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Final Report

## didacta 2016: Successful education summit in Cologne

**Around 100,000 visitors attended didacta 2016 in Cologne  
The industry discussed the current challenges for the education system**

**didacta 2016 came to a close on 20 February 2016 with extremely positive results. Including estimates for the last day of the fair, around 100,000 visitors were recorded again. That corresponds to an over 35 percent increase compared to didacta 2015 in Hanover. As such, didacta 2016 was a continuation of the series of successful education trade fairs in Cologne. In total, 821 exhibitors presented themselves to trade visitors from all sections of the education system. The number of countries represented was particularly pleasing - with around 40 countries present (2013: 23), the figure rose significantly compared to the previous event in Cologne in 2013. Katharina C. Hamma, Chief Operating Officer of Koelnmesse: "didacta in Cologne has reached all the important trade visitor target groups and has considerably boosted sales." She also added that the trade fair has also set a clear signal in terms of content: "didacta has addressed topical themes that are of urgent importance to teachers. Not only problems were discussed, but in fact concrete solutions were also presented. This is especially of immense significance for the practitioners in the nursery schools, schools and companies."**

For Prof. Dr. multi. Wassilios E. Fthenakis, President of the Didacta Association of the Education Sector, this was a central aspect of the trade fair: "The active exchange between the practical side and representatives from the fields of economy, politics and science is what distinguishes didacta. There is a high demand for information among the skilled personnel and teachers, also due to the constantly expanding spectrum of tasks. This is why we have occupied ourselves intensely with the effects of the refugee crisis on the German education system this year - the most explosive political theme, which is also putting the educational institutions under the most pressure to act. The emotional climax was the ceremony in honour of the didacta ambassadors for education Dunja Hayali and 'Arsch Huh' e.V., who assert themselves for a tolerant and peaceful coexistence. Extracurricular and digital education offers can also make an important contribution to the integration, as didacta impressively demonstrated. Its



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die Bildungsmesse  
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[www.didacta-cologne.com](http://www.didacta-cologne.com)

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influence on the further development of the entire education system is constantly increasing and will be actively co-shaped by us in the coming years too."

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The publishing companies represented at the trade fair, who also praised the high specialised competence of the trade visitors, also registered a very high demand for information from the teachers. Wilmar Diepgrond, Chairman of the Education Media Association e.V., also confirmed this for the exhibitor group of education media manufacturers: "We are very satisfied with the trade fair. We are delighted about the high number of teachers among the visitors to the trade fair and the high professional interest shown. Inclusion, migration and integration form the main emphasis here. There was also great demand for the digital products that are regularly part of these offers."

Reinhard Koslitz, Executive Director of the Didacta Association, was also very content with the outcome of the trade fair: "didacta 2016 was a huge success. We are very happy with the visitors' strong interest in the latest education offers for day care centres, schools and companies. The social developments and the technical progress show us how important the content-related further development of the trade fair is. With new formats on themes like integration and inclusion, demography, Industry 4.0 and Serious Games we have once again considerably expanded the spectrum of didacta this year."

The inclusion, the peculiarities of digital teaching and learning, the learning atmosphere and its influence on the pupils as well as the self-conception and the professionalisation of educators, teachers, trainers and instructors are further dominating themes of the education trade fair. These and further themes were covered by the supporting programme that comprised of over 1,000 offers including first-class forums, workshops, lectures, demanding seminars, special shows and podium discussions. In this way, didacta is not only the largest trade fair for the entire education section worldwide, but also one of the biggest pedagogic further education events.

### **didacta Cologne 2016 in figures**

793 exhibitors and 28 additionally represented companies from 40 countries, including 79 exhibitors and 1 additionally represented company from abroad took part in didacta Cologne 2016. The visitor, exhibitor and exhibition space figures of this trade fair are determined and certified in accordance with the definitions of the FKM - Society for Voluntary Control of Trade Fair and Exhibition Statistics.

The next edition of didacta – die Bildungsmesse – will take place from 14 to 18 February 2017 in Stuttgart.

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**Note for editorial offices:**

didacta photos are available in our image database on the Internet at [www.didacta-cologne.com](http://www.didacta-cologne.com) in the "Press" section.

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