition in the region. **Virtual Educa**, with their vast regional experience will focus on expanding and strengthening the institutional and academic programme to be held alongside the exhibition.

*“Virtual Educa is an initiative of the Organization of American States (OAS) and we are delighted to be collaborating with **GESS Mexico**. The collaboration will focus on the institutional and academic programme that **Virtual Educa** is renowned for and we are excited to work on the programme for next year,”* commented Jose Maria Anton, Secretary General of **Virtual Educa**.

*“The **GESS** brand has established a major global presence in the educational field, with our events in Dubai, Indonesia and now Mexico. This collaboration will consolidate our position as a truly international series, which enables educational suppliers and solutions providers to access and network with important decision makers in the education sector. It also will help to support our relationships with key educational institutions, such as, Worlddidac who support us both here in Mexico and also Dubai,”* noted Matt Thompson, Project Director, F&E Education.

The **Virtual Educa** annual conference is held in a different Latin American country each year. Following the success of the event in Peru last year, the 2015 edition will be held in Guadalajara in June before moving to Puerto Rico in 2016. The collaboration with **GESS Mexico** will be mutually profitable in the hugely important Mexican market.

The interest in the inaugural **GESS Mexico** by worldwide industry leaders clearly indicates that Mexico will be a major growth market for the education sector. The exhibition and high level conference will provide the perfect platform for educationalists worldwide to meet and find new products and services, and discuss a range of topics about education and its future. The 2nd edition of **GESS Mexico** will be held on the 20 – 22 April, 2016 at the World Trade Center, Mexico City.

**[www.gessmexico.com](http://www.gessmexico.com)**

**About F&E Education:**

F&E Education, a Tarsus Group Company, has vast experience in organising education related events in emerging markets. The Global Educational Supplies & Solutions (GESS) takes place annually in Dubai and has been running for over 9 years, it is the only event in the region to cover the entire spectrum of the education sector. This year F&E Education will also be launching GESS Mexico and Indonesia.

**About Tarsus Group:**

Tarsus Group plc (LSE:TRS) is an international business-to-business media group with interests in exhibitions, publishing and online media. The Group operates globally in key verticals including aviation, medical, labels and packaging, discount clothing (Off-Price), housewares and automotive. Tarsus runs more than 80 events and websites and its flagship brands include the Labelexpo exhibitions in Europe, the Americas, India and Asia and the Dubai Airshow.

The Group operates across a worldwide network of offices in Dublin, London, Paris, Milwaukee, Boca Raton (Florida), Dubai, Shanghai, New Delhi and Istanbul. Tarsus is building on its strong presence in the emerging markets of the Middle East, China, Turkey, India and South America. For more information visit [www.tarsus.com](http://www.tarsus.com)

**About E.J. Krause & Associates:**

For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit [www.ejkrause.com](http://www.ejkrause.com)