



Creating A Brighter
Future Everyday

EEP CONNECT

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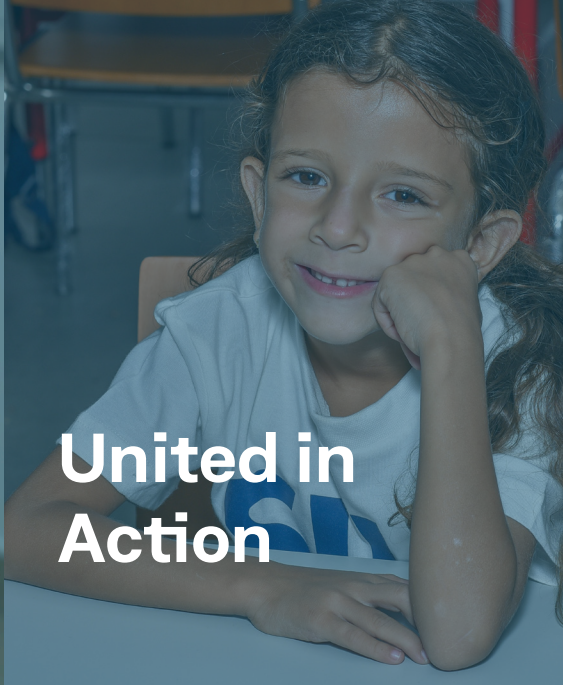
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EEP Strategic Insights

Valuable reflections from our senior leaders and partners about corporate milestones, aspirations, and future endeavors.

Creating Brighter Futures:

EEP's Year of Expansion, Innovation, and Impact

By Ahmed Wahby, Group CEO, Middle East and Africa, EEP

Reflecting on yet another successful year at Egypt Education Platform (EEP), offering a transformative and high-quality education has been, and will always be, the driving force behind our every decision. Highlighting remarkable achievements and bold expansion, both locally and regionally, we are proud of the milestones we have reached and the impact we are creating across our schools. From strengthening our academic standards and broadening access to quality education to fostering professional development and student engagement, every initiative reinforces our core mission. With our recent expansion into the Gulf region and continued success in Egypt, we are shaping a truly regional platform that empowers students, educators, and communities alike. This marks not only a new chapter in our journey but also an exciting era for education across the Middle East.

We continue to demonstrate excellent results across all important pillars. We continue to see double-digit topline growth mainly driven by students' admission growth coupled with accelerated growth in Selah El Telmeez driven by an optimized and disciplined go-to-market strategy. Our education quality measures are improving across the board, with all our GEMS schools improving their annual Dubai Education Audit results this year; we also delivered outstanding results in our annual health and safety audit, which is a core priority for us. We launched our admissions campaign for GEMS International School Somabay for the September 2025 start of the school year. We are very excited about the expansion projects under implementation for both Hayah campuses, also for the September 2025 start of the school year. We are very glad to be the Ministry of Education's partners via Selah El Telmeez in creating the content for the Social Studies preparatory stage. Our preschool arm is growing exponentially with waitlists across most of the branches. Our strategies and priority of focusing on quality of service across all verticals are rewarding us back with sustainable growth and an excellent reputation in the market.

We are also very proud to see EEP expanding beyond the borders of Egypt. As we are taking over new schools in the Gulf region, this is a testimony to our success and our ability to create a clear difference in the future of students across the Middle East. We aim to establish a diverse portfolio in terms of curricula and market segments, offering truly enriching and transformative learning experiences for students across our platform.





Our students will get access to regional activities that offer multicultural engagement, which will sharpen their skill sets and broaden their thinking horizons, solidify the foundation of their learning processes, and diversify their perspectives, as they will have to work collaboratively with students with different backgrounds. Our teachers will have better capacity-building opportunities as represented in more access to resources, training options, regional assignments and tasks; this will also foster their skill sets and will be a great driver for longer-term retention and stability for our schools. Finally, our management teams and administrative body will get more relevant regional opportunities, which will enhance their career progression and aspirations.

While doing that, we will ensure that the Egypt schools' platform-wide are very stable and actually set for the next phase of growth and progress. We appointed a locally dedicated, top-notch management team to focus on Egypt and carry on its busy agenda in terms of education provision quality improvement, innovation, and expansion. Our School Improvement Plot, along with the accreditation plan, continues to be at the forefront of the priority list of the Egypt leadership team. Last year we launched our innovation initiative of EEP Educational Capabilities focused on 4 verticals (Safeguarding, Careers and Guidance, Technology and Innovation, and Professional Development). Our vision this year is to expand the footprint of the capabilities program in terms of the number of initiatives, the quality of implementations, and, accordingly, the depth of impact on our students and teachers; stay tuned. In terms of expansion, we are very adamant about accelerating our growth in Egypt across schools and preschools. We are happy to see that we are becoming the preferred education partners for top developers in Egypt, and we are in advanced discussions on multiple projects that will accelerate our growth trajectory in Egypt and will continue to cement our position as the leading education management services company in Egypt. We will always look at Egypt as our talent and know-how hub.

We are very proud of what EEP is evolving towards and optimistic about our future. We will always count on our community's support to work together in order to stay true to our mission, "Creating Brighter Futures Every Day," for the families, teachers, and students who trusted EEP.



Empowering Education:

An Overview of EEP's Capabilities Program and Holistic Vision

David Pontich – Group VP Education, Middle East and Africa, EEP

Across schools worldwide, the rhythms of daily life are familiar bells ringing, faculty and staff ensuring smooth operations, and students engaged in learning. But what truly sets a school apart?

At EEP, our commitment to “making brighter futures every day” is driven by four key capabilities that distinguish us not only in Egypt but also on a global scale.

Professional Development: Investing in Our People

Our greatest asset is our people, which is why Professional Development is at the core of our strategy. We strive to attract and retain outstanding educators who embody lifelong learning. Now in the third year of our strategic improvement plan, every focus area includes initiatives designed to empower teachers in bringing our vision to life in their classrooms.

EEP has introduced EEP Con, provided access to reputable organizations such as The National College, and implemented collaboration days, INSET planning, and termly training programs to ensure our educators have every opportunity to grow professionally.

Safeguarding: Creating Safe Learning Environments

Beyond academic success, ensuring the safety and well-being of our school communities is paramount. Our safeguarding teams, in collaboration with the Central Education Unit (CEU) and colleagues in Dubai, have successfully met—and in many cases exceeded—international safeguarding standards, earning prestigious global accreditations.

Innovation & Educational Technology: Leading the Future of Learning

Innovation is at the heart of our progress, with educational technology playing a pivotal role in shaping student success. Over the past year, our students have excelled in numerous regional and international competitions, and we look forward to further achievements in the Innova8 Competition, where students from EEP and SEP schools participated.

Additionally, we continue to integrate Artificial Intelligence (AI) into teaching and learning, equipping both students and educators with the tools to excel in an evolving digital landscape.

University & Career Guidance: Preparing for Lifelong Success

Creating brighter futures doesn't stop at graduation. University and career guidance has gained momentum across our platform, offering students unparalleled support as they navigate their future pathways. Our collaborative network of school-based counselors provides expert guidance that goes beyond what individual schools could achieve alone, ensuring our students are well-prepared for the world ahead.

As we step into 2025, I wish everyone across the EEP platform continued success and look forward to further expanding these capabilities beyond Egypt to the entire region!



Key Initiatives Across Our Schools



Professional Development:

By Rania El Sabban, Head of Professional Development, EEP

At EEP, we are committed to the continuous growth of our educators through a comprehensive professional development program. We provide online training opportunities for all staff, ensuring accessibility and flexibility. Additionally, our schools benefit from professional workshops covering international programs, safeguarding, student well-being, and behavior management.

We bring in expert speakers and encourage participation in local and international educational conferences, fostering exposure to innovative teaching strategies. One of our proudest initiatives is our annual education conference, which unites all our schools for collaboration and knowledge sharing. Regular collaborative meetings further strengthen our professional learning community, allowing teachers to exchange ideas and experiences.

A key element of our strategy is a strong INSET program, with full days at the start of the academic year and ongoing sessions throughout. Weekly professional development meetings in each school ensure continuous support and follow-up. These initiatives align with our School Improvement Plan, which includes professional development goals and structured action plans.

Our Champions Program leverages the expertise of our qualified teachers and leaders, who conduct tailored workshops across all EEP schools. Additionally, our Grow Our Own initiative sponsors teacher assistants to become certified iPGE teachers, reinforcing our commitment to internal growth.

Through our partnership with Best Practice Network, we enhance training opportunities, and job shadowing programs allow teachers to observe best practices in different schools. By prioritizing professional development, we ensure that our educators remain at the forefront of effective teaching and learning, ultimately benefiting every student in our care.



Career Pathways:

By Rony El Kady, Deputy Director of Education and University Guidance and Career Counselling Manager, EEP

In a significant step towards expanding global education opportunities for our students and alumni, EEP is proud to announce two exciting new partnerships with SRH Universities in Germany and Universities of Canada in Egypt. These partnerships offer exclusive discounts and special offers for EEP schools, graduates and alumni pursuing both undergraduate and postgraduate degrees. Whether students are looking to further their education in Europe or closer to home, these collaborations open doors to high-quality, internationally recognized degrees at accessible rates, ensuring EEP graduates are supported in their lifelong learning journey.

In addition to these partnerships, EEP is thrilled to unveil a comprehensive student scholarship program across all our schools. This initiative provides a wide range of academic and co-curricular scholarships in our British schools for secondary students, nurturing talent and encouraging excellence both inside and outside the classroom. For our highest-achieving IB and IGCSE students, EEP offers university scholarships as well as study abroad opportunities, helping our learners gain international exposure and enrich their academic journeys.

EEP has also launched a distinctive Transfer Scholarship, designed to support a select number of highest-achieving year 6 students by transferring them from our national schools to our international schools, ensuring a seamless and financially supported transition into globally competitive educational environments.



Innovation:

By Sherif Nabawy, EdTech and Innovation Director, EEP

The integration of technology and innovation into our classroom settings is being realized with the assistance of EEP. A big transformation is taking place as an outcome of our 3-year strategic innovation roadmap that is being implemented. There are four distinct domains that are specifically addressed:

- **Technology Integration (EdTech):** Classes address robotics, digital tools, and artificial intelligence. Students use virtual labs, interactive simulations, and coding tools.
- **Artificial Intelligence and Data-Driven:** Artificial intelligence customizes learning and follows the development of each student. Data enables educators to modify their strategies and improve the outcomes for more differentiation and more personalized lesson planning.
- **Unique Enhanced Curricular (Extracurricular) Activities:** Programs in digital media, coding, and robotics provide students with real-world experience.
- **Technology Professional Development:** Teachers are trained with newly developed technologies that enable them to wisely use technology with time efficiency.

Our students collaborated globally and locally. Participating in the EEP Innova8 Competition encouraged students to use technology to solve real-world problems. Advanced robotic competency was organized by the Technoxian competition. The IgnitED Competition encourages the development of original ideas in the STEAM fields. Applications that are driven by programming and artificial intelligence are the primary focus of the Codevour competition. The Robofest competition provides students with the opportunity to design and program robots that can operate on sustainable energy. Last but not least, the NextEra AI initiative was yet another stepping stone in our technological endeavors.



Safeguarding

By Noha Morsy, Deputy Director of Education and Safeguarding Manager, EEP

We are proud to introduce the EEP Wellbeing Calendar, a new safeguarding initiative designed to enhance awareness and support across all schools in our network. This initiative provides a structured approach to raising safeguarding awareness by focusing on monthly themes that address key well-being topics for students, parents, and staff.

Each month, the safeguarding teams actively engage with these themes, delivering tailored workshops, activities, and discussions suitable for different age groups. These efforts help foster a safe and supportive environment, encouraging students to express concerns and seek help when needed. To ensure consistency and effectiveness, we provide schools with comprehensive resources to aid implementation, including educational materials, activity guides, and communication templates.

By aligning safeguarding efforts across all schools, the Wellbeing Calendar ensures that well-being remains a continuous priority throughout the academic year. This initiative not only strengthens the safeguarding framework but also empowers students, parents, and educators with knowledge and tools to address well-being challenges proactively. Our ultimate aim is to cultivate a culture of awareness, support, and open dialogue, reinforcing our commitment to safeguarding the entire school community.

Selah El Telmeez

Pioneering Innovation in Egypt's Education Landscape

Dalia El-Bassiouny- Director of Marketing, Selah El Telmeez

As Egypt moves toward a more technology-driven education system, collaboration between the public and private sectors has become essential. Selah El Telmeez, a longstanding leader in educational publishing, is at the forefront of these efforts, playing a key role in enhancing learning accessibility and quality. Through its ongoing partnership with the Ministry of Education, the company is modernizing content delivery and shaping the future of education.

One of the most significant contributions of this partnership is the development of curriculum-aligned content for the preparatory education stage, benefiting over 6 million students. By prioritizing engaging and pedagogically sound materials, Selah El Telmeez ensures that students receive a well-rounded education. Additionally, the company has trained over 250,000 educators nationwide, equipping them with effective, technology-enhanced teaching strategies.

The integration of digital learning solutions has also been transformative. Selah El Telmeez has played a critical role in initiatives such as the "Hessas Misr" platform, which provides a structured question bank to reinforce key concepts and foster analytical thinking among students.

Beyond digital innovation, the company's involvement in the "30th of June" project, launched in 2023, underscores its commitment to equitable education. Over the past two years, this initiative has provided digital content to 110 schools and reached more than 140,000 students, bridging educational disparities across urban and rural areas. The steady growth of this project highlights the impact of strategic public-private collaboration in transforming education.

Selah El Telmeez continues to shape the future of learning in Egypt, where technology and pedagogy intersect to create new possibilities for students and educators. As the nation embraces a knowledge-driven era, Selah El Telmeez is leading a transformative shift toward a more inclusive, dynamic, and forward-thinking educational experience. Through innovation and accessibility, the company is not just supporting the system, it is redefining what learning can be for generations to come.





Excellence in Transportation:

The Success of Option Travel

At Egypt Education Platform (EEP), the safety and well-being of our students are paramount. Every day, we ensure secure and reliable transportation services that allow students to focus on their education. This commitment is made possible through Option Travel, one of EEP's esteemed assets. By having a trusted provider that prioritizes safety, innovation, and efficiency, EEP guarantees a seamless transportation experience for its students and staff alike.

This excellence has been exemplified through Option Travel's recognition as the Best Business Partner for Vodacom South Africa at the prestigious Vodacom CEO Awards 2024. This recognition reflects Option Travel's dedication to excellence, innovation, and sustainability, qualities that have made it a leader in the transportation and travel sector.

Established in 2006, Option Travel has grown to become one of Egypt's top-tier providers of travel, leisure, event management, and transportation services. With a mission to deliver unparalleled experiences tailored to meet client needs, Option Travel has built a reputation synonymous with reliability and exceptional customer care.

Option Travel offers an extensive portfolio of services designed to meet a wide range of client needs. From transportation and limousine rentals to bespoke travel and tourism packages, the company caters to individuals and groups alike. Option Travel excels in Meetings, Incentives, Conferences, and Exhibitions (MICE) services, offering tailored solutions that seamlessly integrate logistics, planning, and execution to deliver world-class events.

Among its standout offerings is Drive For Me, a premier driver rental service that provides clients with professional drivers who take the wheel of their own cars, offering unparalleled convenience and flexibility.

