



UNITED ARAB EMIRATES  
MINISTRY OF ECONOMY



UAE INTERNATIONAL  
INVESTORS COUNCIL

# EDUCATION SECTOR HEAT MAP



## ❖ Education as an Industry

❖ Growth outlook for Education in UAE

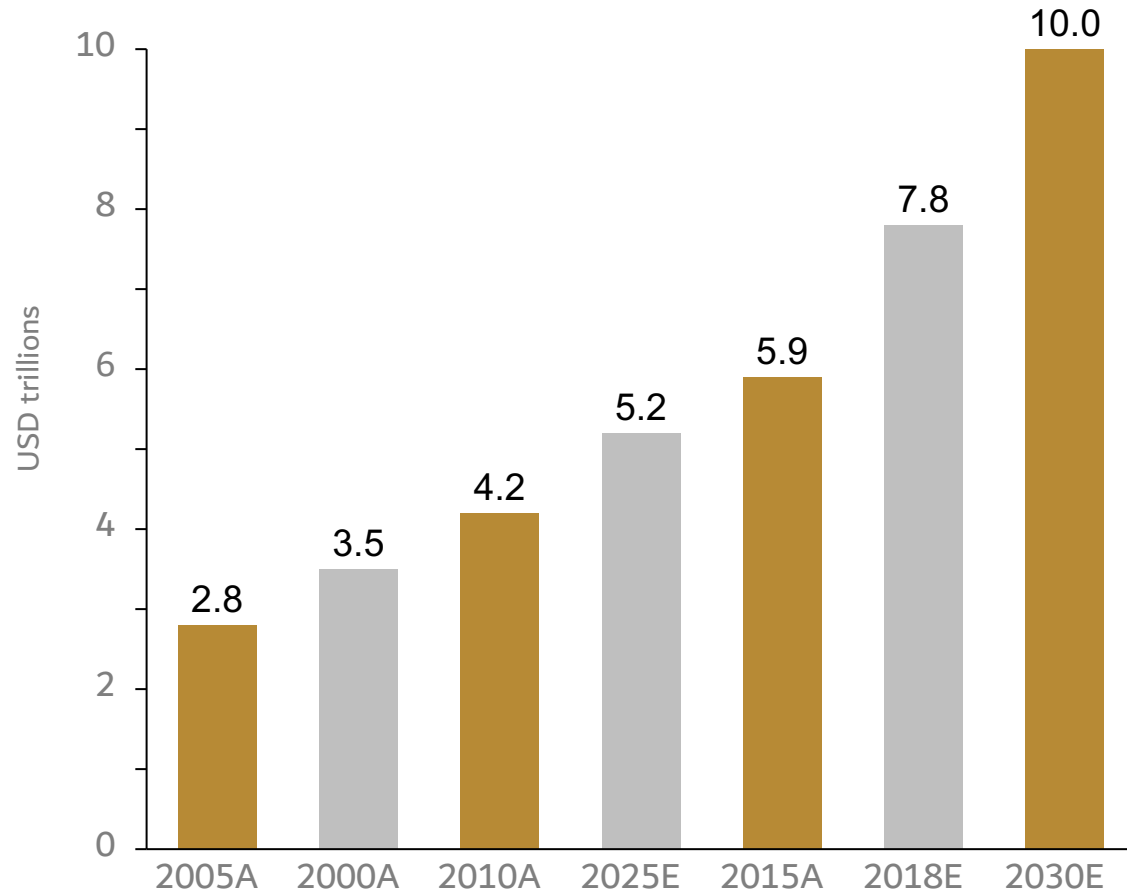
❖ Ecosystem for Investment in Education in the UAE

❖ Key government stakeholders and industry associations in the UAE Education Sector

