

Post Show Report

18 - 20 September 2024

Yashobhoomi, New Delhi India International Convention & Expo Centre





Venue : Yashobhoomi, India International Convention & Expo Centre
City : New Delhi
Business Hours : 10:00 AM - 6:00 PM

<u>Organisers</u>



Messe Stuttgart Key to Markets

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Grand Opening

The grand inauguration of DIDAC INDIA 2024 was marked by the presence of several eminent dignitaries, symbolising the event's significance on both national and international stages.

Prominent Dignitaries in Attendance (in no specific order):

- Sri Sri Ravi Shankar Founder, Art of Living Foundation and Lifetime President, Sri Sri Group of Schools & Universities
- Mr. Ahmed Shafeeu Minister of State for Higher Education, Labour, and Skills Development, Government of the Republic of Maldives
- Mr. Roland Bleinroth President, Messe Stuttgart Germany
- Mr. Dominic Savage Forum Director, ASES & Education World Forum
- Mr. Gavin Dykes Programme Director, ASES & Education World Forum
- Prof. Anil Sahasrabudhe Chairman, National Educational Technology Forum (NETF)
- Dr. Norbert Völker CEO, Didacta Association
- Mr. Reinhard Koslitz Consultant, Didacta International Germany
- Mr. Aditya Gupta CEO, India Didactics Association

Other Distinguished Guests: The event was further graced by ministers and officials from:

- Hon Jacinta Allan MP, State Government of Victoria, Australia
- Dr Lawan Yunusa Danzomo, Government of Jigawa State, Nigeria
- H.E. Dr. Im Koch, Government of the Kingdom of Cambodia
- Ms. Maryam Khamis Rashid Al-Tarshi, Government of the Sultanate of Oman
- Datuk Dr. Habibah binti Abdul Rahim, SEAMEO

The presence of International and Indian Ministers and Dignitaries emphasised the global interest in India's education sector and the opportunities for cross-border collaborations.











DIDAC INDIA 2024 emerged as a resounding success, uniting a diverse spectrum of global education stakeholders, industry leaders, sponsors, speakers, exhibitors, and international participants under one roof. The event stood as a beacon of innovation, fostering dialogues aimed at transforming education systems worldwide.

300 Exhibitors from 16 Countries:

- Showcased over 5,000 state-of-the-art products and solutions, ranging from educational technology, learning management systems, virtual reality tools, advanced laboratory equipment, and much more.
- Innovations aimed at revolutionising teaching and learning methodologies, focusing on interactive learning, personalised education, and skill enhancement.
- Elevating the Indian education and skills ecosystem to international standards, promoting the integration of global best practices.

•• Comprehensive Platform:

- Facilitated cross-sector engagement among educators, policymakers, industry experts, and technology providers.
- Delivered a dynamic blend of exhibition, conferences, workshops, and networking events, creating an all-encompassing experience.

• Visitor Participation:

- 22,116 visitors, including prominent educators, ministry officials, industry leaders, trade visitors, and education professionals.
- Attendees represented national and international governments, educational institutions, and industries from 41 countries, solidifying the event's global reach.

Event Highlights

•• Concurrent Activities:

- **Over 40 Interactive Workshops**, providing hands-on experience with emerging educational tools and methodologies.
- 25+ enriching conference sessions over three days, featuring keynote speeches, panel discussions, fireside chats, and expert talks that sparked thought-provoking discussions on current challenges and future directions.
- **IDA Round Table Meetings**, where sector-specific issues were deliberated upon by thought leaders.
- **DIDAC Talks Podcast**, capturing insights by leaders and innovators from education and industry.
- **IDA Education Awards**, recognising excellence and innovation across education institutes in India.
- IDA Meet & Greet Networking Events, fostering connections among invited delegates.
- Business Matchmaking, facilitating partnerships and collaborations.
- **DIDAC Masterclasses**, offering deep dives into specialised topics.
- And, Much More...