At the heart of Option Travel's success lies its relentless commitment to sustainability. The introduction of Egypt's first electric bus, currently in its trial phase, represents a significant step toward greener, more sustainable transportation solutions in the country. This is an addition to their growing fleet of electric cars introduced earlier.

By employing eco-friendly practices and adopting innovative solutions, Option Travel not only meets but exceeds industry standards, ensuring a positive impact on both clients and the planet. As a key player within the EEP network, Option Travel is instrumental in supporting the platform's mission to create enriching and safe educational environments.



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EEP Highlights

Key happenings and updates on corporate and school levels, from new assets and graduations to major sports and academic events across the network.







EEP Con 2024: Educating for Tomorrow

The second edition of EEP Con 2024: Educating for Tomorrow marked a significant milestone in our ongoing journey to elevate educational excellence across our schools. Held on November 27th at GEMS International School Cairo (GISC), the event brought together over 500 educators from across EEP for a day of inspiration, learning, and community-building.

The conference was graced by two thought-provoking keynote addresses. David Pontich, EEP’s Group VP Education, Middle East and Africa, started with an insightful speech on the role of AI in enhancing human intelligence, focusing on the ways in which educational leaders can harness technology to inspire change and make a meaningful impact within their communities. Nada Rashed, a certified Change Management Practitioner and HR professional, followed with a talk on agility in education, highlighting the importance of mental, change, and results agility in navigating the complexities of the modern educational environment.



A standout moment at EEP Con 2024 was the panel discussion on “Fostering Wellbeing: Creating a Healthy School Environment.” This insightful session brought together a collection of industry experts from both within EEP and beyond, including one of our own alumni, to share strategies and tools for promoting student and staff wellbeing. The discussion addressed the growing concerns around mental health, the challenges students face in today’s fast-paced world, and the importance of creating a supportive, healthy school environment.

Following the keynotes and panel, educators had the opportunity to attend and lead a series of engaging workshops. Topics ranged from lesson planning and classroom management to the integration of AI in teaching and differentiated learning. Each session was led by EEP educators who shared their expertise and experiences, providing practical tips and strategies for improving classroom practices. The event concluded with an exciting array of team-building activities, organized by WellSpring.

Reflecting on the success of EEP Con 2024, we are reminded of the unwavering commitment of our educators to providing high-quality education and fostering the growth of future generations. This event not only showcased the passion and dedication of our educators but also reaffirmed EEP’s vision to continue creating a culture of continuous learning and professional development.

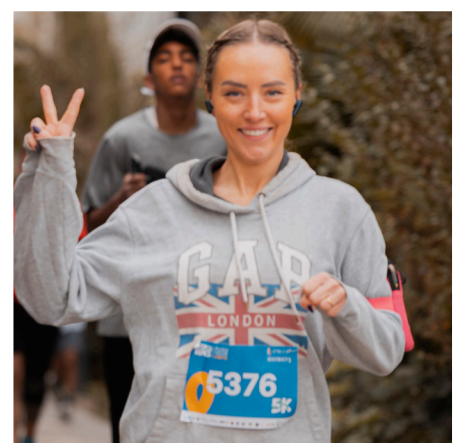


EEP 2025 RUN 25

A Legacy of Purposeful Action

For the fifth year in a row, the EEP Run brought our community together for a day filled with energy, purpose, and impact. Held at District 5 for the third consecutive year on February 22nd, the event was a powerful reminder of what we can achieve when we come together. Students, parents, educators, and corporate staff ran side by side, not only in the spirit of sportsmanship but also in support of a greater cause. With Stamina ensuring a seamless experience, from logistics to warm-up sessions, the day was a true celebration of unity and giving back.

Staying true to its charitable mission, this year's event was in support of the Egyptian Red Crescent, with a dedicated booth at the event that enabled members of the EEP community to give their generous donations. In previous years, EEP proudly partnered with Misr El Kheir Foundation, Educate ME, and the Egyptian Food Bank, continuously making a tangible difference in communities. EEP extends its gratitude to sponsors Samsung, Adidas, Telda, Somabay, Valu Café, Oasis Clinics, Halo, and The British University in Egypt (BUE) for their generous support in making this event a success. With every stride taken, participants demonstrated the power of collective goodwill and purposeful action.



Attracting Top Talent at the First EEP Recruitment Fair

The inaugural EEP Recruitment Fair, held at GEMS International School Cairo (GISC) on February 8th, proved to be a spectacular success, drawing a diverse crowd of educators and professionals eager to explore exciting career opportunities within Egypt Education Platform (EEP) and Spark Education Platform (SEP). The event attracted a great turnout, with attendees keen to connect with schools across the region. Among the EEP schools present were GEMS British International School Madinaty (GEMS BISM), GEMS The British School Al Rehab (GEMS TBS), GEMS International School Somabay (GISS), Alexandria International Academy (AIA), GISC, Hayah International Academy, and Hayah West. In addition, several schools from Spark Education Platform (SEP) were also present.

This first-ever event showcased the exciting expansion of both EEP and SEP, offering prospective employees a unique opportunity to explore career paths not only in Egypt but across the Gulf region. As the largest and fastest-growing education provider in the region, EEP continues to foster a community of talented educators and professionals, dedicated to making a tangible impact on the future of education. EEP's ongoing professional development initiatives promise a journey of growth and learning, ensuring that every team member has the tools to excel in their field. As new staff members join the dynamic teams across Egypt and the Gulf, they'll be part of an inspiring journey to empower students and educators alike.





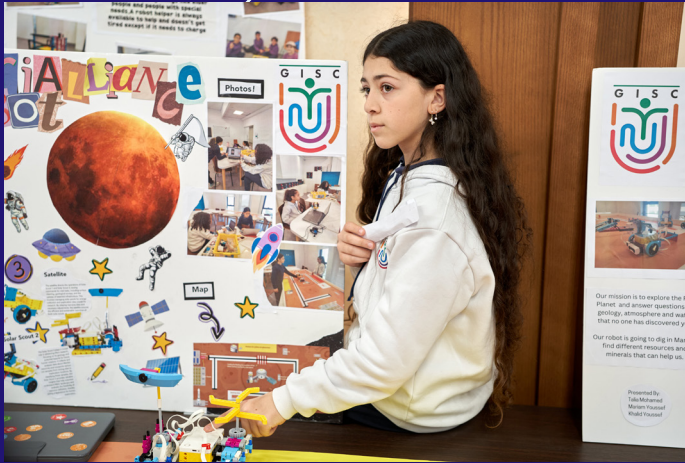
EEP INNOVA8 Competition

Pioneering the Future of Robotics and Innovation

The first edition of the EEP InnoVA8 Competition marked a significant milestone in fostering educational innovation, uniting bright young minds from EEP schools and fellow Spark Education Platform (SEP) schools for a groundbreaking robotics and coding challenge. Held on February 19 at the Egyptian Space Agency, the event provided students with a platform to tackle real-world challenges through technological solutions. Participants from GEMS TBS, GEMS BISM, GISC, AIA, WILS, SILS, MLS, MILS, and SEP's schools, showcased their creativity and technical expertise. The competition was enriched by an inspiring keynote address from Prof. Dr. Sherif Sedky, CEO of the Egyptian Space Agency and Chair of the 67th Session of UN COPUOS, who highlighted Egypt's advancements in space exploration. Additionally, Atif Hussain, Director of IT at New Cairo British International School (NCBIS), provided insights into how historical innovations have shaped modern robotics and technology.

InnoVA8 challenged students to design smart cities, eco-friendly transportation systems, and disaster response robots, pushing them to merge coding, engineering, and critical thinking. Their projects were evaluated by a distinguished panel from EEP, including Sherif Nabawy, EdTech and Innovation Director; Hebba Haroun, EdTech Innovation and Curriculum Specialist; and Alia El Shishiny, Prime National Schools Academic Director. The competition reaffirmed EEP and SEP's commitment to STEM education, digital literacy, and problem-solving, equipping students with future-ready skills to become innovators in an ever-evolving world. As InnoVA8 continues to grow, it promises to inspire a new generation of thinkers and creators across the Middle East, cultivating a spirit of innovation that transcends borders.





EEP's Internship Program:

Redefining Experiential Learning

At EEP, we believe in transforming education from a theoretical endeavor to a practical, hands-on experience. This belief was exemplified by the successful conclusion of our fourth annual Internship Program, which took place from October 27 to 31, 2024. With over 100 high school students gaining invaluable real-world experience, the program marked another milestone in our commitment to providing exceptional opportunities for youth to develop key skills for their future careers.

Since its inception in 2019, EEP's Internship Program has grown exponentially. What started as a small initiative with just two students and two companies has blossomed into an impressive network of over 120 students interning at more than 30 leading organizations across a variety of industries. This fall round saw students from EEP's schools— GISC, GEMS BISM, GEMS TBS, AIA, MLS, MILS, and Hayah International Academy—participating in the program, gaining hands-on exposure to industries such as healthcare, finance, technology, law, hospitality, marketing, and community service.

In today's competitive job market, practical experience provides students with the knowledge and confidence to make informed decisions about their future career paths. By bridging the gap between classroom learning and industry practices, EEP is preparing students to thrive in their academic and professional endeavors.

This year's program was made possible through our strategic partnerships with esteemed organizations, **including the Egyptian Ministry of Health and Population, Valu, Misr El Kheir Foundation, ALEXBANK, CIB, Royal Maxim Palace Kempinski Cairo, Selah El Telmeez, Option Travel, Matouk Bassiouny & Hennawy law firm, The Glocal, Wadi Food, Hamza & Partners Law Firm, and SIAC Construction, among many others.**

In a parallel effort to cultivate technological proficiency, EEP has partnered with Samsung Electronics Egypt, aligning with EEP's mission to foster innovation and provide students with the tools to succeed in a





technology-driven future. Students at EEP schools will have the chance to join Samsung's Innovation Campus, which offers intensive training in coding and programming. Additionally, students from Samsung's Innovation Campus will have the opportunity to intern at one of EEP's assets, exploring diverse fields while working alongside professionals in Egypt's fastest-growing education provider.

The success of the Internship Program has garnered significant media attention and interest from schools outside the EEP network. This is paving the way for a global expansion, offering even more opportunities for students to gain invaluable experience and make lasting connections in their chosen fields. As the program continues to grow and evolve, it remains an integral part of EEP's mission to provide exceptional educational experiences that prepare students for success beyond school.

With more successful rounds coming up, the EEP Internship Program will undoubtedly play a central role in shaping the careers and futures of EEP students for years to come.



EEP's Strong Presence at Local and Global Education Events

Over the past year, EEP made significant strides in shaping the future of education through active participation in key global conferences. EEP's leadership team, Central Education Unit (CEU) members, and school leaders represented EEP and its schools, sharing insights that advance the education sector across the Middle East and beyond.

At the **Education Experts Conference** in Riyadh (Sept 16-17), David Pontich, EEP's Group VP Education, Middle East and Africa, discussed AI in education and data-driven school improvement. Additionally, as a silver sponsor at the **13th Education Investment MENA Conference** (Nov 13-14, Dubai), Ahmed Wahby, Group CEO, Middle East and Africa, joined a panel on financial metrics and valuation in education.

EEP maintained its strong presence at key events into late 2024 and early 2025. At **Carerha Summit** (Nov 8-9, Cairo), Ahmed Wahby joined a panel on aligning education with market demands. A month later, at the **13th Education Investment Saudi Conference** (Dec 3-4, Riyadh), he explored ROI strategies in education. He also moderated an **AmCham Egypt panel** (Jan 13, 2025) on sustainable ROI in education, engaging top industry experts.

EEP's CEU showcased its commitment to innovation by participating in the **AI in Education event** (Oct 14, New Cairo British International School) alongside CENTURY Tech. Speakers included David Pontich, Sherif Nabawy, and Preeti Tikamdas, discussing ethical AI implementation and its role in enhancing learning.

Further, Rony El Kady represented EEP at the **CIS Global Forum** (Nov 14-15, Basel), while educators from EEP schools, including GISC, Hayah International Academy, AIA, and the CEU, attended the **NESA 2024 Fall Leadership Conference** (Oct 17-20, Dubai) and **IB Global Conference** (Oct 17-19, Budapest). These engagements reinforce EEP's leadership in global education and commitment to shaping the future.





GEMS BISM Welcomes Pope Tawadros II and Mr. Hisham Talaat Moustafa for an Exclusive Visit

One of EEP's schools, GEMS British International School Madinaty (GEMS BISM), had the honor of welcoming His Holiness Pope Tawadros II and Mr. Hisham Talaat Moustafa, Chairman of Talaat Moustafa Group, on Saturday, February 8th. The visit showcased the school's commitment to educational excellence and innovation.

The esteemed guests were warmly received by Ahmed Wahby, Group CEO, Middle East and Africa, who guided them on an extensive tour of the school, highlighting its remarkable progress and development over the years. The visit provided an opportunity to explore the school's state-of-the-art facilities, engage with staff, and witness firsthand the impact of EEP's unwavering dedication to academic excellence and student development.

Also in attendance were key figures from EEP and GEMS BISM, including Omar Nazmy, General Manager at EEP; Rony El Kady, Deputy Director of Education and University Guidance and Career Counseling Manager at EEP; Jane Knight, GEMSTBS School Leader; Aly Amer, Security General Manager at EEP; Mahitab Ghatwary, Parent Relations Executive at GEMS BISM; and Mona Hamaoui, Head of Admissions at GEMS BISM.

The presence of such distinguished guests reflects the profound impact of EEP's educational philosophy and its relentless pursuit of excellence. It was also a reflection of the school's progress and a reaffirmation of its mission to inspire, educate, and empower the next generation of leaders.



EEP Celebrates New Cohorts Across Schools & Preschools

It is with immense joy and pride that EEP celebrates the graduation of new cohorts across its schools and preschools. These milestones represent the culmination of years of dedication, learning, and growth, and we are excited to honor our students as they move on to the next stages of their educational journeys. Every graduate embodies the hard work and commitment that define the EEP experience.

On September 10th, at The St. Regis New Capital Cairo, we celebrated the remarkable accomplishments of the 6th cohort of **Madinaty Integrated Language Schools (MILS)** and the 10th cohort of **Madinaty Language School (MLS)**. Over the years, our national schools have consistently shaped students into exceptional learners equipped to thrive in a rapidly evolving world. The graduation ceremonies were filled with pride as we watched our students step into the future, ready to contribute meaningfully to their communities.





At the other end of the educational spectrum, we also saw the graduation of our youngest learners from our preschools, **Petals and Trillium**. Our students, brimming with curiosity and joy, are now ready to take their first steps into the world of formal education. Both Petals and Trillium preschools follow the Montessori method, nurturing each child's natural potential through a unique approach to learning, where independence and creativity flourish.

As we reflect on these significant milestones, we celebrate not only the academic achievements but the growth, development, and potential of every student. From the youngest preschoolers to the graduating cohorts of MILS and MLS, these remarkable individuals are the future leaders of tomorrow, and we can't wait to see the incredible things they will accomplish.

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School Spotlight

Inspiring messages from our schools' leaders, distinguished events, and initiatives that took place throughout the academic year.



The Power of PASS at GEMS BISM:

Understanding Our Students

Janet Brock – School Leader, GEMS BISM

At GEMS BISM, we are committed to providing an exceptional learning environment where everyone feels secure, valued, accepted, and able to grow by learning. This commitment is central to our mission: to be the school of choice for staff, students, and parents, immersed in an inclusive culture that encourages innovative thinking as global citizens. We strive for academic and social-emotional excellence, with our students at the heart of all we do. This is why we use the PASS (Pupil Attitudes to Self and School) assessment.

