

# Education+ plus

Skills 技能 + Solutions 解决方案 + Equipment 装备

## International Summit & Exhibition for Applied Education and TVET

16 - 18 August, 2023

Changsha, Hunan Province, China



Skills

Solutions

Equipment

Human Potential



# A Rising Star City: Changsha

In September 2020, General Secretary Xi Jinping proposed during his visit to Hunan that Hunan should make efforts to build "threehighlands" and carry out "fournew" missions. At present, Changsha is following the spirit of the general secretary's important speech, anchoring new coordinates, clarifying new positioning taking on new missions, and constantly making new steps in building a national important highland of advanced manufacturing, a highland of scientific and technological innovation with core competitiveness and a highland of reform and opening up in the inland area.

In recent years, Changsha has achieved fruitful results in it infrastructure industrial ecology, public services, business environment and living environment. Today, Changsha is attracting global attention with its strong cultural heritage, scientific development planning and high-quality business environment, and has not only become a new "Netflix City" , but also a priority choice for domestic and foreign enterprises and individuals to invest in central China.



### Diversified Industries

Strive to build a leading edge in advanced manufacturing with 22 industrial chains and accelerate the construction of the "1+2+N" advanced manufacturing clusters with outstanding advantages and distinctive features. Cultivating new industries such as integrated circuits, software, aviation (large aircraft) support, artificial intelligence, etc. to seize the high ground in industrial development.



### Sufficient Human Resources

Changsha has a net urban population inflow and a stable labour force of over 60% of the total population. It has 129 higher institutions including 77 higher vocational colleges and 52 higher universities, 490 secondary vocational schools 59 academicians. Hunan's overall vocational education development level enters the "first rank" in China, designated as one of the seven national pilots in the ministry-province collaborative campaign to build vocational education reform and development hubs.

**2023**

GDP per capita

**Over 20,000 USD**

Reach the level of developed countries

Global Cities Competitiveness Report 2021 China's Economic Competitiveness

**2<sup>nd</sup>**

in the country in terms of education quality ranking among

**the first square**

The average percentage on education in Hunan is

**16.50%**

of total % of government expenditure

Number of national intelligent manufacturing enterprises and projects

**No.1**

in Provincial capital city

27 national intelligent manufacturing pilot demonstration enterprises and projects

**ranked the first in the provinial capital cities**

Top 10 Most Satisfactory Cities for Foreign Investment in China

**No.9**

in China



# Education plus

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**Date**  
16 - 18 August, 2023

**Venue**  
Hunan International Convention & Exhibition Center

## Organization

### Guided by

China Vocational Education Association  
International Department of the Ministry of Human Resources and Social Security (TBD)  
Talent Exchange Center of the Ministry of Industry and Information Technology (TBD)  
Baden-Wuerttemberg Ministry of Education, Youth and Sports (TBD)  
Embassy of the Federal Republic of German (TBD)

### Special Supported by

Hunan Provincial Education Department (TBD)  
Hunan Province Department of Human Resources and Social Security (TBD)  
Changsha Municipal People's Government (TBD)

### Powered by

Didacta Association of the German Education Industry (TBD)  
iMOVE: Training - Made in Germany at the Federal Institute for Vocational Education and Training (BIBB), an initiative of the German Federal Ministry of Education and Research (BMBF) (TBD)  
AHK Greater China (TBD)

### Sponsor

Landesmesse Stuttgart GmbH

### Organizer

Changsha Municipal Education Bureau (TBD)  
Changsha Human Resources and Social Security Bureau (TBD)  
Changsha Bureau of Commerce (TBD)  
Foreign Affairs Office of Changsha Municipal People's Government (TBD)

### Executed by

Nanjing Stuttgart United Exhibition Co., Ltd.

## About EducationPlus

EducationPlus is an international event focusing on cooperation between vocational education & training and labor market in work-based learning, digitalization, apprenticeship, workplace learning, skill training and development, networking together hundreds of professionals, educators, HR managers and CEOs from different countries. This is where experts from industry and academia meet, where new trends and developments are presented by leading companies and global academia.

EducationPlus dedicated "Learning & Development" conference will unite international and national learning and development experts who will share knowledge and insights on key topics for the next learning era, including the latest technology, innovative approaches, current and future thinking to keep your organization learning and in development. Its strong focus and superior quality make the EductaionPlus the international meeting point for professionalizing the training chain in China.

