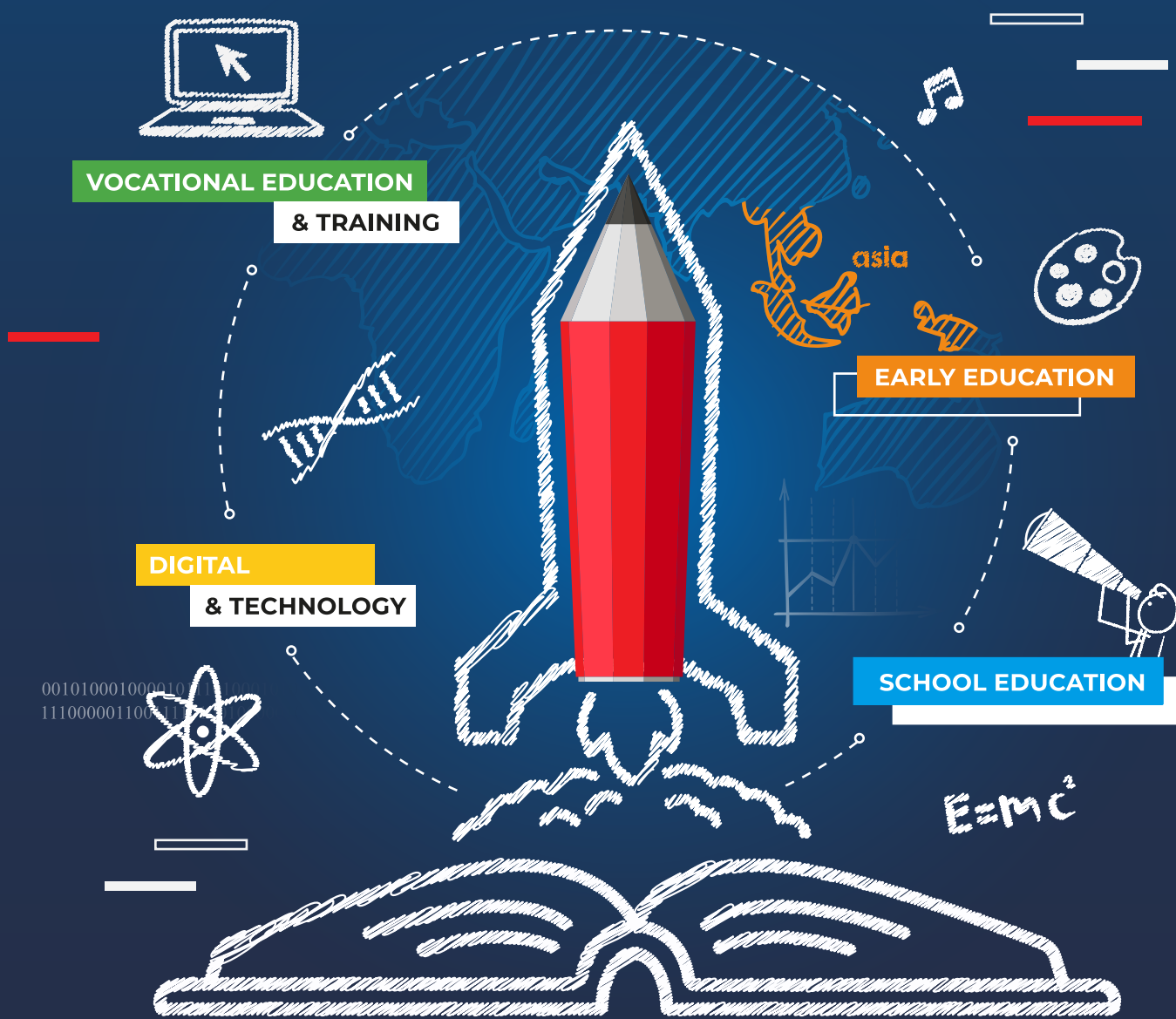


24-26 October 2023

Hall 99, BITEC, Bangkok, Thailand



Shaping the Future Skills

www.didacta-asia.com

CO-LOCATED EVENTS:

Didacta Asia Congress | Didacta Digital
Expert Forum & Workshop | Skills Competitions

ORGANISED BY:



Messe Stuttgart
Key to Markets



didacta

WELCOME TO DIDACTA ASIA IN BANGKOK

FROM 24-26 OCTOBER 2023!