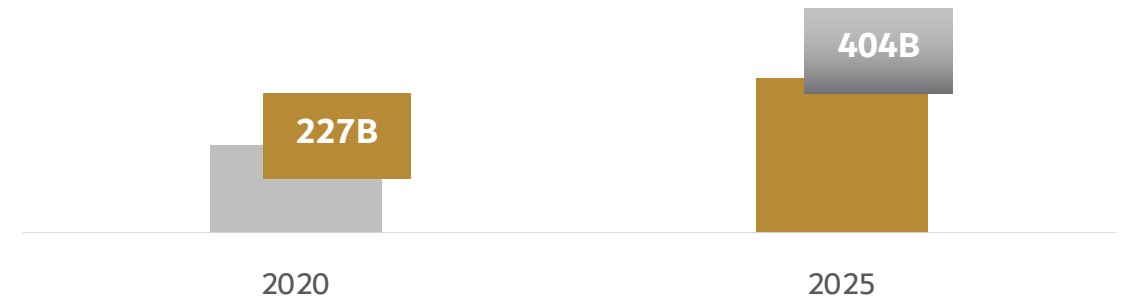


# GLOBAL EDUCATION INDUSTRY IS A USD 6T INDUSTRY AND EXPECTED TO EXCEED USD 10T BY 2030; EDTECH IS A RAPIDLY GROWING SUBSECTOR

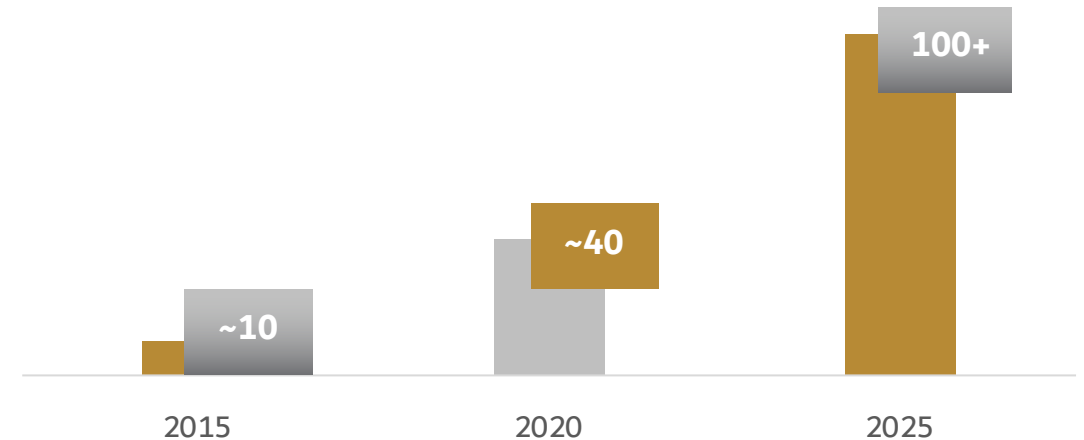
Expenditure on education has continued to expand over the last 20 years and is expected to grow going forward



Global EdTech Expenditure in USD



Number of Edtech Companies with >\$1B Market Cap





# GLOBAL EDUCATION LANDSCAPE SPANS 4 MAIN AREAS OF EDUCATION ACTIVITIES. TECH FUNDING IS LESS THAN 4% TODAY WITH MAJOR GROWTH EXPECTATIONS

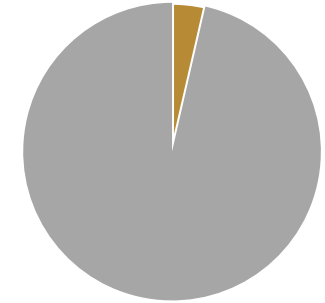
Core  
Education



Ancillary

Education Delivery	Pre-K education (and childcare)		K-12 education		Vocational education		Higher education
Education Services	Professional development		Curriculum development		Development of education content		Student assessment
	Student tutoring		Test preparation		School inspection		Education consulting
Education Support Services	Textbook distribution	Transportation	Housing facilities	Healthcare	Extracurricular activities	IT services	Non-teaching HR management
	Career advisory	Remedial support	Libraries	Catering	Student counseling	Facilities management	
Education Infrastructure	Infrastructure and provision ownership		Infrastructure maintenance		Infrastructure sales and rental		ICT infrastructure (including national school network)

Global Education and Training Expenditure



- ✓ **96.4%: Non-Digital Spending** (Labor, Equipment, Real Estate, Utilities, etc.)
- ✓ **3.6%: Digital Spending** (Software, Hardware, Services, etc.)