## Join EducationPlus and ...

- Expand brand awareness by utilizing global network
- Explore new application areas by meeting potential clients
- Share knowledge and insights on key topics for TVET
- Promote collaborative program of applied education
- Solve the HR optimization of enterprises and employment
- Keep your organization learning and developing











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# Gather Industry Professionals, Strengthen the Business Match

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Industry visitors of EducationPlus are experts and decision makers mainly from management, product and system design, purchasing as well as L&D management departments from vocational schools, colleges, universities, government and industries. They use the exhibition as an international industry meeting place and to inform themselves about latest equipment and technique achievements within training systems, as well as individual and specific solutions for practice training problems.

The following visitor industries are represented:

-  Machinery Equipment & Advanced Manufacturers
-  Automobile & Transportation
-  Renewable Energy
-  Consultant & Publishing & Media
-  Education & Training
-  Industry & Information Technology
-  Water Resources & Electric Engineering
-  Healthcare & Service
-  Banking & Finance
-  Distributor & Agent

## WHO ATTENDS?

### Vocational Education Colleges

- Government Education Administration
- School Principals and Directors
- Vocational Education Expert
- Teachers and Subject Leaders
- Head of Department
- Teaching Design and Development

### Management of Manufacturing

- Chief Executive Officer (CEOs)
- Chief People Officers (CPOs)
- Learning & Development Managers
- Instructional Designers
- Change Managers

### Digital Equipment Suppliers

- Education and Training Service Provider
- Education Information Coordinator
- Information Technology Managers
- Network Administrator
- Online Education Leader and Manager

### HR & Administrative

- Human Resource Management
- Skills Development Managers
- Corporate Trainers and Coaches
- Training and Education Consultants
- Employee Competence Manager



# EXHIBITION TOPICS



## Training Equipment

- Machinery Manufacturing
- Numerical Control Technology Training
- Mold Professional Teaching and Training
- Automation Teaching and Training
- Intelligent Manufacturing Technology
- Automobile Teaching and Training
- New Energy Equipment Technology
- Industrial Internet and Informatization



## Training Solutions

- Teaching Training Optimization
- Interactive Teaching Environment
- College & Applied University
- Qualification Certification
- Maker Education
- Publishing
- Curriculum Development
- Teacher Training



## Digital Learning

- Education Technology
- Digital Content, Solutions
- Emerging Online Education
- Blended Learning
- Digital Learning Tools and Methods
- Virtual Reality Technology
- Internet of Things
- Blockchain Education

# ACCOMPANYING PROGRAMME "LEARNING & DEVELOPMENT" CONFERENCE

## EducationPlus Summit

EducationPlus International Summit takes place in parallel to the exhibition and is one of the most important application-oriented, international conferences in the field of vocational education and its application in Industry 4.0, Artificial Intelligence, renewable energy and international TVET Best Practice in China. Academic experts and experts from the industry are invited each year to join and share their expertise, latest developments and expectations on future trends.

Concurrent events have made a contribution to the summit success. The sector's leading players from business and academia were invited to share their views on current industry developments and future trends. At EducationPlus Summit 2020, which has drawn 1682 attendees, 98 papers were presented during summit, workshop and forums.

## Digital Learning Forum

In conjunction with Digital zone, the forum provides industry experts with the opportunity to discuss digitalization, the innovative technology and future development trend of advanced manufacturing. Topics focused on the applications of Digitalization Talents Development will be given by leading players, like Huawei, Tencent, Cosmoplat, Microsoft, Eplan, SAP and Industrial Internet Integrations.



## 2023 Application-oriented talent training Forum

Collocated conference will establish mechanisms for tracking VET talents in apprenticeships will be presented, together with best practices of work-based learning in different countries that have been identified during the context study. As an excellent platform for showcasing the future products and technology, the forum invited nearly 30 well-known enterprises to share 30 speeches during the exhibition. The theme of the conference is "For young people and for the re-launch of the country: Professionalizing training chain."

## Dialogue between University and Industry

Topics of the seminar include 'Future Human Potential to shape Integration and Application between Applied Education and Advanced Manufacturing', together with a number of industry experts to share their latest insights on vocational education and training to adapt the upgrade of advanced manufacturing.

