



THE WHOLE WORLD OF EDUCATIONAL RESOURCES UNDER ONE ROOF

27 to 29 October 2010
Exhibition Center Basel



www.worlddidacbasel.com

The whole world of educational resources will be at WORLDDIDAC Basel

Will you be there to benefit?

One thing you can be sure of is that education professionals from all over the world will be meeting at WORLDDIDAC Basel 2010. They will be there to find out about innovations and future trends in the education market. Offering the most international market platform and the biggest education show in Switzerland, WORLDDIDAC Basel will be the leading event of the educational resources industry worldwide for 2010.

Want to meet agents, distributors and buyers from around the world?

Well... your target audience will be at WORLDDIDAC Basel 2010.

- International dealers, government representatives, teachers from all levels of education, head teachers, trainers and decision-makers all visit the show to decide upon future investment, absorb valuable 'know how', cultivate business contacts and to network with like-minded people.

What's the value to exhibitors?

WORLDDIDAC Basel 2010 offers you comprehensive new customer potential.

- The contacts at the show are of the highest quality and you will have the opportunity to present your products and services in a highly professional environment.
- The mix of agents, distributors and buyers will ensure that taking part in WORLDDIDAC Basel 2010 is the most effective way to market your products to customers and to sell to the education market worldwide.
- Fill your order books at WORLDDIDAC Basel 2010!



How can you ensure meetings with the right people?

WORLDDIDAC Basel 2010 is designed to increase interaction and productivity between exhibitors and professional visitors.

- One-to-one business meetings can be held in the comfortable atmosphere of the Worlddidac International Lounge.
- Exhibitors will have the opportunity to run dealer and agent meetings for larger groups.
- An International Networking Reception will bring everybody together for an informal exchange outside the show floor.

What themes of the show are reflected in the content?

- New technologies and media, the change of job roles and responsibilities, education for sustainable development as well as traditional and alternative forms in the field of kindergarten and early education will have an important influence on the future of education.
- WORLDDIDAC Basel 2010 will offer - together with influential partners - seminars, forums, workshops and professional conferences reflecting these main topics.

WORLDDIDAC Basel 2010 knows no boundaries

Who supports the event?

Associations, unions and educational institutions from all over the world are connected with WORLDDIDAC Basel 2010 in strong partnerships and ways of working together. Once again WORLDDIDAC Basel 2010 has received the U.S. Trade Fair Certification.

International cooperation partners (per October 2009)

- Worlddidac Association
- British Educational Suppliers Association, BESA
- CSMD, the French Association for education professionals
- CEIEC, China Educational Instrument & Equipment Corp., Beijing
- Didacta Verband e.V. (DE)
- KSIIC, Korea Scientific Instruments Industry Cooperative
- Ministry for Culture, Youth and Sports Baden-Württemberg (DE)
- National School Supply & Equipment Association, NSSEA (USA)
- UBIFRANCE, the French Agency for International Business Development
- U.S. Commercial Service, US Embassy Bern

National cooperation partners (per October 2009)

- Umbrella organisation of Swiss teachers, LCH
- educa.ch, the Swiss Education Server and the Swiss Agency for ICT in Education
- Department of Education Basel-Stadt – Institute for Teacher Development and Further Education, Cantonal Department of Adult Education – State Basel-Landschaft, University of Applied Sciences Northwestern Switzerland – School for Teacher Education, Zurich University of Teacher Education, Swiss Center for further education of secondary-level teachers (with the forum Further Education)



The Worlddidac Award 2010

The Worlddidac Award is the 'Oscar™' in the educational industry. Applications for the Award will be evaluated by an international jury according to criteria of innovation, design, quality and benefits for users of the submitted products. For questions and registrations regarding the Worlddidac Award, please contact the Worlddidac Association.



Areas of WORLDDIDAC Basel 2010

- The breadth of the education market becomes obvious by attending WORLDDIDAC Basel 2010.
 - Covering an area of almost 20,000 m² a great variety of specialist areas from the entire sector will be present.
 - Join WORLDDIDAC Basel 2010 and profit from the strength of the whole industry.
-
- Teaching aids for Kindergarten, Pre-school, Educational Toys
 - School material and consumables
 - Teaching aids and educational materials; printed and published products
 - School and seminar furnishings (play-school, pre-school, school, high school, apprenticeship, seminar and congress)
 - Services for Schools
 - Sports resources and equipment
 - Science and Technology
 - Technical and Vocational Training / Corporate Training
 - Information and Communication Technologies
 - Digital media (e-learning / e-education)
 - Presentation technology



The promoter: Worlddidac Association

Worlddidac is the global trade association for companies providing products for education and training at all levels. Worlddidac's mission is to improve the business of members and enhance the value which education gets from the industry. Worlddidac has currently 200 members in 48 countries worldwide.

Key facts WORLDDIDAC Basel 2008

Area

20,000 m² (net 9,887 m²)

Exhibitors

423 from 30 countries (61 % without an office based in Switzerland)

Visitors

19,618 from 76 countries (19 % international visitors)

Visitor profile

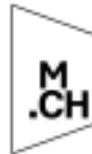
97 % were business visitors

31 % had crucial influence on buying decisions

47 % had co-decisive influence on buying decisions

17 % had consultative influence on buying decisions





Organiser

MCH Swiss Exhibition (Basel) Ltd.
CH-4005 Basel
Phone +41 58 206 22 25
Fax +41 58 206 21 89
info@worlddidacbasel.com
www.worlddidacbasel.com

Promoter

Worlddidac Association
Bollwerk 21
P.O. Box 8866 CH-3001 Bern
Phone +41 31 311 76 82
info@worlddidac.org
www.worlddidac.org