What is PASS?

PASS is a nationally standardized assessment from GL Education that helps us understand how our students feel about themselves as learners and their experiences within our school. Crucially, PASS is not an academic test. It doesn't measure knowledge or skills; instead, it explores students' attitudes and perceptions, focusing on their well-being and identifying any barriers that might be impacting their learning.

Why is PASS Important for Our School?

PASS offers valuable insights that support our vision: "Be YOU. Inspire Others. Seek Challenges. Make a Positive Change." Using the data from PASS, we can:

Help students "Be YOU":

By understanding each student's unique strengths, needs, and perspectives, we can provide personalized support and foster their individual growth and self-discovery, in line with our mission of creating a secure, valued, and accepting environment.

Encourage them to "Inspire Others":

A positive and inclusive school environment, a key element of our mission, empowers students to become positive role models. PASS helps us monitor and maintain this environment.

Support them in "Seeking Challenges":

PASS can help us identify anxieties or self-doubt that might be preventing students from embracing challenges, a core component of our vision. By addressing these issues, we can encourage students to step outside their comfort zones.

Empower them to "Make a Positive Change":

By fostering a sense of belonging and promoting positive relationships within our inclusive culture (as described in our mission), we encourage students to become active and engaged members of their community and contribute to making a positive change in the world. PASS data informs our strategies to promote these relationships.

Promote academic and social-emotional excellence:

PASS helps us address both the academic and emotional needs of our students, supporting our mission to achieve excellence in these areas.

How Does Our School Use PASS Data?

The data from PASS informs our support for individual students, groups of students, and whole-school initiatives, contributing to our goal of creating an inclusive culture that encourages innovative thinking as global citizens—a key aspect of our mission.

Conclusion

At GEMS BISM, we are dedicated to fulfilling our mission and realizing our vision to "Be YOU. Inspire Others. Seek Challenges. Make a Positive Change." We believe that PASS is a vital tool in achieving this, allowing us to create a learning environment where every student can thrive academically, socially, and emotionally.



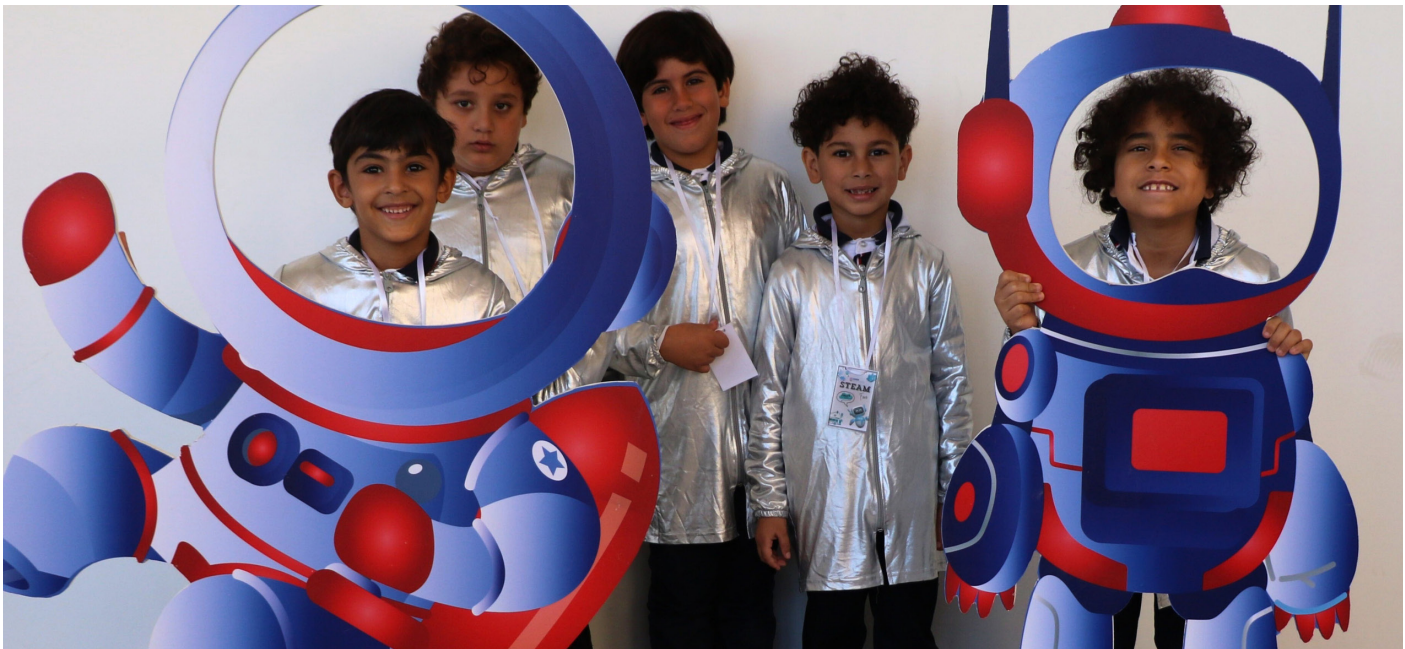
GEMS BISM Year 1 STEAM Showcase:

Exploring Space and Innovation

The GEMS BISM Year 1 STEAM Showcase was a dynamic and engaging celebration of creativity and discovery, with a captivating focus on Space and Planets.

Students participated in interactive, hands-on activities that made their learning come alive. They crafted intricate 3D models of space objects, explored robotics through Ozobots and LEGO kits, and embarked on immersive virtual reality adventures.

The event featured four captivating stations: rocket building and launching, Ozobots navigating planetary orbits, programmable LEGO creations, and a VR journey through outer space. Adding to the excitement, students dressed as astronauts, fully immersing themselves in the experience. A mini show allowed them to present fascinating planet facts, proudly sharing their knowledge. The fair was a lively celebration of innovation and curiosity, igniting a passion for STEAM among young learners.



The Second Edition of **TEDx** BISM Youth

Igniting Ideas, Inspiring Futures

The second edition of TEDxBISM Youth brought together a diverse lineup of speakers who challenged perspectives, sparked curiosity, and inspired the next generation of changemakers. Covering themes of personal growth, education, technology, and resilience, the event featured talks on the transformative power of sports, including how it builds character and fosters a growth mindset. Speakers explored fashion as a reflection of identity, the psychology behind conspiracy theories, and the hidden curriculum in education. Discussions also delved into entrepreneurship and AI, financial literacy in schools, resilience in the face of adversity, and the complexities of teamwork. With a focus on career paths in the age of AI, each talk provided valuable insights, encouraging students to embrace new perspectives and think critically about their futures.

Beyond delivering inspiring talks, TEDxBISM Youth cultivates an environment where students engage with real-world challenges, develop leadership skills, and explore intellectual discourse. The event empowers students to shape the future with bold ideas and limitless ambition.





EEP CAST at GEMS TBS:

Fostering Innovation and Critical Thinking

By Jane Knight – School Leader, GEMS TBS

At GEMS TBS, we have always prided ourselves on preparing students for success beyond the classroom. The integration of the EEP CAST (Creativity, Activity, Service, and Team) programme is a transformative initiative that has revolutionized student learning, equipping them with essential skills for the future. As our students aspire to attend prestigious institutions such as the Russell Group universities, Ivy League schools, or leading international universities, the need for critical thinking, problem-solving, and innovation has never been more pressing.

The modern academic and career landscape is increasingly competitive, with university applications and job markets driven by digital technology and AI advancements. Today's students must go beyond academic excellence to stand out, offering not just strong grades but innovative experiences and the ability to demonstrate leadership, resilience, and social intelligence. The EEP CAST programme provides exactly this, giving students the opportunity to engage in hands-on, research-based projects that require critical analysis and real-life applications of their learning.

The programme fosters collaboration with both internal and external stakeholders, including international universities and industry professionals. Through partnerships with institutions around the world, students are exposed to cutting-edge design and digital projects that challenge them to think creatively and solve complex problems. One such project is the renovation of the GEMS TBS Makerspace, where we aim to equip our students with the technological literacy skills necessary to thrive in today's competitive job market. Another exciting initiative is the Designing Futures STEAM Initiative, developed by Egypt Education Platform (EEP). This innovative programme allows students to rotate between various creative stations, including programming, 3D modeling, design thinking, virtual reality, and AI image generation.

These projects highlight how the EEP CAST programme integrates design thinking and technological innovation, enabling students to directly contribute to enhancing the school's learning environment.

In addition to technical skills, the EEP CAST programme emphasizes the development of emotional intelligence and social skills. Students are encouraged to work through conflicts, disagreements, and diverse real-life situations in ways that promote resilience and collaborative problem-solving. This comprehensive approach ensures that our students are not only prepared for the academic challenges they will face in the future but are also equipped to lead with empathy and critical insight in a fast-paced, ever-changing world.



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EEP
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SUSTAINABILITY:

- **RECYCLED MATS:** Cardboard, Plastic bottles and more! Educating students about sustainability, whilst giving them the option to work with recycled materials practically

OBJECTIVE:

- **VISION:** introduce STEAM as an integral component of the TBS curriculum

At GEMS TBS, we are committed to transforming the learning experience, providing students with the tools and opportunities they need to thrive in a future driven by innovation. Through the EEP CAST programme, we are empowering our students to become the leaders, innovators, and problem-solvers of tomorrow.

All three projects had their challenges. For the Re-Imagine group, the designs for the space following input from staff and students at BUE sparked their creativity. However, after a meeting with the GEMS TBS Procurement Manager to cost items for their budgeting meeting with the Dean, they had to apply more strategic planning and pivot their design to fit the budget. For the EEP Run X CAST group, the number of areas to consider when planning an event for the public called for many meetings involving not only the EEP Marketing team but also Health and Safety. Thanks to the innovative thinking of this group, the event took place at the end of February. For the Makerspace group, costing and pitching for a budget with EEP was only part of the project. In addition, the space itself had to be modified, involving the GEMS TBS Maintenance and IT teams, along with some creative painting. This group also had to design lessons to deliver the space to our students, and they have started working with Year 4. Teaching children is a whole project experience of its own.

We are already looking to the future to further develop the EEP CAST with other partner businesses and universities to support all EEP schools to ensure that our students are ready to 'smile, strive, shine' in an ever-changing future.



GEMS TBS Students Challenging Boundaries in the Duke of Edinburgh's Award

The Duke of Edinburgh's International Award (DofE) continues to thrive at GEMS TBS, empowering students to challenge themselves and develop vital life skills. This year marks a significant milestone with the introduction of the silver level, where participants have displayed remarkable resilience and teamwork. The Silver cohort embarked on an unforgettable expedition to Sinai, camping beneath the stars and hiking up the iconic Mount Moses. Their determination and grit in overcoming this demanding challenge serve as a testament to their commitment and the true spirit of the DofE. Meanwhile, our 24 Bronze Award participants have finished their expedition in Fayoum, where they experienced camping and further honed their leadership, problem-solving, and collaboration skills.

GEMSTBS is proud to be part of The Duke of Edinburgh's Award (DofE), which empowers young people aged 14–24 to explore their potential, build confidence, and develop life skills through a self-directed program that includes Volunteering, Physical, Skills, and Expedition sections. With three levels—Bronze, Silver, and Gold—each more challenging than the last, participants tailor their activities and volunteer for causes they care about.

Proud to deliver





From Start to Finish:

The Power of Continuum Education at GEMS International School Cairo

Catherine Spencer – School Leader, GISC

GEMS International School Cairo is proud to join an elite group of schools worldwide authorized to offer the full continuum of International Baccalaureate programs: Primary Years (PYP), Middle Years (MYP), and Diploma (DP). This comprehensive, student-centered educational approach sets a gold standard for active student engagement from PreK through Grade 12, resulting in exceptional achievement both academically and in character development, preparing students for global citizenship. Read what our PYP (Riham Helmy), MYP (Lorraine Sabbagh) and DP (Omnia Mostafa) coordinators at GISC - outline as the advantages of matriculating through all three IB programs:

The Primary Years Programme (PYP)

As the foundation of the IB Continuum, the PYP sets the stage for both the MYP and DP, ensuring that students embark on a transformative educational journey. The PYP focuses on intellectual development alongside the cultivation of personal and social skills. It instills core values such as intercultural understanding, ethical reasoning, and adaptability, equipping students with the tools they need to thrive as confident, compassionate, and competent global citizens. The PYP's transdisciplinary approach integrates subject areas, fostering connections across disciplines. Its inquiry-based structure encourages students to explore real-world issues, developing critical thinking, creativity, and collaboration skills. By placing students at the center of learning, the PYP nurtures intrinsic motivation and a passion for learning, laying the groundwork for success in subsequent IB programs. In addition, the PYP emphasizes social responsibility, encouraging students to engage in meaningful action that positively impacts their communities. Key components like the PYP Action and the PYP Exhibition help students build skills, attitudes, and a mindset that will support their success in the MYP and DP, particularly in service-based projects. Through collaborative projects, student-led initiatives, and reflection, students become empathetic, open-minded individuals capable of collaborating effectively across diverse perspectives.

The Middle Years Programme (MYP)

The MYP serves as a vital link between the PYP and DP, ensuring a seamless and comprehensive educational experience. Students entering the MYP are prepared with foundational knowledge and a spirit of inquiry developed during the PYP. The MYP builds on this foundation by emphasizing critical thinking, intercultural awareness, and the practical application of knowledge. Students develop the ability to make interdisciplinary connections and gain a deeper understanding of complex concepts. The MYP also focuses on developing Approaches to Learning (ATL) skills, such as communication, teamwork, and self-management, all of which are essential for succeeding in the DP's rigorous environment. Through community and personal projects, students hone their research and organizational skills, preparing them for the DP's extended essays and independent studies. As students' progress through the MYP, they gain the analytical and reflective skills needed to thrive in the DP's demanding academic environment. The MYP's emphasis on international-mindedness and ethical reasoning aligns perfectly with the DP's core components, including Theory of Knowledge (TOK) and Creativity, Activity, Service (CAS).

The Diploma Programme (DP)

Graduates of GISC's IB continuum emerge as well-rounded individuals, equipped with the academic acumen, emotional resilience, and ethical framework needed to succeed in prestigious universities and beyond. The seamless integration of the PYP, MYP, and DP ensures that students are not only academically competent but also empowered to make meaningful contributions to the global community.



GEMS INTERNATIONAL SCHOOL
DUBAI



GISC Recognized as the Expat Parents' School of Choice

GEMS International School Cairo (GISC) is honored to be recognized as the “Expat Parents' School of Choice,” a distinction that reflects our commitment to providing a welcoming and inclusive environment for families from around the world. This recognition demonstrates the school's dedication to embracing diversity and fostering a global community where every family feels valued and supported. GISC's focus on academic excellence, cultural integration, and holistic development ensures that each student receives an education that prepares them for success both in the classroom and in life.

At GISC, we understand the unique needs of expatriate families and are proud to offer a school culture that celebrates diversity. Moving to a new country can be exciting and challenging, so we strive to create a welcoming environment where families feel at home. Embracing diversity is central to our school culture, which enriches learning, fosters empathy and respect, and preparing students for an interconnected world. From all around the world, expatriate families have found a home at GISC, where their children can thrive.





