

Press Release

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## **Koelnmesse and Messe Stuttgart join forces to bring didacta, the world's largest trade fair for the education industry, to Asia this year**

**Named didacta asia, the inaugural event will take place from 24 - 26 October 2023 in BITEC, Bangkok, Thailand.**

With many years of experience hosting didacta in Cologne and Stuttgart respectively, Koelnmesse and Messe Stuttgart have formed a strategic partnership to jointly organise this inaugural edition of didacta asia. With the theme "Shaping the Future of Skills", the event aims to serve as the regional platform for education professionals and policymakers to exchange ideas, learn new educational technologies, and explore innovative teaching practices; as well as for distributors and providers of educational resources to gather and do business.

Didacta asia will succeed Worldidac Asia, which has been the meeting point for the industry in Thailand and Southeast Asia for more than 10 years until its last in-person edition in 2019. Tapping on the strong institutional partnerships forged for Worldidac Asia, and with the support of the didacta Association, didacta asia starts off on a strong footing.

"The organizing committee is committed to provide educators and products & service providers the best meeting platform where cooperations can be discussed, new products & solutions are introduced and insights by academia, education experts and policy makers are shared on the new trends and developments," said by Prof. Dr. multi. W. Fthenakis, Honorary President, didacta - Association of the German Education Industry.

Southeast Asia is currently witnessing rapid developments in its educational sectors. From upgrading early learning and school education, to better match vocational skills with industry needs and introducing new digital applications for teaching and learning. Strongly supported by numerous government departments and associations, didacta asia provides both an exhibition and strong content program focused on specific themes.

"We are thrilled to announce this joint venture with Messe Stuttgart, bringing didacta to Thailand for the very first time. Together with Messe Stuttgart, the Didacta Association, and with the foundation and partnerships built by Worldidac Asia, we are confident to bring the best business and training opportunities to the educational sector in the region," commented Mathias Kuepper, Managing Director & Vice President Asia-Pacific, Koelnmesse Pte Ltd.

"As professional and long-term organizer of Didacta in Germany and Education Plus in China, we are glad to use our global knowledge for didacta asia. Our education teams in Europe and Asia have been speaking with many government departments, associations, education experts and leading companies to define the best platform for the didacta asia Trade Fair and Congress. We are very pleased that official national pavilions from Germany and China have been announced already and that other European and Asian

countries show great interest to actively participate in didacta asia as well,” added Hans Stoter, Managing Director Asia of Messe Stuttgart.

Didacta asia will feature the didacta asia Congress, a range of expert forums & workshops, skill competitions, as well as digital and vocational demonstrations. The three-day event will be an opportunity for educators and professionals in Asia to learn from experts, share experiences and best practices, and explore the latest innovations in educational technologies.

The organizers are currently seeking partnerships with educational institutions, government bodies, and technology companies to support the establishment of the didacta asia event. These partnerships will help create a dynamic and engaging event that will contribute to the advancement of education in Asia. Distributors and providers of innovative teaching practices and educational technologies are also highly encouraged to get in touch with the organisers.

Didacta asia will be held from 24-26 October 2023 at BITEC, Bangkok Thailand. For more information about the event, visit [www.didacta-asia.com](http://www.didacta-asia.com)

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**About Koelnmesse**

Koelnmesse is one of the world's largest trade fair companies. Its more than 80 trade fairs and exhibitions have the broadest international scope in the industry, as 60 percent of the exhibitors and 40 percent of the visitors come from outside Germany. The Koelnmesse events include leading global trade fairs for 25 sectors, such as didacta, Imm Cologne, Anuga, IDS, INTERMOT, Interzum Cologne, Gamescom, and the International Hardware Fair Cologne. Koelnmesse has organized didacta in Cologne for 9 editions since the year 2000. For more information, please visit [www.koelnmesse.com](http://www.koelnmesse.com).

**About Messe Stuttgart**

Messe Stuttgart is a trade fair and congress center located in Stuttgart, Germany. It is one of the largest and most modern event venues in Europe, hosting a wide range of international trade fairs, conventions, and exhibitions each year. The venue covers over 100,000 square meters and offers state-of-the-art facilities and services for exhibitors, visitors, and event organizers. Messe Stuttgart hosts events in a variety of industries, including automotive, manufacturing, tourism, and more.

**About Didacta Association**

The Didacta Association (Didacta e.V.) is a professional association of education and training companies based in Germany. It is the umbrella organization for the education and training industry in Germany and is one of the largest education industry associations in the world. The association represents over 900 members from the entire education and training sector, including publishers, manufacturers, service providers, and educational institutions. The Didacta Association aims to promote education and training in Germany and abroad, to develop innovative concepts for teaching and learning, and to support its members in their business activities. It also organizes the annual Didacta trade fair, which is the largest education trade fair in Europe.

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