## Exhibition Key Figures

6,100

Professional Visitors

198

Exhibitors

20,000<sub>sqm</sub>

Exhibition Space

30

School Delegations

## Conference

1340

Conference Delegations

238

Presentations

23

Parallel Forums

3

Forums Awards

26

MOU Signed

# EXHIBITORS OF EDUCATIONPLUS

from 2016 to 2022

in Nanjing, Guangzhou, Xi'an, Qingdao, Suzhou (Taicang)

- A** AnHuaCounty Vocational Secondary School (AnHua Dark Tea School)  
Anhui Business College  
Anmeng GmbH
- B** Beijing Xingta Technology Co., LTD  
Beijing 3d World Information Technology Co., Ltd  
Beijing College of Finance and Commerce  
Beijing Keanzhibo Technology Development Co., Ltd.  
Beijing Yibo3d Technology Co. Ltd  
Bosch Rexroth China
- C** Carl Duisberg Centren GmbH  
CEBVEC  
Changsha Huazhong Secondary Vocational School of Information & Technology  
Changsha Aeronautical Vocational and Technical College  
Changsha College Finance & Economics  
ChangSha Commerce & Tourism College  
Changzhou Vocational Institute of Engineering  
Chengde Petroleum College  
Chengdu Textile College  
Chongqing City Management College  
Chongqing Industry Polytechnic College
- D** Daimler Greater China Ltd.  
Davis College  
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)  
Dongguan Technician College  
Dongying Vocational Institute  
DQS AP LTD
- E** Electude International B.V.  
EPLAN Software & Services (Shanghai) Co.,Ltd  
European Association for Vocational and Social Education
- F** Festo (China) Ltd.
- G** Federal Ministry of Economy and Climate Action (BMWK) in Cooperation with AUMA Association for German Trade Fair Industry  
GRB Gemeinnütziges Rheinisches Bildungszentrum GmbH  
Guangdong Construction Polytechnic  
Guangdong Food and Drug Vocational College  
Guangdong Industry Polytechnic  
Guangdong Polytechnic of Industry and Commerce  
Guangdong Polytechnic of Water Resources and Electric Engineering  
Guangxi International Business Vocational College  
Guangxi Vocational and Technical College  
Guangzhou Industry and Trade Technician College  
Guangzhou Panyu Polytechnic  
Guangzhou Railway Polytechnic (GRP)

# OVERVIEW OF EDUCATIONPLUS



Guangzhou Traffic and Transportation Vocational School  
 Guangzhou Vocational School of Finance and Trade  
 Guangzhou Vocational School of Tourism And Business  
 Haier Digital Technology (Nanjing) Co.,Ltd  
**H** Hainan College of Vocation and Technique  
 HaiXingGu DaLian Technology Co Ltd  
 Hangzhou Zhongce Technology Co., Ltd.  
 Harbin Vocational & Technical College  
 Hebi Polytechnic  
 HEIDENHAIN  
 Hengxing University  
 Hengyang South China Science And Technology Finance  
 Managment School  
 Hi-edu Science and Technology (Shenzhen) Co., Ltd  
 HuiMai intelligent technology (Shanghai) Co., Ltd  
 Hunan Polytechnic of Water Resources and Electric Power  
 Hunan Automotive Engineering Vocational College  
 Hunan Chemical Vocational Technology College  
 Hunan Mass Media Vocational and Technical College  
 Hunan Polytechnic of Enviroment and Biology  
 Hunan Railway Professional Technology College  
 HuNan Urban Construction College  
 Hunan Vocational College of Commerce  
 Hunan Vocational College of Railway Technology  
 iMOVE Office China  
**I** Inner Mongolia Technical College of Mechanics & Electrics  
 International Youth Interns Exchange  
 Jiangsu Huibo Robotics Technology Co., Ltd  
**J** Jiangsu Maritime Institute  
 Jiangsu SUMEC Eton Kidd Brand Management Co., Ltd.  
 Jiangsu Vocational College of Medicine  
 Jin Zhong Vocational & technical College  
 Jinan Engineering Ploytechnic  
 Job Hall Online (Shenzhen) Information Technology Co., Ltd  
 Lanzhou Petrochemical Polytechnic  
**L** Lanzhou Resources & Environment Voc-Tech College  
 Lawrence Technological University  
 Longde County Vocational Middle School  
 Lucas-Nülle WFOE  
 Miluo Secondary Vocational School  
**M** Nanjing Nugget Mechatronics Technology Co., Ltd.  
**N** Nanjing Vocational College of Information Technology  
 Nanjing Vocational University of Industry Technical  
 Nantong Vocational University  
 Ningxia Vocational Technical College of Industry and Commerce  
 Ningxia Industrial School  
 Ningxia Polytechnic  
 Ningxia Rongguang Science and Technology Group  
 Ningxia Technical College of Wine and Desertification Prevention  
 Ningxia Tourism School  
 NingxiaZhongning Technical Vocational  
 Panyu Vocational Technical School, Guangzhou  
**P** Qingdao Huanghai University  
**Q** Qingdao Ironman Technology Co Ltd  
 Qingdao Vocational and Technical College of Hotel Management

