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#didactamesse

didacta 2024 sets forward-looking impulses for the education sector

didacta
die Bildungsmesse

Europe's biggest education trade fair draws a positive balance ++ 63.000 visitors on-site in Cologne ++ Opened by North Rhine-Westphalia's State Premier, Hendrik Wüst ++ Vibrant atmosphere in the exhibition halls ++ Strong interest in the offers in the artificial intelligence, digitalisation and inclusion sections

didacta - die Bildungsmesse
20.02. - 24.02.2024
www.didacta-cologne.com

didacta 2024 came to a close after focusing on education for five days. Around 740 exhibitors presented a host of innovative pedagogic concepts, learning materials, technologies and services for all education sections at Europe's biggest education trade fair from 20 to 24 February. 63.000 visitors came to Cologne to inform themselves and engage in an exchange about early education, school and extracurricular education and about professional training and further education/myQ qualification. Beyond this, the personal encounters at the stands led to successful business transactions and to the establishment and consolidation of relevant business partnerships.

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High political interest and pioneering spirit at all levels

The opening under the motto "An Education with future - Shape it now!" by North Rhine-Westphalia's State Premier, Hendrik Wüst, kicked off the five-day event on education. "Education is our most important future resource. To ensure all of our children have good educational opportunities, we need a modern and digital education system that is coherent with the big challenges of our times. didacta is the ideal meeting point for all players and interested parties from the education system year after year. This is where precisely the creative and innovative ideas that our education system needs in the future evolve. The theme education is of top relevance for the government in North Rhine-Westphalia. Education is the prerequisite for social participation. Education helps combat all forms of extremism. That is why we are striving for good education opportunities for all children and want to motivate more young people to become teachers," Wüst stated.

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Dorothee Feller, Minister for Schools and Education in the state of North Rhine-Westphalia, who together with her Ministry took over the patronship of didacta this year, underlined the political relevance of education by attending the trade fair on several days and through her participation in various panel discussions.

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

Oliver Frese, Chief Operating Officer of Koelnmesse GmbH, emphasised the significance of didacta for the entire education sector: "didacta serves as the biggest and most important meeting point for the entire education industry and promotes the direct exchange between all parties involved. This is where education trends are set and the future of education shaped." didacta is being staged in Cologne for the

tenth time already. "This is a special honour for us, because we are celebrating the 100th anniversary of Koelnmesse in this year," Frese added.

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Dinah Korb, Executive Director of Didacta Ausstellungen und Verlagsgesellschaft, came to a positive conclusion: "A particularly tangible spirit of optimism prevailed at the didacta education summit in Cologne. It is becoming clear that far-reaching changes to the education system are necessary and possible. Our very diversified and star-studded supporting programme, fully-booked day care seminars and an overall high political presence are contributing towards the necessary transformation in all education sections."

Diversified programme on relevant education themes

As the industry sponsor of the trade fair, the Didacta Verband e. V. presented an extensive event and supporting programme for the three education sections. Spread over three halls, five forums and over 1,600 seminars, discussion rounds and special events offered manifold opportunities for further education and an open debate. The exhibiting companies also staged workshops, panels and lectures on current themes at their stands and in the Speakers' Area.

Among others, didacta 2024 focused on ongoing challenges like the shortage of skilled workers, the all-day school promise, democracy education and designing new learning spaces.

As in the past years, the theme digitalisation was omnipresent in all education sections, particularly with regards to the digital pact 2.0, which the federal government promised in its coalition agreement. In addition to digital tools, the theme artificial intelligence was also discussed in depth. Centring on the following questions: How can AI-based applications be implemented in the education sector to relieve the skilled workers and promote personalised learning? And which financial and administrative challenges have to be taken into account here?

A further emphasis was placed on the theme inclusion, whereby innovative approaches for the integration of children and youths with different needs and backgrounds into every day educational life were presented. These discussions underlined the existing necessity to shape education systems more flexibly and make them more accessible to reach all learners.

But also further current themes such as the conflict in the Middle East or the recently published results of the PISA survey were discussed.

Distinctions for special commitment and innovation in the education sector

didacta 2024 was able to win over the journalist, author and presenter, Mirko Drotschmann as its Education Ambassador. Under the alias MrWissen2go, he conveys entertaining and journalistically well-founded knowledge to a young target group via YouTube. Tribute was paid to Drotschmann for his commitment during didacta 2024.

A further distinction was also presented to the "Didacta Start-up of the Year", fieta.ai, which was developed by Hendrik Haverkamp and Malte Hecht. In cooperation with EDUvation GmbH, the Didacta Verband e.V. honours young companies that

stand out because of their innovative character and trailblazing visions for the education landscape with the award.

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didacta Cologne 2024 in figures

736 companies from 60 countries participated in didacta 2024 in Cologne. 63.000 visitors attended didacta 2024.

The next edition of didacta - the education trade fair is due to be staged in Stuttgart from 11 to 15 February 2025.

About didacta

As the largest and most important education trade fair in Europe, didacta presents all relevant education topics and promotes dialogue in the education industry. The didacta covers all segments from early childhood education to school education, including extracurricular facilities, through to vocational training and further education. It thus promotes lifelong learning. At the same time the trade fair functions as Europe's largest continuing education event and a central meeting point for educational professionals, education providers and interested parties, decision-makers and interested parties to shape the future of education together.

You can find more information about didacta - the education trade fair at www.didactamesse.com, on [Facebook](#), [Instagram](#) and [LinkedIn](#).

Note for editorial offices:

didacta photos are available on the image [database](#).

Press information are available [here](#).

If you reprint this document, please send us a sample copy.

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