As the sister event of Didacta Germany, Europe's largest education event, and organized by Didacta, Koelnmesse/ Expolink and Messe Stuttgart, Didacta Asia is the regional platform for the global education sector. With a highly experienced team who organized education exhibitions in Europe, China and SE Asia before and supported by the local and regional stakeholders as well as a global network, Didacta Asia will be the important meeting point between exhibitors from Europe & Asia and visitors from various Asian countries.

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 programme focused on specific themes.

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 and education experts are shared on the new trends and developments. Please feel free to contact our team in Bangkok, Europe or Asia for more information.



On behalf of the
organizing committee
of **Didacta Asia**,
I would like to
welcome you all.

Prof. Dr. multi. W. Fthenakis

Honorary President,
Didacta – Association of the
German Education Industry

EXHIBITION THEMES

**Early
Education**



**School
Education**



**Vocational
Education**



**Didacta
Digital**



MAIN REASONS TO COME TO **DIDACTA ASIA**

This international **education trade fair** and **congress** should not be missed! As the education sector's annual event highlight, **Didacta Asia** is well worth attending for exhibitors and visitors alike. Here's a taste of what **Didacta Asia** has to offer:



ASEAN's GDP
is set to exceed

USD 4 trillion
by 2025¹

The average percentage
on education in ASEAN is

14.36%

of total % of
government expenditure²

Total expected
CAGR 2022-2026

5.87%

resulting in a
projected market volume
of **USD 56.31 million** by 2026²



**BANGKOK
THAILAND**

Thailand, located at
the heart of **ASEAN**

The gateway
to the **education market**
in **10 ASEAN countries**

AEC would be the

**3rd largest
economy
in Asia³**

**5th largest
in the world**

after US, China, Japan
and Germany³

¹ PwC, The future of ASEAN: Time to act

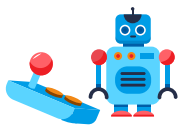
² UNESCO Institute for Statistics (UIS)

³ Hong Kong Trade Development Council, 2021

WHO SHOULD EXHIBIT?



Educational Toys
& Games



Educational Systems
& STEMs



Training Systems
& ARs, VRs



E-Learning Softwares
& ICT Devices



School Furniture
Recreations & Musics



Printed &
Published Products

WHO ATTENDS?



Education Professionals
Teachers, Lecturers



Head of Schools, Universities
& Educational Institutes



Distributors & Importers



Government Agencies



Comprehensive Overview

Get a comprehensive overview of methods, learning materials and latest technological solutions from participants from Thailand, Southeast Asia and around the world. Several Asian and European country pavilions are already announced.



International Showcase

Didacta Asia, exhibitors from all over the world contribute towards developing new approaches to education. The international exhibitors are planning plenty to pique your curiosity! Meanwhile, visitor delegations from various Southeast Asian countries will explain their developments and needs.



Varied Event Program

With many theme events planned, Didacta Asia's events and congress program offer something for everyone. Pick up new ideas from a whole host of forums, seminars and talks.



Active Participation

Didacta Asia is the important platform for committed education executives and professionals as well as distributors and industry peers to establish new partnerships. Exhibitors are also invited to fully participate in one-on-one meetings and other social activities during the event.



BECOME AN EXHIBITOR AT **DIDACTA** ASIA NOW!

Become an exhibitor at Didacta Asia 2023 and make sure you are on board for the education sector meeting point in Southeast Asia. Take advantage of the opportunity to present your latest products, technologies and services, share, network and establish new contacts with educational, business and industry circles in the region.

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