Rhein Köster GmbH  
**R** Rizhao Polytechnic  
 Sainte Ursule CAEN (Scholar group Sainte Angèle)  
**S** SEABERY SOLUCIONES S L  
 Shanghai Bavarian Vocational Training Consulting Co., Ltd.  
 Shaanxi Polytechnic Institute  
 Shaanxi Railway Institute  
 Shandong Chenbang Cnc Equipment Co., Ltd.  
 Shandong Institute of Commerce and Technology  
 Shandong Meining Smart Technologies Co., Ltd  
 Shandong Polytechnic  
 Shandong Vocational College of Science and Technology  
 Shanghai I&C Foreign Languages School  
 Shanghai Pharmaceutical School  
 Shanghai Shulin Software Development Co., Ltd.  
 Shanghai Technical Institute of Electronics and Information  
 Shanghai Urban Construction Vocational College  
 Shanghai Vstech Intelligent Technology Co., LTD  
 Shijiazhuang Institute of Railway Technology (SIRT)  
 Sichuan College of Architectural Technology  
 SinaLingua e.k.  
 SIPPR Engineering Group Co., Ltd  
 South China Belt and Road Vocational Education Alliance in Water  
 Resources and Electric Engineering  
 Suzhou Elbe Education Co., Ltd  
 Synergy Educational Technology Company Ltd.  
 Tang Chinese Education &Techology Ltd.  
**T** Teksbotics(Asia) ., Ltd  
 Tianjin Bohai Vocational Technical College  
 Tianjin Medical College  
 Tongren Polytechnic College  
 TRUMPF (China) Co., Ltd  
 V5 Live Broadcasting Co. Limited  
**V** Wuhan Institute of Shipbuilding Technology  
**W** Wuhan Polytechnic  
 Xi'an Aerospace Technician College  
**X** Xiamen City University  
 Xi'an Aeronautical Polytechnic Institute  
 Xianyang Vocational & Technical College  
 Xilingol Vocational College  
 Xingtai Polytechnic College  
 Yancheng Polytechnic College  
**Y** Yellow River Conservancy Technical Institute  
 Yongzhou Vocational Secondary School of Industry and Trade,  
 Hunan Province  
 Yunnan Economics Trade and Foreign Affairs College  
 Yunnan Jiaotong College  
 Zhengzhou Railway Vocational & Technical College  
**Z** Zhihuiwanlian Beijing Education Co Ltd  
 Zhuhai Sailner 3D Technology Co., Ltd.  
 Zibo Vocational Institute  
 Z-ING GLOBAL  
 Z-Part Internet of Things Industry Alliance

# GERMAN NATIONAL PAVILION



## German Pavilion at EducationPlus



German Federal Ministry of Economy and Climate Action (BMWK) and German Trade Fair Association (AUMA) cooperate to support the joint exhibition stand, giving German companies as well as their foreign branches and agencies the opportunity to present their excellent products and high-quality services to decision makers and participants in Chinese vocational schools. Association of the German Education Industry (Didacta) accompanies German delegation and provides professional advice to the visitors.



### Presented by:

Federal Ministry of Economy and Climate Action (BMWK)



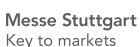
### In cooperation with:

Association of the German Trade Fair Industry (AUMA)



### Supported by:

didacta Association of the German Education Industry



### Organized by:

Landesmesse Stuttgart GmbH



# didacta asia

**didacta asia**

International Trade Fair and Congress for the Complete Education Sector in Southeast Asia  
 นิทรรศการด้านการศึกษาและอบรมระดับนานาชาติ

**24-26 October 2023**  
 Hall 99, BITEC, Bangkok, Thailand

VOCATIONAL EDUCATION & TRAINING

EARLY EDUCATION

DIGITAL & TECHNOLOGY

SCHOOL EDUCATION

Shaping the Future Skills

[www.didacta-asia.com](http://www.didacta-asia.com)