**Inspiring Leaders.
Future Thinkers.
Fearless Explorers.
Diversity Ambassadors.**

How GEMS International School Somabay is Redefining Education

Narmien Deeb – School Leader, GISS

Opening its doors in September 2025, GEMS International School Somabay (GISS) is pioneering a new approach to education—one where the city itself becomes the classroom. Nestled on the breathtaking shores of the Red Sea, the school's curriculum is rooted in project-based and experiential learning, ensuring that students are not confined to the traditional four walls. Instead, they explore, create, and innovate in the open air, connecting deeply with their environment and community.

Somabay's natural landscapes and vibrant community offer a living laboratory where students will dive into sustainability projects, marine studies, and astronomy explorations under the vast desert sky. Through inquiry-driven learning, they will tackle real-world challenges—whether it's designing eco-friendly solutions in the school's state-of-the-art Makerspace or collaborating with local businesses to understand the global economy in action. Students will also have access to cutting-edge technology, allowing them to not only utilize the latest advancements but also refine and improve upon them.

At GISS, education will be hands-on and deeply immersive. Instead of merely reading about aquaculture, students will visit desalination plants, test water quality, and design sustainable water supply solutions. History lessons will come alive as they explore archaeological sites through virtual reality technology, connecting past civilizations to modern societal challenges. In partnership with environmental organizations, students will take part in conservation efforts, learning firsthand how to protect the planet while developing critical problem-solving skills.

Socratic discussions will play a vital role in the school's student-centered approach, encouraging learners to ask thought-provoking questions, challenge assumptions, and engage in meaningful dialogue. By fostering an environment where ideas are explored collaboratively, students will develop critical thinking, communication, and leadership skills that will serve them well beyond the classroom.

The school's dynamic American curriculum will be enriched by the freedom students have to shape their own learning journeys. Personalized academic pathways, workshops and apprenticeships within the community will allow each child to pursue interests in science, the arts, technology, or entrepreneurship, fostering a lifelong love of learning and a strong sense of agency.

GISS is set to become more than just a place of learning—it will be a hub for future leaders, innovators, and environmental stewards. By merging education with exploration, the school aims to empower students to think critically, act sustainably, and contribute meaningfully to the world around them. As the school prepares to welcome its first students, the foundation is being laid for a transformative educational experience that will shape the next generation of changemakers.





GEMS
International School
Somabai



AIA, The Arts, and an IB Education

By Jonathan Barford – School Leader, AIA

In a rapidly evolving world that celebrates innovation and creativity, the importance of arts education is often overshadowed. However, the creative spark ignited by arts classes—whether traditional visual arts like drawing, painting, and sculpture; music, drama; or even digital art—is essential for a well-rounded education and a thriving society.

Art, in its various forms, offers students a unique way to explore the world. Studying the arts also aligns with the core principles of a quality IB education, which emphasizes higher-order thinking, inquiry, and personal growth through the lens of the IB Learner Profile.



ALEXANDRIA INTERNATIONAL ACADEMY

INSPIRING
LIFELONG
LEARNERS



Art encourages higher-level critical thinking, inquiry, and analysis. The process of producing art requires creativity and innovation. There is no “memorize and repeat” in art; students must create. They must review and analyze their work with a critical eye, drawing on previous knowledge and experiences to generate meaningful results. Art also challenges students to approach problems from different perspectives, experiment with solutions, and refine their ideas through an iterative process. Engaging with the arts strengthens cognitive skills such as observation, pattern recognition, spatial reasoning, and fine motor skills. These skills are invaluable not only in the arts but across various academic disciplines.

As for the soft skills outlined in the IB Learner Profile, art encourages students to be risk-takers, open-minded, communicators, and reflective. The arts provide students with a platform to express their emotions both abstractly and concretely. Emotional expression helps students process experiences, develop empathy, and navigate the complexities of human emotions, thereby building stronger interpersonal relationships. It teaches them to be open-minded about others' experiences and to reflect on their own.

Many art forms, including theatre and music, are inherently collaborative and require strong communication skills to successfully complete a production. Students learn to work effectively in teams, communicate their ideas clearly, and respect diverse perspectives. Anyone who has ever performed on stage in front of an audience understands the level of risk-taking required in such a setting.

AIA boasts a robust arts program that begins with our early years learners and continues through to our IB Diploma Program students. Throughout their time at AIA, students are exposed to visual arts, digital art, drama, and music. Our extracurricular arts programs are vast, including student art exhibitions, class plays, performances, and large-scale school productions. AIA students participate in art competitions, visit theaters and galleries, and have the opportunity to meet experienced artists who share their journeys and insights. Every student at AIA is provided the chance to develop holistically through the arts.

While there is significant educational value in tests and quantifiable outcomes, we must not overlook the invaluable contributions of arts education. By nurturing creativity and fostering a love for artistic expression, we enrich the lives of our students and cultivate the innovative thinkers and compassionate citizens of tomorrow.



Unforgettable Moments at AIA's Annual Carnival 2024

The Annual Carnival 2024 at AIA, held on Saturday, November 16th, was a day filled with joy, excitement, and unforgettable moments. The event brought together the AIA community—families, friends, and staff—for an enriching experience that fostered a sense of togetherness. The day featured a wide array of engaging activities, from the thrilling Grip 'N Climb challenge to live pottery and painting sessions, offering attendees the chance to explore their creativity. For those seeking adventure, the shooting range and exciting science experiments provided a mix of learning and fun. Additionally, arts and crafts stations allowed young artists to express their imagination, while the cars track delighted car enthusiasts of all ages. The carnival truly encapsulated the spirit of fun and discovery, ensuring there was something for everyone.

Community events like the Annual Carnival are important as they strengthen bonds and create lasting memories for everyone involved. They provide a platform for families and the broader school community to connect outside of the classroom, enhancing the school's sense of unity and belonging. These gatherings are not only enjoyable but also reinforce AIA's commitment to creating a welcoming, collaborative environment where students, parents, and staff can come together, share experiences, and celebrate the joy of learning.





AIA Student Council Elections:

Shaping the Future of Leadership

The AIA Student Council elections were a momentous occasion, underscoring the significance of student leadership within our school community. During a lively assembly, our Student Council President, Amina El Hamouly, and Vice President, Amin Beshara, shared their inspiring vision for the council. They introduced the various roles available, from class representatives to event planners, emphasizing how each position contributes to making AIA an even better place to learn, grow, and connect. Their leadership is a testament to the school's commitment to nurturing young leaders who are passionate about shaping their school's future.

At AIA, we believe that student councils are crucial in fostering an inclusive school culture. They not only serve as a bridge between the students and faculty, but they also give our students a platform to express their ideas, voice their concerns, and lead initiatives that directly impact our community. These opportunities enable students to develop important life skills, such as teamwork, communication, and problem-solving, while making a positive difference. As the Student Council team work to bring their ideas to life, we look forward to the meaningful contributions they will make to our school, creating an environment that thrives on collaboration, innovation, and AIA pride.





Unleashing Creativity:

The Secret Formula Behind Hayah's Art Competition Success

Sherien D. Abdou – Head of Events

Department, Hayah International Academy

Art plays a vital role in personal development at all ages, enhancing cognitive, social, and emotional growth. Beyond its aesthetic value, art is essential to a well-rounded education, fostering creativity, critical thinking, self-expression, communication skills, confidence, and a sense of community.

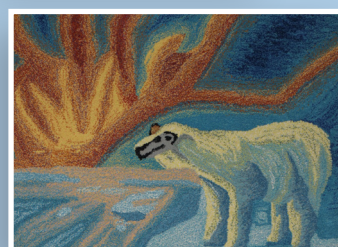
Hayah is committed to nurturing young talent by curating, hosting, and funding an annual visual arts competition among schools.

Starting with just five schools eleven years ago, the competition has grown to include nearly a hundred this year. Its strong foundation quickly garnered attention, becoming a renowned and highly sought-after event with a corresponding waiting list. Now, approximately 2,000 young artists from across the country have the opportunity to showcase their skills and gain recognition for their creativity. In past years, schools from the UAE and KSA have also participated.

The competition's categories have expanded over time to encompass a wider range of visual arts, including collage, 3D art, digital art, and photography. A panel of professional artists and educators from diverse backgrounds and disciplines judges the entries.

Each year features thought-provoking and unique themes designed to inspire reflection and challenge students' creativity, encouraging a deeper understanding of the world. These themes complement classroom learning and foster values such as compassion and tolerance. Past themes include "The Power in Me," "Ancient Civilizations," "Faces of Egypt," and "Innovation vs. Preservation."

A few years ago, the competition expanded its reach with the "Beyond Schools" initiative, extending invitations and support to non-governmental organizations and institutes. These NGOs, using art as a therapeutic and expressive outlet for underprivileged students, bring a unique dimension to our annual exhibition. With participant approval, some of the created artworks are donated to places in need, such as the Children's Cancer Hospital in Fayoum.





Hayah has proudly collaborated with supportive partners such as Art Café Egypt, Oriental Weavers, the Grand Egyptian Museum (operated by Legacy), Art Cairo, Innovera, Elmaayergy Stationery, and Sports Expo '25, among others.

Participating schools, dedicated partners, and generous sponsors who share our passion for art are key to the competition's continued growth and success. We are now planning for regional expansion and look forward to even more exciting developments.

Showcasing over 2,300 stunning artworks from 93 schools across Egypt, Hayah's 11th Annual Art Competition brought creativity to life under the theme "Endangered." Through vibrant and thought-provoking pieces, students demonstrated a deep understanding of the threats facing our planet either in drawings, collage pieces, 3D pieces, digital art or photography. A special highlight was the Beyond Schools section, featuring inspiring works from four incredible NGOs, showcasing the power of art beyond the classroom.

This year's exhibition was a breathtaking display of color, imagination, and artistic talent. We are incredibly grateful to our sponsors for their support and thrilled to have partnered with Sports Expo for this year's event.



Pioneering Excellence:

Hayah's Accreditation Milestones and Future Vision

Hayah International Academy continues to set the benchmark for academic excellence, celebrating a year of remarkable accreditation achievements across both its Main and West campuses. Through unwavering dedication and a steadfast commitment to quality education, our school division teams have worked tirelessly to collaborate with accreditation partners, showcasing the depth of our investments in academic and social programs that bring our mission to life.

This year, our accreditation journey continues with the successful completion of the Middle Years Programme (MYP) verification visit at Hayah's main campus, which confirms our MYP authorization and celebrates the school officially achieving IB Continuum School status. February 2025 has been a busy month for both Hayah Main Campus and Hayah West. At the Main Campus, we pioneered a joint visit by Cognia and the IB for Cognia's fifth reaccreditation of the American program at Hayah and our fourth evaluation of the IB Diploma Programme. Meanwhile, Hayah West successfully completed its PYP verification visit and is now an authorized Primary Years Programme (PYP) school.

Beyond traditional accreditation, Hayah is also spearheading a groundbreaking initiative in Egypt by collaborating with MSA to implement the "Responsible Artificial Intelligence in Learning" (RAIL) project. This pioneering endorsement ensures the ethical and purposeful integration of AI in education, equipping our students with future-ready skills while upholding our core values and identity.

As we look ahead, Hayah remains resolute in its mission to foster an educational environment that embraces innovation, integrity, and academic distinction. With every milestone, we reaffirm our dedication to shaping well-rounded, globally competent learners poised to make meaningful contributions to society.



Bringing a Classic to Life

Hayah's Spectacular Production of The Sound of Music

The timeless classic *The Sound of Music* came to life on Hayah International Academy's stage, where students captivated audiences with their remarkable vocal and acting talents. With two dedicated cast groups, the Performing Arts Department and a hardworking backstage team ensured a spectacular production that beautifully recreated the magic of the beloved musical. The show's success was reflected in the flawless performances and stunning set design as well as in the energy and passion each student poured into their role, both on and off the stage.

Through months of rehearsals, they honed essential skills such as teamwork, confidence, and discipline. Whether performing under the spotlight or managing the intricate backstage operations, students learned the value of collaboration and perseverance. Productions like these highlights how learning extends beyond the classroom, shaping well-rounded individuals who embrace creativity, responsibility, and self-expression.



Hayah West's Transition to High School and the New Horizons Ahead

Peter Vaughn – High School Principal, Hayah Main Campus,
Acting MYP Principal, Hayah West

One of Hayah Main Campus' greatest successes and sources of pride is our alumni. Employers and universities consistently give us feedback about how impressive Hayah alumni are and how they can see the positive influence Hayah has had on our graduates. We are especially proud that our alumni consistently come back to campus to visit, volunteer, enroll their children in early childhood, and even become teachers to continue to foster Hayah's spirit in the younger generations.

In the academic year 2025-2026, we will build this culture at Hayah West Campus as we welcome the Class of 2029 into high school. We have spent much of this year planning for the expansion into high school to ensure that we bring to West the same high school experience that has proven so successful at Main Campus.



In August 2025, we will open our new building for middle and high school classes. The new building will include new science labs, an art room and makerspace/ICT lab, as well as 18 new classrooms. Moving into the new building will not be the only major change next year for middle and high school students. We will also change our daily schedule to mirror what is in place at Hayah Main Campus. This will help ensure that high school students have the necessary contact time for all their courses as the courses will become more specialized.

We plan to implement the same academic program in high school at Hayah West that we have in place at Main Campus. Along with the MYP courses, students will also have the opportunity to choose an elective course as grade 9 students do at Main Campus. One of those elective options will be Model United Nations (MUN), and grade nine students will have the opportunity to attend the 2026 HIAMUN Conference at Main Campus, which is one of the most celebrated conferences in Egypt. Students will also have the choice of more electives in the performing arts division.

We are proud of the work that has gone into planning for the beginning of high school at Hayah West and look forward to welcoming Hayah West's first graduating class of 2029 into Grade 9.



Diversity Awareness Month at Hayah West

October is Diversity Awareness Month, a time to reflect on the individual differences that make our community unique. To honour this month, Hayah West invited Abdallah El-Genedy, the trainer of actor Taha El-Desouky for his role in the series "Hala Khasa." Abdallah, who has autism, shared his inspiring journey and engaged with our students. He spoke candidly about the challenges he faced in school and how those experiences shaped him into the person he is today. In addition to Abdallah's moving talk, our students took the initiative to create books and posters that raise awareness about diversity and inclusion.

Furthermore, during Diversity Month, Hayah West had the honor of hosting the talented visual artist Ms. Omneya Al-Sayed as a guest speaker for Grade 4. She shared her inspiring story of resilience after an accident that left her using a wheelchair and how she found healing through art. Ms. Omneya emphasized art as a powerful tool for self-regulation, helping us manage emotions and achieve balance. Through colors and creativity, she encouraged our students to express their unique voices, reminding us of the beauty in diversity and the transformative power of art.



Hayah West's First Musical:

A Dazzling Performance of The Lion King

On December 14th, Hayah West presented its highly anticipated first musical production, *The Lion King*. The stage was set to bring the magic of the African savanna to life, with our talented students taking center stage. This impressive performance showcased their incredible skills in acting, singing, and dancing, leaving the audience in awe. From the iconic opening scenes to the heartwarming conclusion, every moment was filled with passion and energy, making it an unforgettable experience for all.

The production highlighted the importance of the arts in a well-rounded education. Theatre performances, such as *The Lion King*, provide students with an opportunity to develop essential life skills such as teamwork, creativity, and public speaking. The cast, crew, choir, and dancers' dedication and hard work were impressive, as they brought the story to life with beautiful voices and stunning choreography. This production celebrated the spirit of collaboration and gave students a platform to express themselves, boosting their confidence and enhancing their appreciation for the arts.



