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#didacta2019 #didacta #didacta19 #didacta-messe

didacta 2019: bigger, more international and digital than ever before

It was bigger and more international than ever before: didacta 2019 in Cologne closed on Saturday (23.02.2019) with outstanding results. Around 100,000 visitors ensured that the exhibitors were satisfied. In total, 915 companies from 53 countries exhibited at the world's largest trade fair for the entire education section. "Cologne is the optimal location for didacta," said a satisfied Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH. In particular, the considerably increased level of internationality underlines the huge significance of didacta for the industry, Böse added. Beyond the economic boost for the industry, Böse sees further evidence of the growing significance of the trade fair: "didacta 2019 not only provided an important turnover stimulus for the entire education section, it has also set relevant socio-political accents," the head of Koelnmesse stated.

Prof. Dr. multi. Wassilios E. Fthenakis, President of the Didacta Association of the Education Sector emphasised the huge importance of the trade fair for the further training of educators and underlined at the same time the influence of didacta on the educational discourse in Germany: "This didacta has set new standards: The meaningful and profitable implementation of digital educational offers as well as the related design of new learning spaces was illustrated in an impressive way and made tangible for the professionals. Many thousands of educators took advantage of the accompanying training programme in order to prepare themselves for the challenges of the increasingly digital future. In this way, didacta also sends out a clear signal to the world of politics and the society: The transformation of the education system has to be approached in a responsible manner, with courage and innovative power. The education sector is presenting promising solutions. They offer an excellent basis for the successful implementation of the digital pact."

The exhibitors unanimously praised the event too. The important target groups were on site, many good discussions were held at the stands and numerous new business contacts ensured that many companies are optimistically looking forward to fruitful post-fair business. Hence Dr. Ilas Körner-Wellershaus, Chairman of the Association of Educational Media e.V. was correspondingly satisfied: "From the point of view of the educational media publishing companies didacta 2019 was a huge success. It was characterised by a lively and intensive exchange with the teachers. The focus was on individualisation this year and in particular here on the way digital learning media is handled."

Furthermore, Körner-Wellershaus emphasised the influence of didacta on the



didacta - The Education
Trade Fair
19.02. - 23.02.2019
www.didacta-cologne.com

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current specialised themes, which was further highlighted by the high number of political officials, who attended the trade fair: "The Education Ministers of several states discussed the current educational themes from the digitalisation, to the lack of teachers and lateral entrants, through to violence in schools in the Education Forum, which was organised as a service for the visitors by the Association of Educational Media in its capacity as the industry sponsor of didacta. These themes were also the subject of the Teaching Practice Forum in the form of examples of best practice and concrete ideas for everyday teaching," according to the Chairman of the association.

This year the prevailing themes at the education trade fair were the digitalisation and its challenges for pupils, teachers and the education sector. For instance, in the scope of a representative survey, almost every second trade visitor stated that they were most interested in the product section "didacta DIGITAL". The number of visitors that the approx. 150 companies, who were represented in the "didacta DIGITAL" product section spanning almost 6,500 square metres, received was correspondingly high. However, not only they offered the trade visitors innovative ideas and products for the right implementation of modern technologies for teaching and education purposes. The theme was omnipresent and met with great interest among all of the visitor target groups of didacta. Accordingly, many of the other approx. 750 exhibitors presented digital offers for future learning.

Reinhard Koslitz, Executive Director of the Didacta Association considered this to be proof of the innovative power of the education sector and drew a very positive balance for the trade fair: "The exhibitors and organisers have put great effort into arranging a trade fair that has delivered more new ideas and impulses for the visitors than ever before. The latter increasingly come from abroad, since the share of international exhibitors rose once again. The educational offer in the digital world has also grown, in all exhibition sections, for all levels of education and for all age groups. didacta is thus the largest trade fair for digitalisation in the education section in Germany."

With around 1,400 events among the wide-ranging event, lecture and congress programme, didacta once again underlined its leading role as Europe's largest education congress and the most important meeting point for the experts and public. On all five days of the trade fair representatives from the business and science sectors, politics and society as well as celebrities discussed current education issues, talked about solutions and presented concepts as to how the education system can be adapted to meet the current needs.

didacta Cologne 2019 in figures

915 companies from 53 countries participated in didacta 2019 in Cologne, 149 exhibitors came from abroad. 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 didacta is scheduled to take place from 24 to 28 March 2020 in Stuttgart.

In line with its regular cycle, the next didacta in Cologne will be staged in the year

2022.

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