The event truly embodied its motto of **#UnitingForEducation**, fostering meaningful partnerships & collaborations, unveiling groundbreaking innovations, driving implementation and business opportunities





Key Facts & Figures - Visitors

Total Visitors: 22,116



(Institution Owners, Senior Management, Academicians, Researchers, Curriculum Developers)

(Manufacturers, Distributors, Resellers, EdTech Companies, Training Providers)

(Ministry Officials, Policy Makers, Journalists, NGOs)

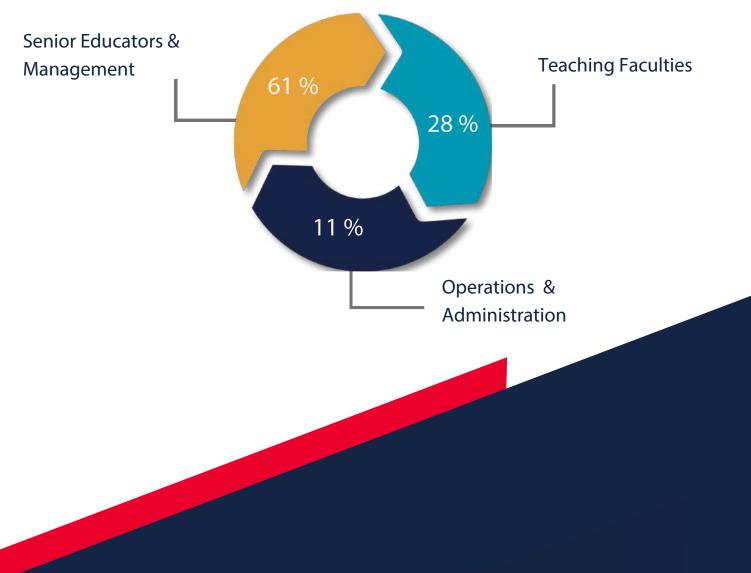
Demographics & Segmentation

Indian Visitor Participation

Visitors hailed from 28 Indian States and 5 Union Territories, showcasing the event's extensive reach and nationwide appeal.

Visitor Roles

- Senior Educators & Management: Owners, Chancellors, Vice Chancellors, Trustees, Registrars, Principals, Deans, Directors, and Department Heads.
- Operations & Administration: Administrative Officers, Operations Managers, Facility Managers.
- Teaching Faculties: Professors, Lecturers, School teachers, Trainers.



Principal Insights

Strategic Focus

The strong presence of senior educators and management underscores a deep commitment to strategic advancements and informed decision-making in education. The event also provided a highly conducive environment where meaningful business discussions and actual procurement took place, facilitating the implementation of innovative solutions in institutions.

Infrastructure & Management

The participation of operations and administration professionals highlights their direct involvement in procurement processes, underscoring the increasing significance of efficient infrastructure and effective institutional management.

Pedagogical Advancements

A significant number of teaching faculties attending the event, underlines their commitment to staying updated with modern teaching tools and methodologies.



International Visitor Participation



Australia	Finland	Morocco	Sri Lanka
Bahrain	Germany	Nepal	Switzerland
Bangladesh	Ireland	Nigeria	Taiwan
Botswana	Japan	Oman	Tanzania
Brazil	Jordan	Russia	Thailand
Cambodia	Kyrgyzstan	Saudi Arabia	Uganda
Canada	Liberia	Singapore	United Arab Emirates
China	Malaysia	Somalia	United Kingdom
Congo	Maldives	South Korea	United States
Ethiopia	Mongolia	Spain	Uzbekistan

Visitor Feedback



- ♦ 93% Visitors found DIDAC INDIA exceptionally valuable for discovering new products and innovations.
- ◆ 97% Regarded the event as significant for the advancement and modernisation of their schools and institutes.
- ◆ 95% Highly recommend DIDAC INDIA as a must-attend event for professionals in the education sector.
- ◆ 99% Expressed their intention to attend DIDAC INDIA in 2025, indicating high satisfaction and engagement levels.
- ◆ 94% Found the workshop content enriching and of utmost importance for their professional development.
- ♦ 96% Perceived the conference as the largest in Asia and the only event in India for implementation of latest solutions for institutions
- ◆ 99% Found the conference as an exceptional platform and a valuable source of thoughtprovoking discussions and insightful content.