**Future Growth:** According to the Global Learner Survey **2020**, **88%** of individuals worldwide believe that education should take advantage of technology to maximize the learning experience for students of all ages



# IN MENA, COVID-19 HAS LED TO A SURGE OF EDTECH STARTUPS FILLING IN THE GAP IN PLACE OF TRADITIONAL SETTINGS

## Online learning is a necessity that is here to stay

- **Zedny**, which launched in mid-June 2020 with a USD 1.2M pre-seed investment, offers **Arabic online** courses and **video summaries of best sellers, applying AI to enhance** the user experience
- **Lamsa World**, an Arabic childhood education platform **based in the UAE** is also witnessing a shift towards online learning. Since the closure of schools in the UAE, the **platform experienced a 300% increase in downloads and content consumption**
- There is a need to examine how to deliver education in a more **effective and creative way**
- Over **250 EdTech firms currently operate** in the GCC

## Holistic learning as the new norm

- While EdTech traditionally focused on providing tutoring, content and school management support, there is now an **opportunity for it to be fully integrated into school curriculums**
- Education should be thought of as a **holistic experience** where certain aspects are delivered via traditional classrooms and other aspects are delivered online, with the goal being to create a **strong learning experience**
- PraxiLabs, an award-winning online **STEM education** provider based in Egypt, focusing on 3D interactive virtual simulations of science experiments, the company provides students with **hands-on experience to support in-class learning**

## Shift to online learning highlighted inequalities

- Gap between those from privileged and disadvantaged backgrounds has been highlighted – **not everyone has internet or technology access to participate in digital classes**
- **Governments across the MENA** region launched initiatives to **support remote learning** and working to deal with the pandemic
- In **Egypt, free e-education platforms** were provided to students, and in the UAE, a campaign was started to **help low-income families** unable to afford a laptop, computer or tablet to continue online learning

**Prior To COVID-19, Edtech In The Middle East Was Already Ascendent, Receiving A Record USD 20 Million Investment In The Sector In 2019 Across 29 Deals.**



# MENA EDUCATION SECTOR GROWTH POTENTIAL



## Rising Household Incomes and Populations to Drive Enrollment

- The GCC is expected to grow at 2.3% in 2021 and 3.5% in 2022; MENA region expected to grow 4% in 2021
- The GCC K-12 population (0-18 years) is expected to grow by 1.3% annually to 16.3 million by 2024, while the 19-23 year age group is projected to grow at 0.6% to 3.9 million.



## Fragmented Market Open to Private Sector Investment and Innovation

- Different sizes and types of operators catering to diverse needs are leading to active M&A activity
- Governments are becoming more open to privatization and foreign ownership within this sector, especially following COVID-19.



## GCC Opportunities

The total number of students in the GCC is projected to reach 14.5 million in 2022. A growing student population, coupled with ongoing technological disruption and governments' efforts to develop a knowledge-based economy, provides EdTech companies a significant opportunity for scale and long-term growth in the region.

- According to Middle East firm ValuStrat, the value of the global EdTech market is forecasted to reach US\$40 billion by 2022.
- The UAE, with its high levels of connectivity, regional talent availability, and access to VC funding is quickly becoming a regional hub for EdTech start up and growth



- ❖ Education as an Industry
- ❖ **Growth outlook for Education in UAE**
- ❖ Ecosystem for Investment in Education in the UAE
- ❖ Key government stakeholders and industry associations in the UAE Education Sector



## UAE EDUCATION SECTOR OVERVIEW

A **uniquely cosmopolitan and international market** for primary and higher education, as well as a **growing regional hub for** EdTech, and professional continuous education.

### 50+ different international curriculums for students



K-12 programs based on systems from the UK, USA, India, Switzerland, Australia, Germany, Japan, China, Russia, Spain, Lebanon, Philippines, and many more...

**(anyone can easily transfer school credits from home country or to universities abroad)**



### The UAE is ranked...

**#16 globally** in quality of primary education

**#12 globally** in quality of higher education

**#8 globally** in quality in teaching





# UAE EDUCATION SECTOR GROWTH OUTLOOK

## UAE Education By the Numbers

**#3  
Largest**

International K-12 school market in the world in 2019 (after China and India)

The education market in UAE is expected to post a **CAGR of almost 5% during the period 2018-2022**



**E-Learning Spending in 2017**  
< USD 2 million



**E-Learning Spending in 2023**  
USD 7.1 billion



**School Fees in 2021**  
USD 4.4 billion



**School Fees in 2023**  
USD 7.0 billion

**Growth Expected To Be Fast, From A Current Low Base Vs Other Sectors**



Investments the education sector ventures amounted to **5 per cent** of all deals in the Mena region in 2020 (3 per cent of total \$1bn invested by VC firms) – *Magnitt*



Although only \$30m was invested in EdTech companies in the Mena region in 2020, investment is set to increase steadily from a low base - *Global Ventures*



