



Media release

More visitors and happy exhibitors

Bern, 9 November 2018 – **The most important national and international Education Exhibition and conference, Worlddidac & Swissdidac, Bern has come to a successful close. 13'000 enthusiastic visitors from Switzerland and many other countries came to learn about the latest trends and innovations that the education industry has to offer at BERNEXPO 2018.**

A total of 13'000 visitors from Switzerland and other foreign countries, 10% more than in the 2016 fair, participating at the event has firmly established Worlddidac & Swissdidac as the most important meeting for the Education Industry, with the Career Guidance and Training Expo held in parallel (Berufs- und Ausbildungsmesse -BAM) converting Bern into the Education Capital of the world for 3 days.

"We are very satisfied with the number and quality of visitors. The increase in the number of visitors from French-speaking Switzerland is particularly encouraging. We have succeeded in sustainably positioning Bern as the capital of education", highlights Anna Herrmann, head of Worlddidac & Swissdidac Bern.

Danny Gauch, Director General of the Worlddidac Association, is also extremely delighted: "Worlddidac & Swissdidac contributes to the improvement of education worldwide and offers a great networking platform. The results are extremely satisfactory."

Worlddidac Bern: Future Talk conference well attended

Dr. Steven McKee, the recently elected President of the Worlddidac Association underlined that "Worlddidac Bern is a place where education comes together and people from all over the world gather to talk and discuss about education and find solutions for the global market place". Dr. McKee also looked into the future: "Come, participate, learn, share and let's change education for the future benefit of the world".

The streaming conference of the **International Society for Technology in Education (ISTE)** hosted by Worlddidac Bern was well received by participants. The ISTE conference "Transforming Education", conveyed many interesting facts as regards the profound changes in global education.

Another highlight of the event was **Future Talk**, which looked at public-private partnerships in education. The presentations of international opinion makers, politicians, education experts and private companies was met with a positive response.

Finland had the honour as Guest Country at Worlddidac Bern 2018. During the **Finnish conference**, Anita Lehtikoinen, State Secretary for Education and Culture in Finland, gave an insight into the Finnish school system and explained why Suomi's students regularly reach top positions in the Pisa studies. Mrs. Anita Lehtikoinen adds: "Education lays the foundation for a developing society and working life. Worlddidac is a good opportunity to show the world what we know about education and allows us to share our global responsibility in helping other countries to develop their education systems."

The **18th Worlddidac Awards ceremony** took place on the first evening of the Exhibition. The Worlddidac Award which is presented for innovation, educational relevance in sustainable products and solutions in education, is bestowed through a qualified, stringent and meticulous assessment by a jury of experts prior to acknowledgement of their achievements. This year 34 products were recognised with this prestigious award.

The 3 themed stages created much interest

The 3 themed stages that made up the centrepiece of the Swissdidac exhibition were well frequented over the 3 days. Teachers, School leaders, Education managers, Procurement officers and Visitors followed the input presentation about computer-based thinking with great interest - these Media and Computer Science modules form part of Curriculum 21.

Swissdidac: the success story goes on

Beat Zemp, Central President of LCH, emphasizes: "Worlddidac & Swissdidac is the most important educational materials fair in Switzerland. It is particularly important that those responsible for educational practice, science and policy engage with manufacturers of educational materials. Worlddidac & Swissdidac offers an ideal platform for this." Michael Geiger, Head of the Westermann Fair Group, also gave a positive assessment of the 2018 event: "We are very satisfied with the participation in the exhibition this year. The response from the audience was wonderful, we are already looking forward to Swissdidac & Worlddidac 2020."

The training platform at Swissdidac Bern gave an excellent overview of the latest developments around education within the field of Information and Communication Technology (ICT). The Forum for Training and development was able project the "Classroom of Tomorrow" for visitors to experience. Fourteen innovative Start-ups from EdTech Collider of ETH Lausanne, presented the latest innovations that Education and Training has to offer. The exhibition guests praised the very interesting presentations.

The 5th JAMES study by Swisscom in collaboration with the Zurich University of Applied Sciences (ZHAW) was presented on the third day of the fair. It provides information on how Swiss young people between the ages of 12 and 19 use the media. Netflix, Spotify & Co. set the tone among young people in Switzerland. Thanks to flat rate streaming, more than half, have virtually unlimited access to film, music or gaming. Communication is mainly via mobile phone through applications like Instagram, WhatsApp or Snapchat. Facebook is now only used regularly by one in five young people.

To view Impressions and highlights of Worlddidac & Swissdidac Bern Exhibition please go to our [Fair video](#). Press photos can be downloaded [here](#).

Worlddidac & Swissdidac Bern at a glance

Swissdidac and Worlddidac Bern are the most important education fairs in Switzerland.

Follow us on:

Facebook	www.facebook.com/SwissdidacWorlddidacBern
LinkedIn	www.linkedin.com/company/swissdidac-worlddidac
Instagram	www.instagram.com/swissdidac_worlddidac

Sponsorship partners: LCH, RER, Worlddidac Association, Swissdidac

Media contact: Eric Marbach, +41 79 826 69 03, worlddidac@bernexpo.ch