Nurturing Excellence:

How SILS Competitions Shape Well-Rounded Individuals

Ahmed El Attar – School Leader, SILS

At SILS, excellence is not just a goal; it is a continuous journey.

Our Innovative Hubs challenge students to design practical solutions for real-world problems by integrating scientific principles and entrepreneurial approaches. By engaging with contemporary issues and applying their knowledge, our students develop critical thinking and research skills. This hands-on approach reinforces classroom learning while promoting a deeper understanding of the impact their ideas can have on society. The focus on entrepreneurship encourages students to view challenges as opportunities for growth and contribution.

Through dynamic competitions such as Technoxian and Ignited, we create avenues for students to grow beyond the classroom. These events are not merely contests; they are transformative experiences that cultivate essential life skills, foster innovation, and nurture well-rounded individuals prepared for future challenges.

Technoxian, an international robotics competition, invites students to engage in innovative robotics, coding, and artificial intelligence challenges. Participants collaborate in teams to solve complex problems, igniting their curiosity and sharpening their problem-solving abilities. By working together under tight deadlines, students learn the value of teamwork and communication—vital skills for success in today's interconnected world.

Ignited, a robotics and entrepreneurship competition, encourages students to merge technical expertise with business acumen. In this event, participants design innovative robotic solutions while developing entrepreneurial strategies to market their ideas. This dual focus fosters creativity and equips students with practical skills in innovation, project management, and strategic thinking. By presenting their ideas to judges and peers, students build confidence and learn to articulate their visions effectively.

At SILS, we believe that competitions foster interdisciplinary learning, creativity, and resilience. They nurture leadership, teamwork, and ethical responsibility, preparing students to be innovative thinkers and compassionate leaders. By balancing academic rigor with exploration, we empower students to excel academically, unlock their potential, and embrace a fulfilling, impactful future.



SILS Students Shine at the German House

The invitation to the German House (Das Deutsche Haus) was a memorable occasion for our middle school students at SILS, celebrating their hard work, dedication, and exceptional performance in their recent exams. This event not only recognized their academic achievements but also highlighted the commitment and discipline they have demonstrated throughout their studies. Held in a vibrant and engaging environment, the German House provided a wonderful opportunity for students to come together, enjoy a well-deserved moment of recognition, and reflect on their remarkable accomplishments.

The occasion emphasized the value of perseverance and excellence in academics, as students were celebrated for their efforts in achieving outstanding results. It also allowed them to socialize and connect with peers in a relaxed setting, strengthening the sense of pride and achievement within the school community. We are incredibly proud of our students for their remarkable accomplishments and thankful for the unwavering support of their teachers and parents, who have been crucial to their success. This event was a testament to the tremendous potential and bright futures of our middle school students at SILS, and we eagerly anticipate their continued growth and achievements in the years ahead.



Empowering Educators:

Weekly Professional Development at WILS

Rowida Rizk – School Leader, WILS

At Westview International Language School (WILS), investing in educator growth is central to our mission of delivering exceptional learning experiences. Each week, teachers participate in professional development sessions led by our Academic Coordinator and Stage Principals, designed to foster collaboration, innovation, and continuous improvement. These sessions directly support EEP's mission of investing in educators by providing them with the tools and knowledge they need to excel.

A unique feature of WILS' professional development is its personalized approach. Teachers are enrolled in The National College, gaining access to a wealth of resources and courses that support their professional journeys. In addition, weekly workshops are tailored to each teacher's individual needs and goals. These personalized plans are meticulously curated by Mr. Walid Tawfik, the school's academic coordinator, who uses classroom observations, teacher feedback, and student progress data to create practical and impactful plans.

The weekly sessions balance school-wide goals with personalized growth. Educators explore topics such as innovative teaching strategies, classroom management techniques, digital tools, and strategies for addressing specific student learning needs. These sessions also provide opportunities for teachers to share best practices and learn from one another.

The results of this holistic approach are clear. Teachers feel supported and empowered, leaving each session with concrete strategies and fresh perspectives ready for classroom implementation. This professional growth directly enhances student learning as educators bring their refined skills and insights into their teaching.

At WILS, professional development is not just a program—it is a culture of continuous learning and improvement. By investing in personalized growth opportunities and using resources like The National College, the school ensures its educators remain at the forefront of educational excellence, fostering a thriving and dynamic learning community for students and staff.



WILS Students Make Their Mark at The Young Entrepreneurs Symposium

Our sophomores at WILS showcased their entrepreneurial talents at the Young Entrepreneurs Symposium, presenting the results of their end-of-unit projects. Students created and marketed products they had thoroughly researched, designed, and developed, integrating market analysis, financial calculations, and business strategies into their presentations.

From homemade healthy treats to elegantly crafted scented candles, each student was prepared to answer questions about their competition, costs, and profit margins, ultimately selling out their products with no inventory left. They also leveraged social media to promote their products, generating buzz through personal pages and content. Guided by Ms. Fariza Mazhar, English and Business teacher, this hands-on experience offered valuable insights into the business world, helping students build essential skills and confidence for their entrepreneurial futures. We are proud of their achievements and eager to see what they accomplish in the future.



WILS Student Council: New Leaders, New Vision

The Student Council elections at WILS were a spirited and vibrant event, showcasing the enthusiasm and leadership potential of our students. On election day, our candidates, Jaida Mahmoud, Haneen Haitham, Salma Haytham, and others delivered inspiring speeches, outlining their visions for a positive and impactful year ahead. As the votes were counted, the room buzzed with anticipation, and when the results were announced, the atmosphere was one of celebration and pride.

We are excited to introduce the newly elected members of the WILS Student Council: Jaida Mahmoud as President, Salma Haytham as Social Impact Leader, Haneen Haitham as Vice President, Hana Mohamed as Academics Advisor, Jana Shahin as Event Planner, Ali Ahmed as PR Manager, and Juwairia Mahmoud as Sports Engagement Leader. Their leadership, passion, and commitment to making a difference are sure to shape a promising future for our school, and we look forward to seeing the impact they will have in the years to come.

MILS French School Achieves LabelFrancÉducation Certification: A New Standard of Excellence

Maha El Khamissy – School Leader, MILS

MILS French School has achieved a significant milestone by earning the prestigious LabelFrancÉducation certification from the French Ministry of Europe and Foreign Affairs. This certification recognizes exceptional schools worldwide that promote French language and culture to the highest standards. For MILS, this achievement underscores its dedication to academic excellence and solidifies its position as a leading French school in Egypt.

The LabelFrancÉducation is a mark of global recognition, celebrating schools that provide immersive French language experiences and integrate cultural values reflecting France's rich heritage. Achieving this certification reflects MILS's commitment to fostering a bilingual, multicultural learning environment.

A key factor contributing to this success is MILS's team of highly qualified educators. The school has consistently invested in their professional development, ensuring they are equipped with cutting-edge methodologies and pedagogical expertise. These educators create an engaging and inclusive atmosphere where students develop linguistic proficiency and a deep appreciation for French culture.

Complementing its exceptional faculty, MILS offers a comprehensive, internationally recognized curriculum. Its programs emphasize not only language acquisition but also a holistic understanding of subjects such as literature, history, and the arts from a Francophone perspective. This integrative approach fosters linguistic fluency, critical thinking, and cross-cultural awareness.

The LabelFrancÉducation certification is a testament to MILS's unwavering commitment to excellence, assuring parents and students that they are part of a globally recognized institution dedicated to nurturing bilingual and interculturally competent future leaders.

As MILS continues to uphold the values of this certification, it sets an inspiring example for other schools in the region. This milestone is not just a recognition of past achievements but also a commitment to an even brighter future in French education.



MILS Students Embrace Global Exchange Through the YES Program

Madinaty Integrated Language Schools (MILS) is proud to be part of the Kennedy-Lugar Youth Exchange and Study (YES) Program, organized by AFS and funded by the U.S. Department of State. This prestigious program offers high school students the unique opportunity to engage in a fully funded cultural exchange in the United States for an entire academic year, broadening their horizons and fostering global understanding.

This year, MILS hosted Oryza, an international student from Indonesia, whose presence enriched the school community. Oryza brought a wealth of cultural perspectives, creating opportunities for meaningful cross-cultural exchange that enhanced the learning environment for both students and faculty. Her time at MILS not only introduced new traditions, ideas, and values, but also allowed our students to better appreciate the diversity of the world around them.

Furthermore, two of MILS's Grade 11 students, Nada Ahmed and Nada Arafa, were selected to participate in the program and have spent an academic year in the United States on full scholarships. This opportunity allowed them to experience life abroad, immerse themselves in a different culture, and gain insights that were invaluable in their personal and academic growth. By participating in the YES Program, Nada and Nada have become ambassadors of our school, sharing their experiences and enriching the MILS community with their new knowledge and perspectives.

Cultural exchange plays a crucial role in shaping well-rounded individuals, as it encourages tolerance, broadens worldviews, and fosters mutual respect. At MILS, we believe that providing our students with opportunities to experience life abroad helps them develop the skills needed to succeed in an increasingly interconnected world. These initiatives reflect our commitment to preparing students for a globalized future and fostering an inclusive school environment where cultural diversity is celebrated.



Celebrating 12 Years of Excellence:

MLS's Remarkable Journey

By Sahar Rageh – School Leader, MLS

Established in 2013, Madinaty Language School has become a symbol of educational excellence, recognized as a premier national school. Over the past 12 years, we have redefined education by fostering creativity, embracing diversity, and empowering students to become confident, future-ready leaders.

Balanced Focus on Education and Activities

We place equal importance on academic excellence and extracurricular activities, nurturing an environment where students excel in the classroom while discovering their passion beyond it. Our comprehensive extracurricular programs are designed to shape well-rounded individuals, offering diverse opportunities in the arts, sports, and leadership.

Enhancing Our Students' Learning Journey

Our curriculum is thoughtfully crafted to integrate both national and international frameworks, ensuring that students receive a globally relevant education. We remain dedicated to continuously evolving our teaching methodology and tools to provide the highest quality of education possible.

Curriculum Enhancements

Building on the success of our previous upgrades to the English language curriculum in the Preparatory stage, we are now enhancing other areas to further enrich our students' learning experiences. For the Kindergarten stage, we've introduced a broader selection of engaging books, fostering a love of reading and exploration from an early age. In the Primary stage, we've integrated the Cambridge Pathway curriculum, providing a comprehensive and internationally recognized framework that supports academic excellence and prepares students for future challenges. Additionally, we have upgraded our provision for second languages, catering to all four language skills to ensure our students are well-prepared for international assessments.

STEM Integration

Our curriculum framework robustly integrates STEM, ensuring that students develop critical skills in science, technology, engineering, and mathematics. This focus has opened doors for our students to participate in innovation competitions, further enhancing their learning and creativity.

Innovative Learning Spaces

Establishing a fully equipped Multimedia Room has significantly facilitated innovative learning experiences, enhancing soft presentation skills and language fluency. In this space, students engage in podcast creation and video interviews in four languages—English, French, German, and Arabic.

Shaping Future-Ready Individuals

At MLS, we are committed to equipping students with the skills and values needed to thrive in an ever-changing world. Our focus includes character education, career readiness, future skills development, language acquisition, and fluency, as well as technology and innovation for learning.

Dynamic Drama Performances

Our students shine in drama productions at all stages, showcasing their artistic talents while building confidence, public speaking skills, and language mastery. The performances are presented in English, French, German, and Arabic, featuring a blend of cultures through magnificent costumes, music, and language.

Community and Charity Initiatives

Our students actively participate in charity work throughout the year, fostering a sense of empathy, social responsibility, and community engagement.

Engaging Workshops for Students and Parents

We conduct various workshops that equip students with essential life skills while providing parents with tools to support their children's learning journeys.

Celebrating Our Alumni

Today, our alumni stand as a testament to our mission, excelling in diverse fields and contributing meaningfully to society.

Advantages of Being Part of Egypt Education Platform (EEP)

Being part of EEP has opened doors to numerous growth and collaboration opportunities. With advanced tools, diverse resources, and a robust network of experts, we have elevated our educational practices. EEP provides opportunities for our students to participate in Model United Nations (MUN), enhancing their diplomatic skills, critical thinking, and global awareness. It also offers our high school students the chance to engage in an internship program, providing valuable real-world experience and insights into various career paths. Furthermore, EEP offers our students exciting opportunities to engage in competitions across arts, sports, innovation, and projects aligned with the United Nations (UN) Sustainable Development Goals (SDGs), inspiring them to contribute to meaningful global change. These experiences not only spark creativity and excellence but also foster a spirit of collaboration and healthy competition among our students.

Charting Our Path Forward

As we celebrate this milestone, we remain steadfast in our commitment to delivering world-class education. Our journey over the past 12 years reflects the dedication and passion of our educators, students, and the wider school community. With the continued support of EEP, we eagerly anticipate an even brighter future.

Here's to 12 years of excellence and many more to come!



MLS Drama Show:

Celebrating Talent and Creativity

The MLS Drama Show is an annual event that showcases the remarkable talents and dedication of its students. Held in the school's state-of-the-art theatre, the performances reflect the creativity and hard work students invest in their craft.

This year's show featured G2, preparatory, and secondary students, each presenting thought-provoking and engaging performances. The G2 Drama, "A Night at the MLS Museum," creatively blended history with theatre, transforming the space into a vibrant museum. Preparatory and secondary students followed with lively literary sketches and captivating dance routines, demonstrating their diverse talents.

Through hours of rehearsals, students refined their stage presence, perfected their lines, and built compelling characters, resulting in an entertaining evening filled with joy, suspense, and reflection.

Beyond entertainment, the Drama Show nurtures key skills such as teamwork, communication, and self-expression, helping students build confidence and discover a passion for the arts. The dedication of the students, guidance from their teachers, and support of the school community make this event truly remarkable.



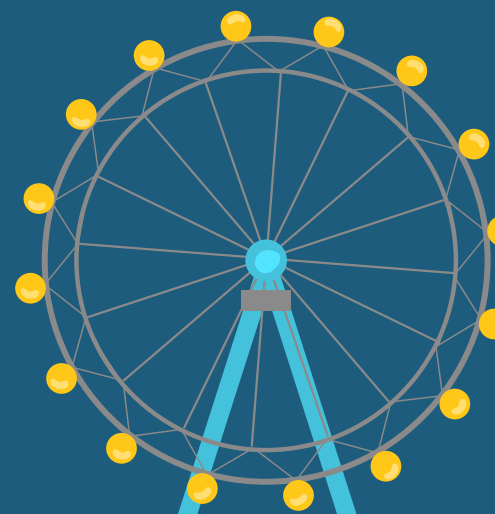


MLS CARNIVAL

A Day of Fun and Festivities

The MLS Carnival was a vibrant celebration, transforming the school grounds into a wonderland of entertainment for all to enjoy. The day was filled with energy and excitement, with guests immediately immersed in the sights and sounds of the festivities. Children's faces lit up as they encountered the dazzling array of attractions, including live performances by talented musicians, an entertaining clown show, and the playful antics of balloon artists crafting whimsical creations.

The carnival atmosphere was amplified by a variety of exciting activities, from a challenging obstacle course testing agility to a talent show where children showcased their gymnastics, acrobatics, and karate skills. The event also featured an engaging trivia contest that put knowledge to the test. The laughter, cheers, and joy from both children and adults made the day unforgettable, leaving everyone with cherished memories of a truly magical experience.



