



Media release

New Bern venue makes it mark: successful debut of the Swiss & World Education Days

Bern, 11 November 2016 – The first Swiss & World Education Days ended on Thursday evening. The event organisers are pleased with the visitor numbers which totalled 12'000. Both the Teachers and School Heads Associations have written an excellent report on Switzerland's foremost educational events. Exhibitors particularly appreciated the close proximity to French-speaking Switzerland.

For the first event to be held on the BERNEXPO site from 8 to 10 November 2016, the Swiss & World Education Days attracted some 12'000 visitors from Switzerland and other countries. "We are well satisfied with the high quality of our visitors; they proved to be a really interested audience", Exhibition Director Judika Bachmann explains. "Over these three days we laid the groundwork to position Bern sustainably as a new home of education. With more than 270 exhibitors, our first event already achieved an impressive total on which we will be able to build strongly in coming years". Beat Zemp, Central Chairman of the overarching LCH Teachers Association, adds: "We attach great value to the Swiss & World Education Days. They are a must for teaching personnel and a highlight on the calendar. This year I saw many innovative projects and met interesting people". Bernard Gertsch, Chairman of the Federation of School Headmasters, adds: "As an event serving the whole of Switzerland, the Swiss Education Days are a good opportunity for us to hold conversations with experts and teachers in a compact space. That efficiency is extremely precious nowadays. The proximity to French-speaking Switzerland also greatly facilitates cooperation with our partners".

Exclusive platform for education

The proximity to Western Switzerland has been deliberately strengthened by the new location on the BERNEXPO site and attracted high praise from exhibitors too. In the words of Thomas Hunziker, proprietor and CEO of Hunziker AG, to quote just one example: "The new site brought us many contacts from French-speaking Switzerland which we did not previously have in Basel. What is more, the organisation and logistics worked perfectly in Bern". Martin Läubli, Head of Marketing and Sales at the Klett publishing house, was also impressed by the organisers' efforts: "The event got off to a slow start but gained much greater momentum on the last two days. The advantage over Basel as an event

venue is that no parallel trade fairs take place and the focus is placed entirely on education". Marc Weder, Business Area Manager for Educational Clients at Microsoft Switzerland, explains: "We set great store by the in-depth dialogue with headmasters and teaching staff. The keen interest in our educational solutions shown here at the Swiss Education Days confirms the Swiss Education Team's commitment to Swiss schools".

A platform for awards, Future Talk and JAMES study

Right at the start, the presence of prominent figures at the opening ceremony of the Swiss Education Days was widely acclaimed. This year the LCH presented its "Charter for sponsorship, promotion and financing of public education by private providers" with an accompanying guideline. The 4th JAMES Study by Swisscom in cooperation with Zurich University of Applied Sciences ZHAW was presented on the Wednesday. The section on further education attracted keen attention: the swissuniversities "Flucht.Schule" ("Escape.School") series of events was particularly well attended at lunchtime. The World Education Days – which were inaugurated by Mauro Dell'Ambrogio, Secretary of State for Education, Research and Innovation – provided a first class setting as a global B2B branch meeting point for the presentation of the 17th Worlddidac-Awards. On the Thursday, the Future Talk brought together international opinion shapers to discuss issues of educational project financing.

The next Swiss & World Education Days will be held on the BERNEXPO site in November 2018.

Swiss & World Education Days at a glance

The Swiss & World Education Days are Switzerland's largest and most important educational trade fair.

Event venue: BERNEXPO site, Bern
Next date: November 2018
Website: www.swiss-education-days.ch
 www.world-education-days.com
Facebook: www.facebook.com/educationdaysbern
Twitter: www.twitter.com/edudaysbern
Patronage partners: LCH, SER, Worlddidac Association

Media contact: Adrian Erni, +41 79 464 64 59, kommunikation@bernexpo.ch