**CO-LOCATED EVENTS:**

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

**ORGANISED BY:**

koelnmesse | Expolink | Messe Stuttgart | didacta



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



### Exhibition Stand Price Rates & Package inclusive of

- 9 m2 standard booth with special design
- Technical Support package includes
- Company listing on website
- Company listing in visitor Guide
- 1 Product display on website
- 1 Product display on e-news promotion
- 1 Product display on Invitation Letter & Program

## Booth Construction Newcomer Pavilion

- » Flame retardant carpet
- » Wall Panels, white, 2.5m ht
- » Tall round table x1
- » Bar chair x 2
- » Low showcase x 1
- » Waste paper basket x 1
- » 100W spotlight x 2
- » 5A/220V 500W socket x1
- » Fascia board
- » Booth cleaning



For details, please refer to the EducationPlus 2023 Exhibitor Manual.  
Complete Price Participation Package (9sqm booth space incl. booth construction):

**RMB 18,800 / 9 sqm**

# JOINT STANDS DIGITAL ZONE

In 2023, we will bring Digital Zone, which includes vocational education lifelong learning development, equipment and hardware, vocational education teaching technology and global education case best practice solutions, as well as a series of related digital forums, experts Lectures and new product launches.

## Your Participation Package



- One Stand (9 sqm or 12 sqm) unit incl. booth construction at the Digital Zone



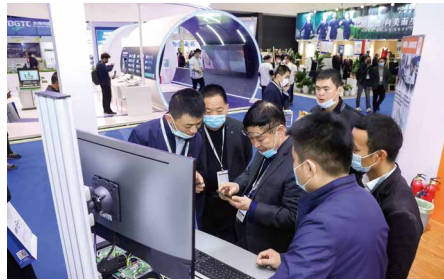
- One time slot (20 minus) in "Digital Learning Forum"



- Free promotional material (tailor-made EDM / Show Preview / Visitor voucher)



- Five exhibitor passes free of charge



# JOINT STANDS SCHOOL PAVILION

We offer first-time exhibitors a cost-aware participation at EductaionPlus. Be part of the School Pavilion and join the industry in Shenzhen.

## Your Participation Package



- One booth unit incl. booth construction (9sqm) at the School Pavilion



- Free promotional material (tailor-made EDM / Show Preview / Visitor Ticket)



- Standard entry of your school address in the official exhibitor catalogue



- Listing in the online exhibitor list

# EASY STEPS TO BECOMING AN EXHIBITOR

## Step 1

### Submit your Application early

Book your stand space using registration form as soon as possible to guarantee your place at EducationPlus 2023.

## Step 2

### Tailored Stand Space Proposal

After we have received your application form, you will receive a plan indicating the location of your stand. Stand allocations are made on a "first come, first served" basis, taking into account your company's location preference.

### Early-bird Rate (until 30 April 2023)

Space Required	Fee/sqm Space Only	Fee / 9 sqm Shell Scheme
Row Stand	RMB 1,780	RMB 17,800