Creating a Second Home for Children and Families

By Sherin Ibrahim – Founder and CEO, Trillium and Petals Preschools

At Trillium and Petals, we believe that education is about more than just academics; it's about nurturing a sense of belonging and community. Our holistic approach prioritizes the social and emotional development of children, ensuring that every child feels safe, valued, and connected. This concept is embedded in the core framework of our preschool, making it a second home for both our children and their families.

From the very first day of the academic year, we focus on fostering bonds among children, parents, and educators. This initial connection sets the tone for a supportive and inclusive environment, where families feel they truly belong. We understand that strong relationships are the cornerstone of effective learning, and we actively promote interactions that encourage friendships and collaboration through various meetings and orientations.

In addition to our daily focus on emotional well-being, we organize monthly trips that enrich the educational experience. These outings are not just for fun but serve to strengthen the connections between our little ones and their educators. Each trip is an opportunity for the children to bond and create lasting memories together.

One of our key strategies is hosting regular events that bring families together, such as International Days, Family Events, and Mother/Father's Days, promoting dialogue and connection among families. Additionally, we invite parents to join us for events and to participate in classroom activities, such as reading stories to the children. These moments help foster a love for literature and create cherished memories that strengthen the bond between home and school.

Moreover, we organize fun-filled events throughout the year, where families can engage in games and activities alongside their children. These events provide a relaxed setting for families to interact, further deepening their connection to our preschool community.

Our commitment to creating a nurturing environment extends beyond events and trips. Each branch of Trillium and Petals is thoughtfully designed to facilitate interaction and engagement. We create spaces where children can explore, play, and learn together, fostering a sense of community that feels like home. Our educators are dedicated to maintaining this environment, ensuring that every child receives the attention and care they deserve.

We are proud to provide a space where children not only thrive academically but also grow emotionally and socially, building friendships that last a lifetime.

In conclusion, Trillium and Petals are more than just preschools; they are communities where children and families come together to learn, grow, and feel at home. We look forward to continuing this journey of connection and belonging, making every child's experience memorable and meaningful.



A Space Adventure at Trillium Preschool

Dressed as astronauts and filled with boundless curiosity, the young learners at Trillium Preschool embarked on an extraordinary space adventure, bringing the wonders of the solar system to life. Through a captivating planet walk, children explored detailed 3D models of planets, rockets, and a make-believe NASA office, transforming their learning environment into an immersive galaxy of discovery. Using telescopes, hands-on activities, and interactive

storytelling, they uncovered the unique characteristics of each celestial body, step by step, fostering a deep sense of wonder and excitement about the universe. Grounded in the Montessori approach, this engaging experience encouraged independent exploration, sensory-rich learning, and critical thinking. The event seamlessly blended imagination with education, allowing children to grasp complex scientific concepts through play and hands-on discovery.





Building Connections by the Sea: Trillium El Gouna's Memorable Meet & Greet

Against the stunning backdrop of El Gouna's sparkling waters, Trillium Preschool hosted a vibrant Meet & Greet, bringing together parents, children, and educators for a day of connection and joy. The event was designed to foster strong bonds within the Trillium community, offering a variety of engaging seaside activities and ice-breaking games. Families participated in lively Bingo rounds, interactive flashcard games, and spirited music and singing sessions, creating an atmosphere filled with warmth and excitement. As the sea breeze carried laughter across the gathering, parents and children shared in the joy of exploration, learning, and play.

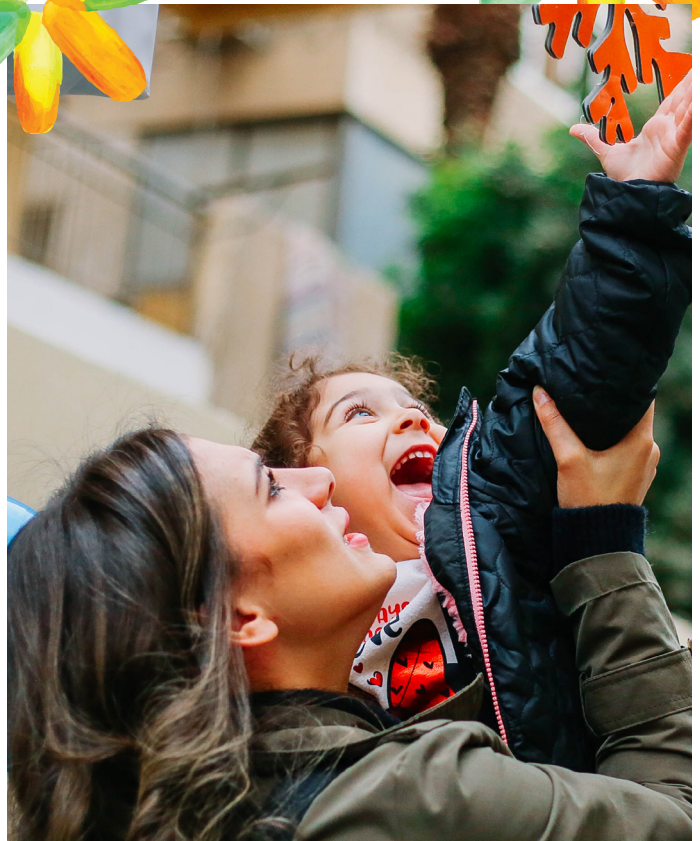
The Meet & Greet provided an invaluable opportunity for families to engage with the Trillium team, strengthening the partnership between home and school. It was a day of forging meaningful relationships, celebrating shared values, and embracing the spirit of togetherness that defines the Trillium community.





A Heartwarming Celebration:

Petals Preschool's Winter Festival



Petals Preschool's Winter Festival was a magical celebration that brought families together in a joyful atmosphere filled with warmth, laughter, and festive spirit. Parents and children immersed themselves in a day of hands-on activities, creative exploration, and exciting games, making unforgettable memories along the way. Every corner of the festival was alive with energy, from cheerful songs and dances to engaging winter-themed activities designed to spark curiosity and joy. The air was filled with the sounds of laughter and togetherness as families embraced the season's magic, sharing special moments that will be cherished for years to come.

Beyond the festivities, the Winter Festival provided a wonderful opportunity for parents to connect, strengthen bonds, and become part of a vibrant and supportive community. Through interactive games, group activities, and shared experiences, families got to know one another, reinforcing the preschool's commitment to building strong relationships between parents, children, and teachers. The event was a true reflection of Petals Preschool's nurturing Montessori environment, one that values collaboration, creativity, and the joy of learning.





4

Campus Chronicles

A glimpse into some of the most exciting events and happenings within our schools.

Open Days Welcome New Potential Families

EEP's Open Day events this year across some of our schools, including GISC, AIA, Hayah West, SILS, WILS, and GISS, have proven to be a tremendous success, offering prospective families a chance to connect with our leadership teams, explore our campuses, and immerse themselves in the innovative curricula that define our schools. Through engaging tours and insightful presentations, attendees were able to witness firsthand the dynamic learning environments and cutting-edge resources that help empower students to reach their fullest potential. The enthusiasm and positive feedback from parents highlighted the growing interest in becoming part of the EEP community, creating a welcoming atmosphere that reflects our commitment to excellence in education.





Navigating the Future:

Career Guidance Initiatives Across EEP Schools

EEP is committed to equipping students with the guidance and resources needed to navigate their future careers with confidence. From insightful interactions with industry experts and comprehensive university fairs to Career Weeks and university visits, these initiatives empower students to align their passions with their professional aspirations, enabling them to make well-informed decisions about their academic and career journeys.

Career Week at **GEMS TBS** provided students with an exceptional opportunity to explore diverse academic and professional paths, featuring a series of engaging discussions led by professionals from the technology, education, healthcare, and business sectors. These industry leaders shared valuable insights on topics such as the impact of artificial intelligence on the job market, the significance of STEAM literacy, negotiation strategies, and the art of effective communication. The week concluded with the EEP National University Fair, where students interacted with representatives from over 20 universities.

The Career and University Counseling Department at TBS (TBS-CUCD) plays a crucial role in guiding students through their academic and career choices, offering tailored support, including Career Week, career fairs, job shadowing, internships, and simulations. Additionally, GEMS TBS provides access to Unifrog, a career readiness platform, and emphasizes extracurricular activities to enhance university applications.

On a similar note, Career Week at **AIA** was also a success, allowing students to engage with guest speakers from diverse industries who shared personal stories, challenges, and triumphs. Exclusive sessions by Global Study UK and UNICAF provided students with invaluable insights into studying abroad. Additionally, Grade 11 and 12 students attended Traverse Summit, allowing them to explore their career options and apply to diverse opportunities.

GISC launched its first-ever Career Week, marking a significant milestone in its commitment to career readiness. Through specialized workshops and interactions with industry professionals, students gained unmatched experience in finance, business education, and human resources.





Moreover, **Hayah International Academy** hosted an extensive University Fair, welcoming over 130 universities and educational institutions from Egypt and beyond. This event provided high school students and their families the opportunity to engage with university representatives, explore different academic programs, and inquire about scholarships. For younger students, Hayah's Grade 5 Job Fair was an inspiring initiative where students participated in mock interviews conducted by parents and teachers, helping instill confidence and professional communication skills at an early stage.



MILS provided Grade 11 and 12 students with a transformative experience at the Edugate University Fair, where they explored diverse educational opportunities across 38 organizations, including local and international universities and study-abroad agencies. Grade 10 students also embarked on an exciting journey through "The Company" Program by INJAZ, where they delved into social entrepreneurship, project management, leadership, and financial literacy. Additionally, secondary students attended the Traverse Summit, engaging with academic representatives to explore various career pathways.



On the other hand, Grade 10 and 11 students **WILS** students actively participated in two Edugate university fairs, where they explored top universities and engaged with professionals about international applications, in addition to attending the University Fair at GEMS BISM. Career Day at WILS showcased the journey of professional growth, where experts in media, brand management, and healthcare shared inspiring stories that offered students valuable insights into perseverance, adaptability, and passion for success. Career Week at WILS featured career lectures by parents, interactive classroom visits, and career video interview projects where students explored professions within their families. Younger students participated in a Career Dress-Up Day, while older students attended career counseling and self-marketing workshops by Global Study UK.



GEMS BISM hosted a dynamic Career Week featuring industry leaders and entrepreneurs who shared valuable insights on content creation, technology, and career pathways. Parent workshops focused on university selection and career well-being, ensuring a holistic approach to career guidance.

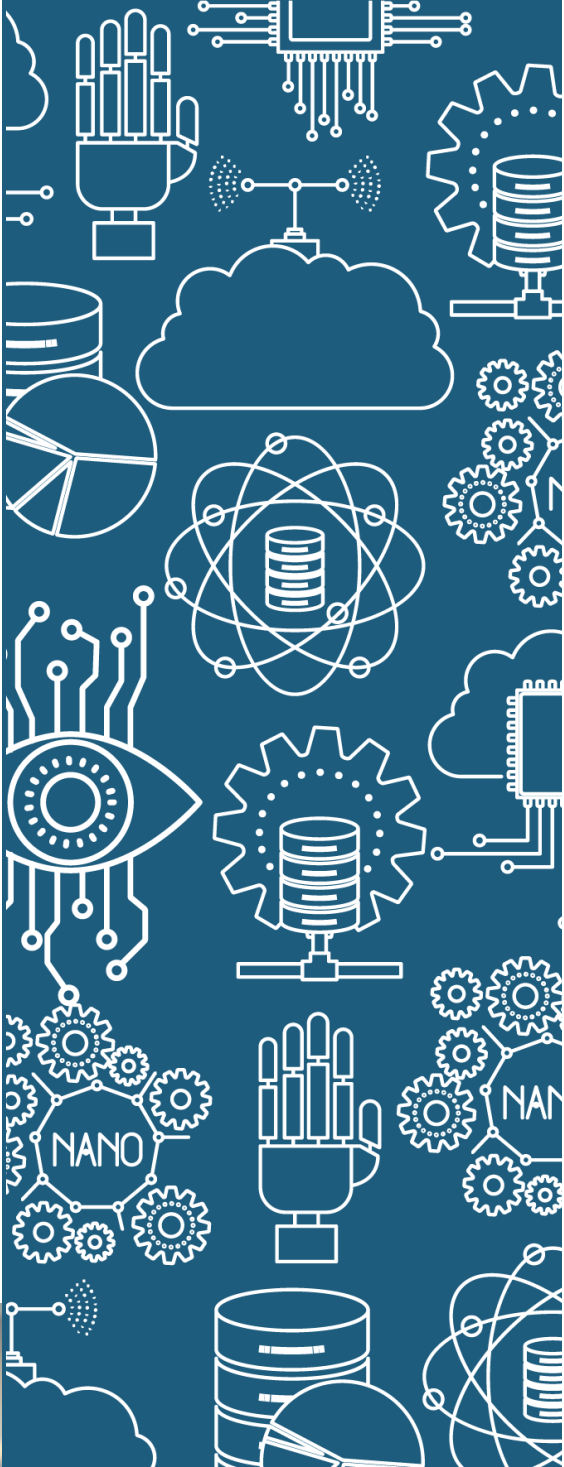
In partnership with Unipal, Egypt's leading study abroad agency, the EEP International University Fair held at GEMS BISM welcomed 38 organizations, including local and international universities, providing students with direct access to academic representatives.

As career landscapes continue to evolve, these initiatives ensure that students are aware of their options and equipped with the skills, resilience, and ambition to pursue their dreams.

EEP Schools Join the Hour of Code Global Movement

EEP schools, GEMS BISM, GEMS TBS, GISC, AIA, MLS, MILS, SILS, and WILS proudly participated in the global Hour of Code initiative during the week of December 9-15, joining millions of students in over 180 countries. This year's theme, "Make the Invisible Visible," inspired students to connect computer science with their passions, whether in music, fashion, sports, or gaming. During this one-hour event, students engaged in hands-on activities such as creating games, designing animations, and solving coding puzzles, offering them a glimpse into the exciting world of computer science.

The Hour of Code provided students with valuable skills such as critical thinking, creativity, problem-solving, and digital literacy. By participating, our students learned to break down tasks, debug programs, and collaborate on coding challenges. This experience is crucial in equipping them with the foundational knowledge and innovative thinking needed to thrive in an increasingly technology-driven world. At EEP, we are committed to empowering students with 21st-century skills that nurture their resilience, creativity, and logic, laying the groundwork for future pioneers in technology.



An Unforgettable Space Journey for Students with Stardust

EEP partnered with Stardust, a pioneering company renowned for its groundbreaking work in space exploration and its collaborations with NASA, Blue Origin, and the Canadian Space Agency. As part of Stardust's global school tour, Jason Michaud, CEO and Founder of Stardust, and his expert team visited EEP schools, offering students the opportunity to engage in interactive sessions and hands-on activities. Schools participating in this unique experience included GEMS British International School of Madinaty (GEMS BISM), GEMS British School AI Rehab (GEMS TBS), GEMS International School Cairo (GISC), Alexandria International Academy (AIA), Madinaty Integrated Language School (MILS), Scholars International Language School (SILS), Westview International Language School (WILS), and Madinaty Language School (MLS).

This exciting collaboration ignited curiosity and passion for space exploration, providing students with a glimpse into future careers in space, while exploring space-related technologies and skills essential for tomorrow's innovators and explorers.