Key Facts & Figures - Exhibitors











Gross Exhibition Area 16,800 sqm



Net Display Area 4462 sqm



Exhibitor Feedback

- ◆ 99% Exhibitors accomplished their comprehensive goals with resounding success, including brand exposure, lead generation, and networking.
- 97% Found that the show effectively contributed to generating numerous new business enquiries and potential partnerships.
- ◆ 97% Rated the quality of visitors as exceptionally high and relevant, meeting their target audience profiles.
- 98% Felt that the event exceeded expectations by attracting a global audience, enhancing opportunities for international business.

Exhibitor Benefits

Access to decision-makers and influencers
 Showcase products to a focused and engaged audience
 Access to decision-makers and influencers
 Launch new products & receive immediate feedback
 Network with peers & explore collaborative ventures

Participating Countries



Key Highlights



Product Launches

Several companies chose DIDAC INDIA 2024 as the platform to unveil their latest innovations, including Al-driven learning platforms, virtual laboratories, and adaptive learning tools.



Interactive Zones

Designated areas where attendees could experience cutting-edge technologies like augmented reality in education, robotics, and gamified learning.



Keynote Speeches

Delivered by global thought leaders, addressing critical issues such as the future of education, the impact of technology, and strategies for inclusive education.

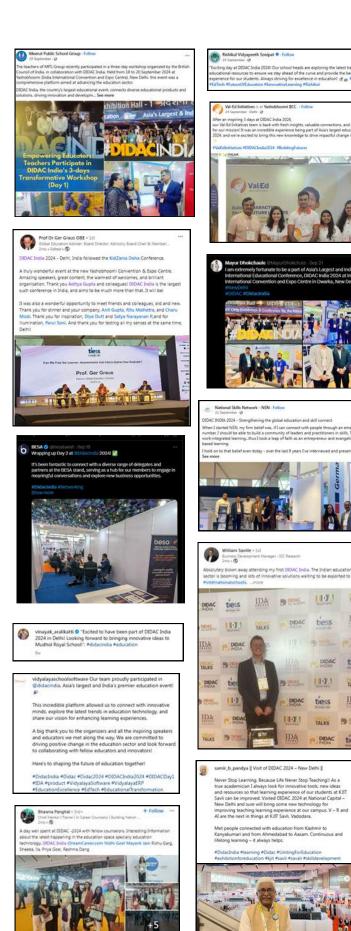


Networking Receptions

Evening events provided informal settings for attendees to connect, fostering relationships beyond formal meetings.

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Testimonials



DIDAC INDIA 2024

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IDAC India 2024 (P

Effevitance The LifeVitan Team recently attended DIDAC India, Asia's largest event for education and tech-based solutions across all levels of the Education and Skill Sector. The event brought together industry leaders, policymakers, academicizon and professionals to showcase the latest trends in education.

team had insightful discussions on innovative edu ctices, the role of technology in learning, and strate st employability. We also shared how LifeVitaers A roach is stratsforming career guidance and skill de sing the youth more employable for the future. s²

vent was a great opportunity to connect wit olders, exchange innovative ideas, and expl orations to shape the future of education in

Education & Skills

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scr.global **A Transformative Day at the Yashobhumi Educate Fair**

The recent 14th Edition of the 'DDDAC INDIA' Education Fair held at 'takhobhumi was an eye-opening experience for us and professionals alike, With institutions from all over India participating the event was a cone-top destination for exploring academic opportunities across various fields.

Overall, the Yashobhumi Education Fair was an experience.

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Concurrent Events



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Founder, Art of Living Foundation, and Lifetime President, Sri Sri Group of Schools and University Partnered by

Authorised Distributor

Digital Classroom Partner

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Food and Nutrition Partner

Chartwells By Compass Group India

Digital Transformation Partner

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Concurrent Events

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TIESS served as the intellectual core of the event, where influential leaders, policymakers, educators, and stakeholders converged to deliberate on pressing issues and envision the future of education.

Summit Highlights



Delegates from India and around the world



Speakers sharing expertise on various topics



Conference Sessions covering a wide spectrum of themes





Prominent Delegates

- Education Ministers and high-ranking officials from 8 countries and 7 Indian states.
- Policy Experts providing insights into effective governance and policy implementation.
- Academia Leaders including vice-chancellors, principals, and deans sharing best practices.
- Industry Leaders discussing the role of private sector partnerships in education.