## IN ADDITION TO THE SECTOR GROWTH, THERE ARE MISSION-DRIVEN EDTECH INITIATIVES AIMED AT THE WHOLE REGION WHICH WILL WIDEN THE EDTECH ACCESS AND USER BASE

### Madrasa.org – a Unique Global eLearning Experiment



Madrasa.Org



مبادرات محمد بن راشد آل مكتوم العالمية  
Mohammed Bin Rashid  
Al Maktoum Global Initiatives



In October 2018, the UAE launched **madrasa.org**, a free eLearning platform that provides over 5,000 free Arabized videos in general science, math, biology, chemistry, and physics.



The platform is accessible online to over 50 million Arab students around the world.



Its content is being developed into a 'Digital School' with a certified, online curriculum for students who do not have easy access to formal education in the Arab region (such as in refugee camps).



The initial phase of the school started in November 2020 with 20,000 students. This phase aims to test the digital systems, content flow and suitability for each age group, as well as students' engagement and response to the curricula.



The Digital School will officially receive its first batch of students in September 2021, for the academic year 2021-2022. It aims to reach one million students by the year 2026.



- ❖ Education as an Industry
- ❖ Growth outlook for Education in UAE
- ❖ Ecosystem for Investment in Education in the UAE**
- ❖ Key government stakeholders and industry associations in the UAE Education Sector



# UAE EDUCATION SECTOR ECOSYSTEM MAP

## Startups

## K-12

## Higher Education

## Government Regulators

## Incubators & Hubs



International



inspiring young minds

Non-classroom Experiences



Transnational Education



UNITED ARAB EMIRATES  
MINISTRY OF EDUCATION



هيئة الشارقة للتعليم الخاص  
SHARJAH PRIVATE EDUCATION AUTHORITY



دائرة التعليم والمعرفة  
DEPARTMENT OF EDUCATION  
AND KNOWLEDGE



مركز الشارقة لريادة الأعمال  
Sharjah Entrepreneurship Center



مسرعات دبي للمستقبل  
DUBAI FUTURE ACCELERATORS



AS OF MID-2021, THE UAE IS HOME TO ALMOST 200 EDTECH COMPANIES, FOCUSING ON THE REGION, INCLUDING...



- **Founded:** in Sharjah in 2017
- **Funding:** \$1 million led by VentureSouq and others
- **What is it:** Family activity mobile app that connects parents with entertainment, education and after school vendors.



- **Founded:** in Dubai in 2016
- **Funding:** \$8 million led by Egypt Ventures and others
- **What is it:** Online video marketplace for e-learning and professional business development in Arabic and English



- **Founded:** in Dubai in 2017
- **Funding:** \$860,000 led by IM Capital and others
- **What is it:** Online platform for coding and STEM classes for kids and teens aged 5-17.



- **Founded:** in Dubai in 2018
- **Funding:** \$3 million led by Alarabi Investments and others
- **What is it:** Online teaching of robotics, coding, app development, Python, and more. Caters to students age 4+



- **Founded:** in Dubai in 2005
- **Funding:** \$1 million led by Middle East Venture Partners and others
- **What is it:** Flipped learning platform for business education



- **Founded:** in 2017 in Abu Dhabi
- **Funding:** \$2 million
- **What is it:** Communication platform for schools. Allows schools to send messages to parents on school updates