Through this immersive experience, students gained invaluable insights into space exploration, learning about the latest technologies and the skills needed for future careers in this field. By engaging with Jason Michaud's personal stories, wearing a flight suit used in zero, moon, and Mars gravity, and participating in space-related experiments, students were encouraged to think critically, innovate, and explore new frontiers in science. This experience is critical for preparing them for tomorrow's jobs, as it fosters creativity, problem-solving, and a passion for exploration—key skills that will empower our students to shape the future of space research and beyond.





Christmas Celebrations Across the EEP Network

The holiday season brought festive cheer to EEP schools, with each community coming together to celebrate in unique and heartwarming ways. From magical winter concerts and joyful fairs to enchanting performances and charity-driven initiatives, students showcased their talents and embraced the spirit of togetherness. Whether it was GISC's captivating Winter Concert, AIA's inspiring performances, or GEMS BISM's charity-driven Christmas Fair, every school contributed to creating unforgettable moments. The SILS Winter Party was a joyous celebration filled with student performances, festive games, and a heartwarming family gathering. Meanwhile, WILS, MILS, and MLS filled their campuses with music, laughter, and festive activities, spreading warmth and joy. At GEMS TBS, the theme of "Children Helping Children" added deeper meaning to the celebrations, as students raised funds for Tawasol Egypt, making a real impact beyond their school gates. These celebrations truly embodied the magic of the season, uniting students, teachers, and families in a shared experience of joy and generosity.





5

Beyond the Classroom

A deep dive into the diverse events that enrich students' learning outside of the classroom, including sports events, student competitions, and MUN simulations.



EEP Students Lead the Charge in Various Sports Competitions

Students across EEP schools have once again demonstrated their athletic talent, showcasing exceptional dedication, sportsmanship, and team spirit across a variety of competitions. From basketball to football, and marathons to track events, our students have proven their dedication and passion for sports, bringing pride to their schools and the broader EEP community.



Jr. NBA Tournament

Hayah West made an impressive mark at the Jr. NBA Tournament, held right at their own campus. The Hayah West Sharks dominated the 3x3 competitions for the U12 and U14 categories, competing against over 30 schools. **GISC and GEMS BISM** were also part of this exciting event, with both schools showcasing their talented athletes. The **GEMS TBS** Tigers basketball teams had an outstanding first term, with the U12-U14 Girls team demonstrating exceptional talent. Meanwhile, their boys' team secured impressive victories against several schools, showcasing their dedication and strategic play. Their efforts culminated in winning first place in the friendly tournament at Repton.



BSME Tournaments

Two of EEP's British schools, **GEMS BISM** and **GEMS TBS**, took part in various sports tournaments as members of the British Schools in the Middle East (BSME) network. GEMS BISM demonstrated outstanding athleticism at the BSME U15 Football Games, where their boys' and girls' teams excelled. The U15 Girls team showcased incredible resilience and teamwork, making it to the semi-finals and finishing in a commendable 3rd place. The U15 Boys, however, were unstoppable, advancing to the finals and delivering a brilliant 3-0 victory, claiming the championship title. GEMS TBS competed in multiple BSME tournaments this season, participating in football, volleyball, and athletics events. At the BSME U13 Championship, the Tigers secured second place in the girls' competition and fifth in the boys' competition.

Friendly Football Matches

AIA made a strong impact in friendly football matches, with the AIA Foxes claiming victories in most of their encounters against schools such as GEMS, Everest, and Smart Schools. Meanwhile, **WILS** and **SILS** competed against Right to Dream Academy for a series of friendly matches, both at home and away. **GEMS TBS** played friendly football matches against **GEMS BISM** on October 7 and Repton Cairo on October 16. In November, they hosted and competed in football and basketball games, including a friendly event on November 4 with U14 and U16 teams, a basketball match against GISC on November 6, and a U11 boys' football match against The Royal British International School on November 20.



EEP schools continue to nurture a culture of excellence in sports, providing students with opportunities to compete, grow, and shine. Their achievements reflect their dedication, teamwork, and passion for athletic success.

EEP Students Make an Impact at MUN Events

EEP schools continue to make their mark at Model United Nations (MUN) conferences, with impressive performances across various prestigious events. Students have demonstrated their commitment to global leadership, diplomacy, and intellectual excellence.



GEMUN: The Catalyst

GEMUN: The Catalyst, hosted by GEMS TBS, saw an impressive display of diplomacy and leadership from various EEP schools, including GEMS TBS, MILS, AIA, and GEMS BISM. This year's event, marking a significant milestone in Cairo's MUN history, attracted 17 schools from across Cairo and was the largest MUN conference to date. Under the leadership of GEMS TBS students, Secretary-General Omar Abbass and Deputy Secretaries-General Nagham Sharaf and Yousif Hayat, the conference introduced Junior Councils for the first time, providing younger students with the opportunity to engage in MUN activities. GEMS TBS students excelled in this category, winning three out of four awards.

From MLS, Salma Sherif was recognized with an honorable mention for her exceptional performance. MILS also had an outstanding presence at GEMUN, with senior student Malak Mohamed delivering the opening speech as the Chair of the Junior General Assembly First Committee (JGA1), reflecting her leadership abilities. GEMS BISM continued its strong MUN tradition, with 16 delegates and three co-chairs—Sapheya Adham, Logen Amer, and Saif Alvaïd—leading engaging debates on issues such as immigration, media censorship, and smuggling networks in Asia. Congratulations were extended to Younis Al Akhali (Honorable Mention, Security Council) and Mohamed Qulfat (Honorable Mention, Human Rights Council) for their exceptional contributions.



FASMUN and SASMUN

AIA stood out at the FASMUN Conference held at Forsan International School. AIA students brought home three prestigious awards: Best Delegate and two Honorable Mentions, showcasing their exceptional debating skills and understanding of international relations. A special shoutout goes to the first-time delegates and junior assembly students from Grade 7, whose passion and poise were remarkable.

At the SASMUN Conference at Schutz American School, AIA delegates impressed with their well-crafted resolutions and impactful points of information, making another great achievement for our AIA students.



HIAMUN

In its 15th annual round under the title 'Synapses,' Hayah's Model United Nations, affiliated with THIMUN, a non-governmental organization based in The Hague that accredits the most prestigious MUN conferences around the world, hosted over 500 delegates from schools around Egypt and for the first time international delegates from Qatar and Kuwait, becoming the biggest HS model united nations conference in Egypt. Keynote speaker Dr. Nagua Elmetwalli, president of the women's association in Egypt, gave an enriching talk highlighting the importance of leadership in using the power in uplifting others.

HIAMUN is proudly a member of MUN Impact, paying back to the community and raising funds for NGOs annually, collecting over EGP 750,000 for causes related to SDG goals.



AIAMUN

The AIAMUN Conference, held on Friday, February 7th, and Saturday, February 8th, 2025, marked a significant milestone as AIA's first official MUN event, bringing together honorable delegates for two days of diplomacy, debate, and global collaboration. The conference began with a grand opening ceremony, featuring a spectacular flag show and inspiring speeches from the principal, MUN director, and deputy secretaries-general. Delegates engaged in dynamic committee sessions, navigating intense debates and strategic alliances.



EGIMUN

Students from GEMS TBS and AIA made an outstanding impact at this year's El Gouna International Model United Nations (EGIMUN) from February 1st to 4th, showcasing their diplomatic skills and global awareness. Beyond the committee sessions, participants embraced service initiatives, including mangrove planting and beach cleanups, demonstrating their dedication to sustainability and community service. GEMS TBS delegates excelled, earning top accolades such as Best Delegate awards for Eyad Abubaker, Malak Mohamed, Yehia Ayman, and Adam Tammam; Honorable Mention for Yassin Sherif and Sabirin Abdikadir; and Best Support awards for Al Hassan Nasser and Junle Liu. AIA students also shone brightly, making their mark in committees and forming meaningful connections with peers from across Egypt. Their exceptional performance was recognized with Best Delegate awarded to Amin Beshara and Honorable Mention to Ahmed Atef.

EEP Schools Dominate Prestigious Competitions

Students across EEP schools have demonstrated their excellence by participating in prestigious local and international competitions. Through robotics, STEM, language competitions, and academic challenges, students gain problem-solving abilities, teamwork experience, and critical thinking skills essential for their future success.

Codeavour 6.0

SILS and WILS students showcased their coding and robotics expertise in the SDG-focused Codeavour 6.0 competition, the biggest coding and AI competition in the Middle East. Combined teams from both schools, with 32 students divided into 11 teams, showcased exceptional innovation across various technology-driven sustainability projects. AI Food Bot addressed food sustainability with AI-powered solutions, while Attendants Recorder combined technical efficiency with eco-conscious innovation. The Compost Production Device earned recognition for its high-efficiency programming and outstanding performance, and the Posture Corrector stood out for its innovative approach to health and posture improvement. Teams received awards for Best Code, Best Performance, Best Idea, and Sustainability Hero, with Posture Corrector achieving an international milestone by ranking in the Top 10 and advancing to the finals in Qatar.

Technoxian Competition 2024

Students from SILS and WILS showcased exceptional creativity, technical expertise, and teamwork at the Technoxian Competition, competing against 103 teams and 600 students. Team Flash secured 1st place in the Innovation Category, while Team Rocket League was recognized for the Best Innovative & Creative Idea in the Soccer Category. In the Race Junior Category, Team Kemet claimed 1st place, followed by Team Lightning Speed in 2nd place. Additionally, Team Eagles earned recognition for Best Mechanical Design in the Sumo Category. The Technoxian Competition, a global platform featuring participants from countries such as Turkey, Kenya, Italy, and Norway, provides students with the opportunity to push boundaries and apply their knowledge in real-world scenarios.

IST Knowledge Cup – 2nd Edition 2025

Grade 6 students from Hayah West participated in the IST Knowledge Cup, competing in subjects like Mathematics, Science, Arabic, and Social Studies. They reached the semifinals and secured 3rd place, defeating esteemed international schools.



Robotics Championship Egypt

Seven elementary Robotics teams consisting of 32 students represented Hayah International Academy in the Robotics Championship of Egypt held in February. Hayah students returned with multiple cups and positions in the construction category as well as the “Line Follower” category while ranking first place in teamwork, reflecting the dedication of the Hayah STEAM program.

GISC’s PYP and MYP Robotics Competition

GISC celebrated a triumphant robotics competition for its PYP and MYP students, with the junior team claiming victory and the senior team achieving a commendable fourth place. Both teams demonstrated exceptional design, teamwork, and problem-solving skills, highlighting the school’s commitment to STEM education within its Design Technology curriculum.

Arab Artificial Intelligence Olympiad

Three high school teams proudly represented Hayah International Academy at the Arab AI Olympiad in El-Alamein in February, earning prestigious awards in coding and machine learning. Competing among 111 contestants, Ahmed Mamdouh secured an impressive 12th place in the Coding Marathon. The competition consisted of various challenges in Machine Learning, Computer Vision, Embedded Systems, Cybersecurity, and Coding. For three months, students trained under Logi Club Egypt, a leading robotics and coding organization, with guidance from the Hayah ICT Department.

ISEE Writing Competition

Hayah International Academy participated in the ISEE Group Creative Writing Competition, a platform celebrating literary talent among Cairo’s students. Recognizing outstanding performance in Language & Literature, exceptional MAP Reading and Language Usage scores, and a passion for writing, select Middle School students were chosen to represent Hayah. Mohamed Ahmed Refaei, Grade 7 student, earned an impressive second place with his powerful piece, “Why Palestine.”

EEP schools continue to empower students by providing them with platforms to compete, innovate, and excel. These competitions recognize students’ talents and instill essential skills like critical thinking, collaboration, and resilience.



FIND THE CO-WORKER BINGO

Find Someone who...

Has visited 3 countries for work	Drinks their coffee black	Speaks more than 2 languages	Has more than 10 years of experience	Has completed at least 2 online courses
Is great at writing professional emails	Started in a different career field	Has traveled for a work conference	Has given a presentation this week	Always takes meeting notes
Onboarded a new hire	Commutes for over an hour	Keeps snacks at their desk	Has worked in startups and corporates	Sent an email before 7 AM
Talked about lunch more than 4 times a day	Helped a colleague with a task	Worked on weekends	Said "Sorry I was on mute" in a Zoom meeting	Uses emojis in work emails
Had an office chair spin moment to think	Checked your email after 6 PM	Recalled an email today	Submitted a task early	Went to the bathroom more than 5 times in one day

WORD SEARCH



EDUCATION

SUCCESS

ACHIEVEMENT

SCHOOLS

CURRICULUM

ADMISSIONS

CONNECT

FUTURE

KNOWLEDGE

INNOVATION



6

United in Action

A closer look at the major corporate events, trainings, and happenings that bring our EEP community together.

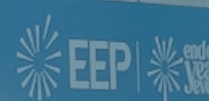


end of year event

EEP



Navigating Opportunities and Challenges
Organizational Culture and Its Role in Business Expansion



Strengthening Bonds, Embracing Growth

EEP celebrated its fourth End-of-Year Event in grand style at the Address Beach Resort Marassi, North Coast, from October 8th to 10th 2024, gathering its corporate staff and education leaders for a vibrant, transformative event that celebrated our shared accomplishments, fostered connections beyond the office, and underscored the significance of teamwork in driving our collective success.

The event featured an insightful business review presentation by EEP's Group CEO, Middle East and Africa, Ahmed Wahby, who shared a compelling overview of EEP's remarkable growth trajectory and exciting expansion plans. This was followed by an awards ceremony that honored the outstanding contributions of individuals, teams, and departments—celebrating the hard work, dedication, and spirit of excellence that continues to define EEP.

One of the highlights of the event was the thought-provoking panel discussion titled "Emphasizing the Role of Organizational Culture in Navigating the Challenges of Business Expansion," led by EEP's directors and education leaders. Moderated by Amr Sherif, EEP's Group Marketing and Commercial Director, Middle East & Africa, the panel brought together key leaders from across the organization. The esteemed panelists included Ahmed Wahby, EEP's Group CEO, Middle East and Africa; Adel Badr, EEP's Group CFO, Middle East & Africa; David Pontich, EEP's Group VP Education, Middle East & Africa; Mohamed Khalifa, Managing Director of EFG Hermes; Mohamed Kamel, CEO of Option Travel; Mostafa Hamdy, CEO of Selah El Telmeez; and Abeya Fathy, Head of School at Hayah International Academy.

The discussion focused on building successful teams, emphasizing the importance of effective communication, clear leadership, and collaboration in a fast-growing business environment. The panelists also discussed how understanding the market and customers, cultivating employee loyalty, and fostering resilience can guide organizations through challenging times and ensure sustainable growth. These conversations provided invaluable insights on how EEP's organizational culture continues to support our business expansion and drive our success.

To add an extra layer of excitement and surprise, attendees were treated to a mesmerizing performance by marimba musician Nesma Abdelaziz. The next day, the atmosphere shifted to high energy with thrilling beach team-building activities designed to bring colleagues together in a spirit of fun and collaboration.

With each year, the EEP team grows stronger, more resilient, and more unified. We are excited for what lies ahead, confident that our collective efforts and dedication will continue to drive the success of our business and create lasting impact across Egypt's education landscape.





Presentation
and Panel

Entertainment





Team-Building
Activity

Lunch



EEP Mid-Year Suhour:

A Vision for Growth, Leadership, and Expansion



Against the breathtaking backdrop of the Pyramids, EEP celebrated a year of outstanding achievements and outlined its ambitious vision for the future at its Mid-Year Suhour at the Grand Egyptian Museum on March 19th, 2025. Bringing together EEP’s corporate team and education leaders, the event reflected on milestones, announced strategic developments, and honored the individuals driving EEP’s continued success.

