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#didacta #didacta-messe

didacta sends out a strong signal for the future of education

The most important trade fair for the education industry, didacta 2022, ended on a good note in Cologne on Saturday. After three years without a live, personal exchange, the focus lay on the significance of didacta as a central discussion forum, the largest further education congress and the industry's most important socio-political stage. The trade fair thereby set a strong signal for the future of education and showed that all education sections will have to undergo a dynamic reform and change process if they want to be able to successfully react to new challenges. Around 35,000 visitors used the trade fair to inform themselves about innovative concepts, new pedagogic approaches, novelties and current solutions in the scope of many forums and at the stands of the exhibiting companies. The companies were delighted at the high level of interest and particularly praised the very high quality of the visitors. "Providing the industry with the necessary impulses for the business and fulfilling its leading role as the most important industry meeting point with a high relevance: didacta mastered both tasks with flying colours. Furthermore, it demonstrated its quality as an efficient networking platform," Oliver Frese, Chief Operating Officer of Koelnmesse, stated.

Once again this year, many political decision-makers travelled to Cologne to discuss the necessary changes to the education system with educators, teachers or professionals from the training and further education sector. This underlines the fact that, in spite of the forced break, the trade fair still has a special appeal for the industry. Reinhard Koslitz, Chief Executive Director of the Didacta Association was convinced: "The re-start of didacta has been a success. We had placed our bets on getting together on-site and the interest of the visitors shows that nothing can replace personal encounters."

He explained that education has to provide answers to the major challenges of our age. Koslitz added: "Over the past days we have held intense debates on what distinguishes contemporary education and how we can make young people strong. The Didacta Association and the companies of the education section set many impulses and at the same were given new tasks to tackle. We will now do our utmost to address the demands that arise from everyday practice to support our specialists and teachers as efficiently as possible. The next opportunity to do so will be in March 2023 at didacta in Stuttgart."

The key themes of didacta 2022 for both the exhibiting companies and in the forums and workshops included - alongside the effects of the pandemic on all education



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sections - the constantly accelerating digitalisation in the schools and enterprises, sustainability issues and the situation and integration of refugee children. Moreover, it became evident at the trade fair that education is becoming more and more open to new pedagogic concepts and "new media" for passing on knowledge. The Internet is becoming a flexible and almost inexhaustible source of knowledge in day care centres, schools and for vocational training. This is leading to an ever-increasing individualisation of education.

These and further themes were covered by the extensive congress programme that comprised of over 500 individual offers including first-class forums, workshops, lectures, practice-oriented seminars, special shows and podium discussions. Overall, 485 speakers offered the visitors of didacta 2022 just under 300 hours of programme over the five days of the trade fair. As such, didacta sustainably underscored its claim of being the most important and biggest pedagogic further education event in Germany.

didacta Cologne 2022 in figures

555 companies from 55 countries participated in didacta 2022 in Cologne, 139 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 7 to 11 March 2023 in Stuttgart.
The next didacta in Cologne is scheduled to run from 20 to 24 February 2024.

Note for editorial offices:

didacta photos are available on the Internet at <https://www.didacta-cologne.com/imagedatabase>

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