UNITED ARAB EMIRATES  
MINISTRY OF ECONOMY

DUBAI  
KNOWLEDGE  
PARK

Illustrative, non exhaustive



# UAE EDUCATION HUBS & INCUBATORS

HUB71



Dubai Knowledge Park	Anjal Z	Sharjah Entrepreneurship Center	Hub71	Dubai Future Accelerators
<ul style="list-style-type: none"> <li>Launched in 2003, a free zone in Dubai with focus on education and professional learning; hosts over 400 institutions today</li> <li>Key center for higher education, especially transnational universities <ul style="list-style-type: none"> <li>Also hosts in5, a startup incubator focusing in tech (including edtech), media, and design firms.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>An initiative led by the Abu Dhabi Early Childhood Authority</li> <li>The Program empowers growth-stage startups from all over the world to localize their solutions in the UAE.</li> <li>Through the program, startups receive an equity-free grant, intensive growth training, mentorship from leading experts, access to local partnerships, in-kind services, and follow-on investment opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>Has helped 114 startups since opening in 2016, who have collectively raised \$87 million in investments</li> <li>Works directly with public and private schools, as well as the local Research, Technology, and Innovation Park</li> <li>6-month-long “studio” offers pre-seed funding, co-working spaces, access to investors and mentors, and more</li> </ul>	<ul style="list-style-type: none"> <li>Flagship tech cluster in Abu Dhabi, focusing on the priority sectors including edtech, fintech, and AI</li> <li>The 2021 cohort altogether raised over \$75 million from various global investors</li> <li>Other incentives include... <ul style="list-style-type: none"> <li>&gt;\$1 Billion endowment</li> <li>Global partners including Mubadala, Microsoft and SoftBank Vision Fund</li> <li>Access to capital providers, business enablers, and strategic partners</li> <li>Runs corporate, incentive, accelerator and upskilling programs</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>An initiative of the Dubai Future Foundation, it offers an intensive 9-week program pairing exciting technology companies with leading government organizations.</li> <li>The program hosts a series of workshops, office hours with mentors, as well as social and cultural activities.</li> <li>Cohort 7 (January 2020) was sponsored by Dubai’s education regulator specifically seeking “companies to help us create lifelong learning experiences”.</li> </ul>





The Education Sector is not just about technology startups – having a vibrant ecosystem of universities is critical for inspiring young minds, producing innovative solutions, and bringing in or retaining top talent.

## Domestic Universities



جامعة خليفة  
Khalifa University

**Highest-ranked university in the UAE** as well as ranked in the top 30 universities across Asia.



MOHAMED BIN ZAYED  
UNIVERSITY OF  
ARTIFICIAL INTELLIGENCE

World's first graduate-level AI university.



جامعة الشارقة  
UNIVERSITY OF SHARJAH

Largest number of accredited university programs in the UAE

## International Campuses

جامعة نيويورك أبوظبي  
NYU | ABU DHABI

First liberal arts and science campus in MENA to be operated by a major American research university.



French language curriculum has been surprisingly popular among local population.



The Business School  
for the World®

Graduate-only business school that produces more CEOs than any university other than Harvard.

## Transnational Education

EPFL



Islamic  
Azad  
University



CANADIAN  
UNIVERSITY DUBAI  
Your portal to Canadian education



Middlesex  
University  
Dubai

- The UAE has more foreign branch campuses than any other country except China
- Dubai alone has 10 free zones with over 39 institutions, including 24 foreign branch campuses from 12 different countries.



- ❖ Education as an Industry
- ❖ Growth outlook for Education in UAE
- ❖ Ecosystem for Investment in Education in the UAE
- ❖ **Key government stakeholders and industry associations in the UAE Education Sector**





## UAE Ministry of Education



UNITED ARAB EMIRATES  
MINISTRY OF EDUCATION

- Handles all stages of education in the UAE including schools, colleges, universities and post-graduation programs.
- It supervises both public and private schools.
- Does not fully direct private school curriculums with the exception of Arabic, social studies and Islamic studies
- Manages schools in Umm Al Quwain, Ras Al Khaimah, Ajman and Fujairah through local branches or educational zones.
- Oversees general planning of higher education and scientific research across the country.
- Is responsible for preparing draft laws for the establishment of federal governmental institutes of higher education and scientific research, as well as licensing and accrediting private institutes of higher education.
- MOE's Commission for Academic Accreditation is responsible for licensure of institutions of higher education and accreditation of each academic program in the UAE.
- The National Authority for Scientific Research assists the knowledge industry and supports innovation through the participation of institutes of higher education in the UAE.

## UAE EDUCATION SECTOR REGULATORS

### Dubai Knowledge and Human Development Authority



Has the authority to inspect schools in Dubai and is responsible for the growth and quality of private education in the emirate.

### Sharjah Private Education Authority



هيئة الشارقة للتعليم الخاص  
SHARJAH PRIVATE EDUCATION AUTHORITY

- Regulates private education in the Emirate of Sharjah.
- Raises the quality of private education through providing services using best educational practices.
- Attracts investment to the private education sector.

### Abu Dhabi Department of Education and Knowledge



دائرة التعليم والمعرفة  
DEPARTMENT OF EDUCATION  
AND KNOWLEDGE

- Responsible for supervising, regulating and spearheading development initiatives within the emirate, including public and private schools.
- Can establish academic institutes and educational bodies in Abu Dhabi