Key Discussion Areas

Educational Policy Reforms

• Discussions on how governments can support innovative educational practices.

Technological Integration

• Exploring the role of AI, machine learning, and data analytics in education.

Skills Development

• Strategies for aligning education with industry needs and future job markets.

Inclusive Education

• Ensuring access and equity in education for all segments of society.

Sustainability in Education

• Incorporating environmental awareness and sustainable practices into curricula.

Summit Outcomes

Collaborative Agreements

Several MOUs were signed between institutions for joint programmes and research

Policy Recommendations

Consolidated insights were proposed to guide future educational policies

Networking Opportunities

Delegates connected with peers, fostering a global community committed to educational excellence





Held concurrently with DIDAC India, Didac Academy workshops were thoughtfully crafted to empower and inspire educators, offering innovative and forward-thinking approaches to teaching and learning.

Objective

- Empower Educators: Providing tools and knowledge to improve teaching practices.
- **Promote Innovation**: Encouraging the adoption of new methodologies.
- **Networking**: Opportunities to connect with peers and share experiences.

Highlights

- **40+ Sessions** covering a variety of topics.
- Expert Facilitators: National and international trainers and educators.
- Interactive Format: Hands-on activities, group discussions, and practical exercises.
- **Certification**: Participants received CPD certification, supporting their professional growth and development.











Sector-Specific Discussions

- Government
- Higher Education
- K-12 Education
- Early Learning

Format

- Closed-Door Sessions: Ensured confidentiality & candid deliberations among participants.
- **Participants**: Limited to invited key stakeholders, including educators, administrators, and policymakers.

Focus Areas

- Addressing sector-specific challenges through targeted discussions.
- Brainstorming innovative solutions to drive meaningful change.
- Sharing success stories and best practices to inspire progress.

Outcomes

- Formulation of actionable strategies to address identified challenges.
- Creation of a comprehensive report to serve as a roadmap for future initiatives and sector advancements.



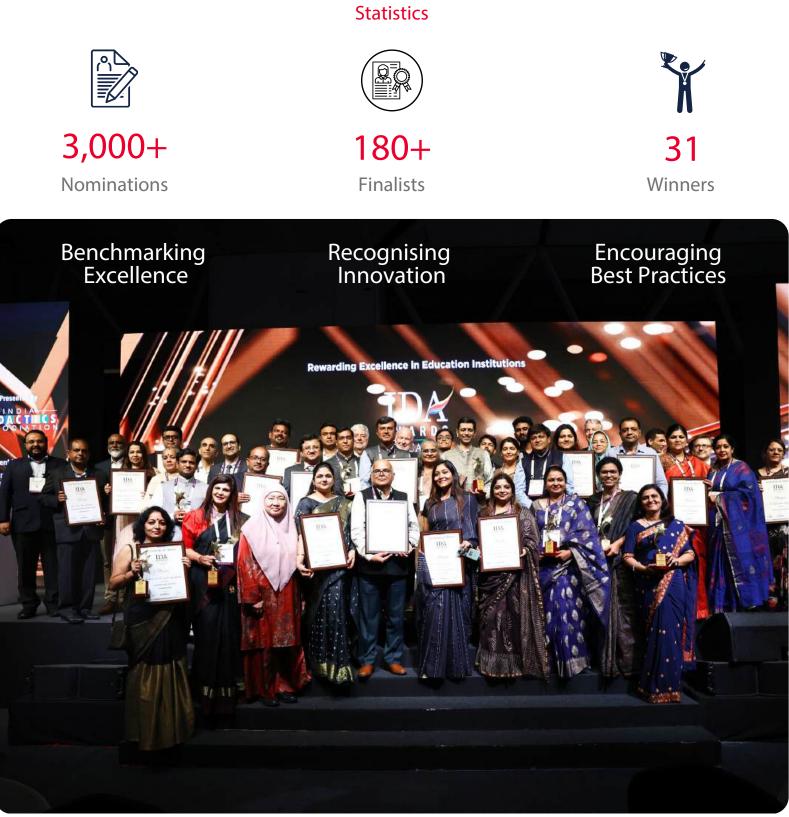








The IDA Education Awards honor and celebrate excellence and innovation within the education sector. The award ceremony took place on the evening of Day 1 of Didac India, running concurrently with the event.