The event highlighted EEP’s exceptional performance, with results surpassing expectations across all key financial and operational measures. All assets played a vital role in fueling the company’s impressive growth, marking the beginning of what is shaping up to be a standout year.

Looking ahead, EEP outlined bold plans for the coming years, including the launch of new schools and nurseries and financial growth targets. With Egypt serving as the cornerstone of its regional operations, EEP remains committed to strengthening its position as a leading education provider.

The event also provided a platform to celebrate leadership transitions and promotions. Adel Badr was promoted to Group Chief Financial Officer, Middle East & Africa, David Pontich was promoted to Group VP Education, Middle East & Africa, and Amgad Sorour was promoted to Regional Operations Director. Amr Sherif was promoted to Group Marketing and Commercial Director, Middle East & Africa. Heartfelt video tributes from employees to their directors added a personal and touching moment to the evening, recognizing the dedication and commitment of EEP’s community.

Following an evening of reflection and celebration, guests moved to Al Mashrafia Tent for suhour, where they enjoyed a stunning view of the illuminated Pyramids.

With a year of exceptional growth behind them, EEP’s leadership and teams are positioned for even greater success, ensuring the platform continues to redefine the future of education in Egypt and beyond.





EEP Schools' Community Service Initiatives

At EEP, community service and charity initiatives are woven into the fabric of every school, creating a culture of empathy, compassion, and giving. Below is a glimpse of how each school has embraced charitable causes and made meaningful contributions to the community.

Hayah West: A Heartfelt Approach to Community Service

Hayah West students are leading the way with their charity initiatives. Middle school students took part in the Service as Action project, visiting a nursery in Saqqara. This experience, inspired by the values of compassion and community taught in Religion and Quran classes, allowed students to share smiles, stories, and support. The trip was a small step that made a big difference in the lives of the children they visited.

Grade 6 students are also taking action to keep their community clean. They created vibrant posters to raise awareness about reducing litter and food waste, inspiring peers and the wider community to join the movement for a cleaner, greener future.

The Hayah West Parent Teacher Association (PTA) introduced two after-school clubs in partnership with Nawrna, a nonprofit dedicated to educational initiatives. The Science Club and Programming Club were an instant success, fully booked with eager middle school students.

Additionally, Hayah West students have organized numerous charity activities, including a Bake Sale and a School Bag Drive, aimed at supporting underprivileged students and the dedicated support staff at the school.



GISC: Giving Back with Heart

At GISC, service to the community is a core value. Students have engaged in a variety of initiatives this year, including organizing a blanket drive, leading environmental clean-up campaigns, and launching the “Pay It Forward” project. This initiative focused on supporting the school’s blue-collar staff by giving back to their families in meaningful ways. These projects have helped students develop leadership skills, empathy, and a deeper understanding of social responsibility, leaving a lasting impact on both the community and the students themselves.



MLS: Serving the Needy with Compassion

Madinaty Language School (MLS) students have shown their commitment to community service by partnering with the Egyptian Food Bank. Secondary stage students participated in a hands-on project where they packed 1,000 meals for families facing food insecurity. This experience not only provided students with an opportunity to contribute directly to those in need but also fostered a deeper understanding of the challenges faced by less fortunate members of the community.

SILS: Fostering Compassion and Responsibility

Community service is a core pillar of student development at SILS, encouraging empathy, leadership, and active citizenship. Through various initiatives, including the Ramadan bag packing in collaboration with the Egyptian Food Bank, students united in meaningful acts of giving.



AIA:

A School Committed to Making a Difference

Alexandria International Academy (AIA) students have taken their community service to heart, with Grade 12 students visiting Ayadi 4040, a hospital dedicated to supporting cancer patients. As part of their CAS project, the students conducted an in-depth investigation to assist the hospital in its mission. They decided to create a marketing video to raise awareness and encourage donations for cancer patients, showing the power of storytelling in driving social change.

In addition, AIA students organized a Winter Bazaar, which raised 14,000 EGP for Ayadi 4040. The event was supported by students, parents, and staff, all coming together to make a difference. The school also held a Winter Blanket Drive, ensuring that children in two orphanages received blankets, winter clothes, and a heater, spreading warmth and joy.

AIA's commitment to giving extends to educational support as well. Students organized a school supplies drive to provide students in need with the tools for success. Through this initiative, AIA's community made sure that every child had the essential materials to thrive in their studies.



WILS:

Packing Ramadan Boxes

The entire WILS community united to prepare essential Ramadan food bags for those in need. Students worked side by side, demonstrating compassion, teamwork, and a shared commitment to making a difference. This initiative was in collaboration with Resala Charity Organization, which collected and distributed the boxes to those in need.



GEMS BISM:

Making a Difference Through Charity Week and Sustainability Efforts

GEMS BISM students came together for Charity Week, featuring activities such as chess battles, sports tournaments, and a bake sale. All proceeds went toward renovating schools in need. The event reflected the GEMS BISM spirit of teamwork, generosity, and community impact.

The GEMS BISM Student Council also organized a school supplies initiative in collaboration with the Hands in Hands by AUC program. Students and parents contributed to providing essential school materials to those in need, showcasing the school's commitment to social responsibility.

Sustainability is another key focus for GEMS BISM. During Recycling Week, students used iPads to spark creative ideas for repurposing unused items. Secondary students competed to collect and donate school supplies, while younger students crafted sustainable projects to raise awareness about reducing waste.



GEMS TBS:

Helping Those in Need

GEMS TBS embraced the spirit of giving through various impactful initiatives that brought the school community together for meaningful causes. The Winter Fair was a great success, centered around "Children Helping Children." Students designed products to raise funds for Tawasol Egypt, an NGO supporting underprivileged communities. Additional fundraising events that brought the community together for a great cause included the Primary Festive Disco, Movie Night, and Christmas Jumper Day, raising a total of EGP 132,000.

Raising awareness about breast cancer through Think Pink Day, GEMS TBS students organized a bake sale and several fun activities to raise EGP 67,000 for a new mammogram machine for Baheya Hospital.

Elevating Educational Excellence:

EEP CEU’s Training Initiatives

Egypt Education Platform’s (EEP) Central Education Unit (CEU) continues to drive educational excellence by implementing a series of transformative training programs across its network of schools. These initiatives align with EEP’s Education Capabilities Program, which focuses on innovation, professional development, students’ career pathways, and safeguarding. By investing in the growth of its educators, EEP builds a culture of continuous learning and academic advancement across its schools.

Innovating Classroom Learning Through LEGO-Based STEAM Education

Educators at AIA and MLS participated in the “Teaching with LEGO Essential and Prime: Engineering, Coding, and Creativity” training led by Sherif Nabawy, EEP’s Innovation and EdTech Director, and Hebba Haroun, EEP’s EdTech Innovation and Curriculum Specialist. Teachers explored LEGO Essential and Prime kits, integrating engineering, coding, and creativity into STEAM education. This training helped educators support students for the EEP Innova8 competition.

Enhancing Teaching Methodologies with Design Thinking

At AIA, PYP teachers participated in a dynamic session on the Design Thinking Process led by Hebba Haroun. The session, aligned with AIA’s Program of Inquiry (POI), introduced educators to innovative methodologies that enhance student creativity and problem-solving skills. By embedding design thinking principles into their teaching strategies, educators are better equipped to create engaging and impactful learning experiences.



Advancing Digital Literacy

In line with fostering a responsible digital culture, GISC parents participated in a valuable session on digital literacy, led by Hebba Haroun. The workshop emphasized positive online behavior, addressed student challenges, and encouraged parents to lead by example in creating a respectful and safe digital environment.

Safeguarding and Student Well-Being: A Core Priority

A safeguarding training was conducted at MLS for new teachers, while a refresher session was provided for returning educators by Noha Morsy, EEP's Deputy Director of Education and Safeguarding Manager. At SILS and WILS, staff members completed an intensive safeguarding program, also led by Noha Morsy and Engy Hammam, EEP's Safeguarding Lead, focusing on recognizing and responding to potential child abuse or neglect cases.

Additionally, GISC hosted a comprehensive safeguarding workshop for its blue-collar workers led by Noha Morsy, emphasizing the importance of vigilance in identifying and reporting potential concerns. In parallel, EEP's Designated Safeguarding Leads (DSLs) from multiple schools, including GEMS TBS, MLS, MILS, GISC, AIA, and GEMS BISM, completed Level 3 safeguarding training.

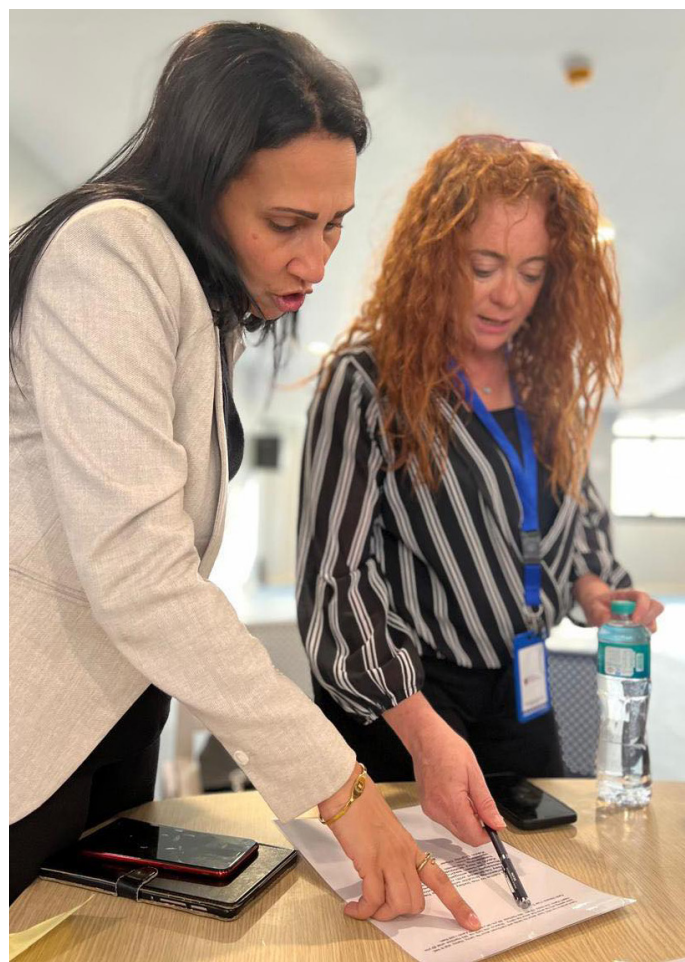
Preparing for Emergencies with Health, Safety, and Environment (HSE) Training

As part of EEP's commitment to maintaining secure learning environments, Hoda Gamal, EEP's HSE Manager, led an emergency preparedness training session at GISC. The session covered response protocols for fire and lockdown scenarios, equipping staff with the necessary skills to execute swift and orderly evacuations. A fire drill followed the training, reinforcing the importance of calm and coordinated responses in emergency situations.

Professional Growth Through Cross-School Collaboration

In an effort to promote professional collaboration, GISC hosted educators from AIA for a job-shadowing initiative under the EEP Job Shadowing Program. This experience allowed teachers to observe best teaching practices, exchange knowledge, and refine their instructional approaches. Later, GISC also hosted fellow educators from WILS, further enriching the exchange of expertise and strengthening professional growth across EEP schools.

Through a series of targeted training programs, EEP continues to elevate the quality of education across its expansive network of schools.





Integrating Innovation in Education:

EEP's Partnership with Right to Dream

As the education arm of Right to Dream (RTD), Egypt Education Platform (EEP) is committed to enhancing teaching and learning experiences through our capabilities, with innovation as one of our most important pillars. This partnership focuses on equipping educators with the tools, knowledge, and methodologies needed to foster creativity, critical thinking, and adaptability in students.

Recognizing the growing role of technology and innovation in education, EEP's central innovation team has recently launched a series of professional development workshops for RTD teachers. These workshops are designed to introduce cutting-edge pedagogical approaches and integrate them seamlessly into the curriculum. By empowering teachers with

innovative strategies, we are ensuring that students receive an education that prepares them for a rapidly evolving world.

The first workshop centered on Artificial Intelligence (AI) in education, an area that is transforming teaching methodologies globally. Teachers explored how AI-driven tools can support adaptive learning, provide real-time feedback, and personalize instruction to meet the needs of diverse learners. The session provided hands-on guidance on how to integrate AI into lesson planning, enabling educators to create more engaging and student-centered experiences. The practical applications demonstrated during the workshop allowed teachers to immediately implement AI-enhanced techniques in their classrooms.





The second workshop introduced the Creative Process Cycle, a framework that encourages iterative thinking, problem-solving, and interdisciplinary learning. This session focused on its application within STEAM education, where science, technology, engineering, the arts, and mathematics intersect to create dynamic, hands-on learning experiences. Educators engaged in activities that guided them through each phase of the cycle—from ideation and prototyping to execution—ultimately designing student-led, cross-curricular projects. By leveraging this model, teachers can inspire students to take ownership of their learning, think critically, and approach challenges with a problem-solving mindset.

Beyond these workshops, EEP remains committed to fostering a culture of innovation within the Right to Dream ecosystem. As the partnership continues to grow, future training sessions will explore additional emerging educational trends, such as design thinking, gamification, and digital literacy. These initiatives reflect our shared vision of equipping students not only with academic knowledge but also with the skills and mindset needed to thrive in a fast-changing world.

By prioritizing innovation in education, EEP and RTD are paving the way for a more dynamic, inclusive, and forward-thinking learning environment—one that empowers both educators and student-athletes to reach their full potential.

EEP's Active Presence at Key Employment Fairs





EEP, the region's fastest-growing education provider, continues to solidify its position as a pioneer in the sector by actively and regularly engaging in key employment events. By connecting with exceptional professionals, EEP is shaping the future of education and empowering its network of schools to deliver excellence.

At the AUC 75th Employment Fair, held on November 9th, EEP participated as a platinum sponsor. With support from its dedicated HR team, EEP provided attendees with insights into its mission, values, and diverse career opportunities. On December 6-7, EEP proudly sponsored the 22nd AmCham Egypt Employment Fair at The Nile Ritz-Carlton. The event provided a valuable opportunity to share EEP's vision for revolutionizing education and present the wide array of roles available within the organization.

As EEP continues to expand its reach and impact, its focus on attracting exceptional talent remains a top priority. By participating in prestigious employment events, EEP reaffirms its commitment to building a world-class team dedicated to excellence in education.

Upcoming Events

A calendar of the most exciting events to look forward to.





Upcoming Events

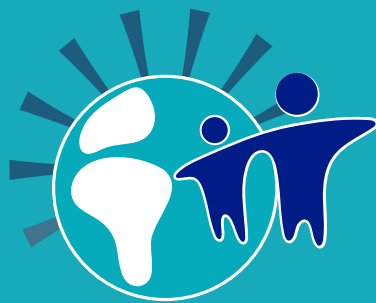


**Act for Impact Closing
Ceremony**

MAY 2025



EEP Cup MAY 2025



**ACT FOR
IMPACT**
2025

GLSS Campus Tour MAY 2025



AIA Graduation JUN 2025



GEMS BISM – GEMS TBS: Graduation Ceremonies JUN 2025



Internship Week JUN 2025

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Asten Branch: Nasr City

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