



PRESS RELEASE

«Swiss Education Days» and «World Education Days» in Bern from 8 to 10 November 2016

Bern, 2 December 2015 – From 2016 onwards, the Swiss education sector will meet in Bern for the «Swiss Education Days» and the «World Education Days». The two most important Swiss education trade fairs will be held on the BERNEXPO grounds for the first time from 8 to 10 November 2016. The World Education Conference is a parallel event involving a two-day international symposium.

Up to now, about 20,000 national and international education policymakers and more than 400 exhibitors from Switzerland and abroad came together each year at the two most important Swiss education trade fairs «Didacta» and «Worlddidac» in Basel. At the beginning of the year 2015, the decision has been made, to relocate the two leading education trade fairs to Bern and let them be hosted by the BERNEXPO GROUPE.

New name – same content – and much more besides

By changing the venue to Bern, as well as creating exciting new themed areas such as kindergarten, special shows on digitisation in education or vocational training, it became necessary to reinvent the event. Based on tried and tested ideas and concepts and enriched with new plans and vehicles, the «Swiss Education Days» and the «World Education Days» should under a new name develop even stronger into an interactive platform for exchanging ideas and experiences in the education sector. «The clear market demand for these events, but also the relevance of the topic of education, motivate us to enrich the 'Swiss Education Days' and the 'World Education Days' with new ideas and topics,» says Roland Brand, CEO BERNEXPO GROUPE. «This should make these events even more attractive to visitors and exhibitors alike.» The «Swiss Education Days», which focuses on Switzerland, is primarily directed at teachers from

all year levels, education policymakers, professors, lecturers and education experts (B2C). The «World Education Days», on the other hand, is aimed at an international audience and focuses on producers and traders (B2B). Both events provide a comprehensive overview of the latest news, trends and innovations in the education sector. In future, the «World Education Conference» parallel event should be a place where international education policymakers, top-flight experts and representatives of innovative practices come together in Bern to discuss educational reforms, contemporary developments and challenges relating to education policies.

Due to legal reasons, the Didacta Ausstellungs- und Verlags GmbH and the WORLDDIDAC Association will not as originally intended be involved in the trade fairs and the World Education Conference in Bern in 2016. However, further discussions about a possible involvement in the following trade fairs after 2016 are planned.

More information

swiss-education-days.ch

world-education-days.com

world-education-conference.com

Please contact the following people if you have any questions:

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