IDA Education Awards



The IDA Education Awards aim to set benchmarks of excellence in the education sector, encompassing a diverse range of institutions, including schools, colleges, universities, and skill development organisations. These awards recognise institutions dedicated to advancing education and skill development at various levels.

These awards honor and celebrate the exceptional contributions of institutions committed to advancing education and skills development. By recognising the most innovative and groundbreaking initiatives, the awards aim to set exemplary standards for the establishment and operation of educational institutions nationwide.















An innovative addition to the event, the DIDAC Talks Podcast series captured the essence of the diverse and unique perspectives on the evolving education landscape.

Concise Video Talks by experts, each offering unique perspectives.

A few of the **topics covered**, included:

- Emerging trends in educational technology
- Leadership in education
- Innovations in curriculum design
- Success stories from educational institutions
- And, many more.

Impact

- Knowledge Sharing: Extended the reach of valuable insights beyond the event attendees.
- **Continuous Learning:** Provided a resource for educators to access cutting-edge information anytime, anywhere.
- **Community Engagement:** Encouraged dialogue and discussions through social media platforms, strengthening connections within the education community.



IDA Meet & Greet

The IDA Meet & Greet Events brought together educators, industry professionals, and policymakers for cross-sector engagement and fostering connections.

This unique gathering promoted a strong sense of community and empowered stakeholders to explore new opportunities for collaboration, forge impactful business partnerships, and stay updated on the latest industry trends.

These meets highlighted the power of collaboration in shaping the **future of education**.

By providing a platform for open and transparent discussions, the event created an environment conducive to the exchange of ideas and insights.

Participants had the opportunity to connect, share experiences, and identify potential partnerships that could drive transformative change in the education sector.





MSME Pavilion

Supported by



The participation provided several key benefits to the Micro & Small scale companies, including:

- Support for Small Enterprises: Encouraging growth and opportunities for smaller businesses.
- Promotion of 'Make in India': Strengthening the initiative by showcasing locally made products and solutions.
- Business Growth: Expanding networks and creating new avenues for development and partnerships.
- Subsidised Participation: Reduced costs enabled wider participation.
- International Interest: Attracting global attention and fostering opportunities for international collaboration.



the MSMF Pavilion



150 +

Exhibiting Companies in Pre-fixed Meetings arranged for business discussions



1,100+

Distributors and Channel Partners engaged



Synopsis



Over the years, DIDAC INDIA has established itself as a premier event in the Asian education and skills sector, acting as a catalyst for change. It unites key players from around the world to collaborate, exchange ideas, and drive innovation.

Key Attributes

- Global Platform: A meeting point for international and domestic participants.
- **Comprehensive Coverage**: Addresses all facets of education, from early learning to higher education and skills development.
- Thought Leadership: Brings together leading experts who share valuable insights and strategies.
- Innovation Hub: Showcases the latest products and solutions transforming education.
- Networking Opportunities: Facilitates connections that foster collaborations and partnerships.
- Professional Development: Offers workshops and sessions that enhance skills and knowledge.

DIDAC INDIA continues to serve as a dynamic platform for educational advancement, fostering growth, and pushing the boundaries of innovation in the sector.













With an unwavering dedication to advancing education and skills development, DIDAC INDIA is poised to be an even bigger and stronger event in 2025.

- **Expanding Offerings**: Introducing a broader range of innovative products and solutions to meet evolving educational needs.
- Enhancing Global Reach: Attracting participants from new regions and countries, expanding its international presence.
- **Deepening Impact**: Focusing on measurable outcomes and real-world applications that drive tangible improvements in education.
- **Strengthening Collaborations**: Building stronger ties with governments, institutions, and industry partners to foster greater synergy and collective growth.

Save The Dates

18th – 20th November 2025

Yashobhoomi, New Delhi (India International Convention & Expo Centre) India









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