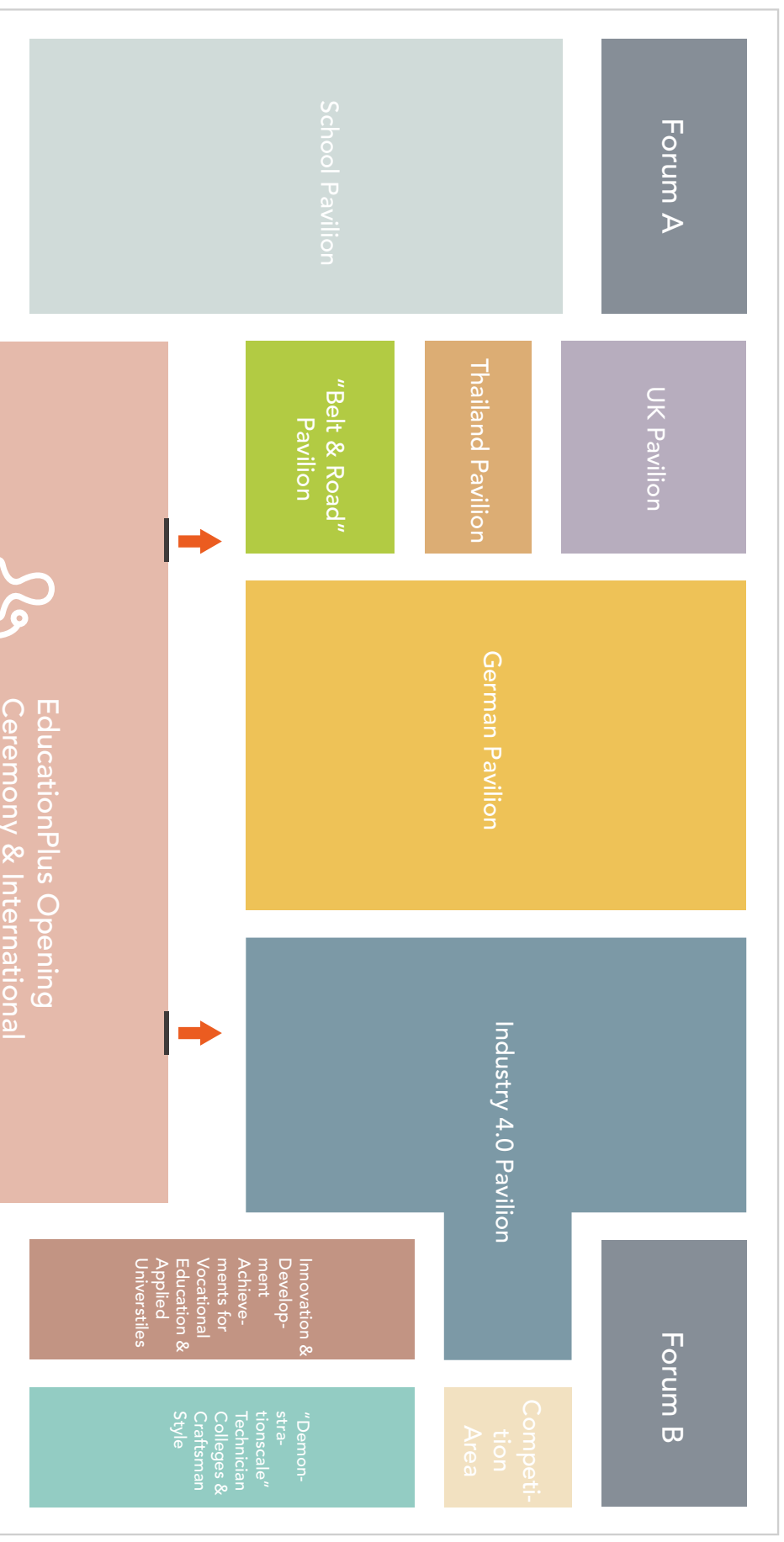
### Contract Rate (from 1 May 2023)

Space Required	Fee/sqm Space Only	Fee / 9 sqm Shell Scheme
Row Stand	RMB 1,980	RMB 19,700

## Step 3

### Your Exhibition Stand

You may bring your own decoration stand. Also, you could hire the shell scheme package as mentioned in EducationPlus 2023 Booth Application Form.



EducationPlus Opening Ceremony & International Summit



# EVENT PLAN

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# MARKETING SERVICES – FOR YOUR SUCCESSFUL PARTICIPATION

Our personal exhibitor support package covers more than just process your booking and stand location. Successful exhibition participation requires cooperation between organizer, sponsor and exhibitors both before and during the event. Take advantage of our marketing service to maximize the success of your company' s participation.



## Entry in EducationPlus Wechat

Set up different wechat columns for EducationPlus 2023. EducationPlus release wechat to more than 7,000 followers from vocational education industry regularly (materials provided by exhibitors, educators or summit speakers).



## Customized Exhibitor Promotion

Customized exhibitor' s invitation will be distributed to targeted database of professional visitor with your company logo and general profile to enhance the success of business and participation during the show.



## Show Catalogue

Show Catalogue is the ideal advertising medium and reference guide to the sector. A basic exhibitor entry into the show catalogue is free of charge.



## EDM Casting

An electronic version of EducationPlus exhibition / conference newsletter will be distributed to over 10,000 mailing lists on a regular basis. Your company logo and news can be included in the newsletter.



## Company Listing on Website

<https://education.german-pavilion.com/en/home/> offers you extensive opportunities to promote your company in EducationPlus 2023. Your company logo and website link will be listed online and inform your potential clients to accomplish pre-matchmaking.



## And More

Highlight your presence at EducationPlus 2023 with the aid of additional advertising specific to your company. Choose one of the exclusive advertising opportunities we offer on site to lead the visitors to your booth.



## Your Contact Persons

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