

Education+ plus

Skills 技能 + Solutions 解决方案 + Equipment 装备

August 16-18, 2023

Changsha, China

Analysis
2023

POST SHOW REPORT

EducationPlus 2023 International Summit and
Exhibition for Vocational Education and Training



Summary

EducationPlus has been successfully held in Nanjing, Guangzhou, Xi'an, Qingdao and Suzhou (Taicang) for the past six years. This year EducationPlus came to Changsha, Hunan Province, in recent years, Changsha has achieved fruitful results in its 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.

The combination of international standard professional exhibition and diversified seminars and conferences integrates domestic and international guilds and associations, leading enterprises, universities of applied technology, vocational colleges and research institutes with the thinking of development and cooperation. EducationPlus has positioned itself over the last 6 years as a unique platform for vocational education and focused on building an international exchange platform for vocational education in international cooperation and industry-education integration and other application solutions. EducationPlus successfully took place from August 16th to 18th in Changsha, Hunan Province. With around 186 exhibitors, 5,023 visitors, 22 international summit and parallel forums and an exhibition area of 22,000m².

EducationPlus 2023 with an official German Pavilion supported by the German Federal Ministry for Economic Affairs and Climate Action (BMWK) and Association of the German Trade Fair Industry (AUMA), didacta, the German Education Industry Association and initiator of the German Pavilion accompanied the event, providing professional advice. Fantastic German companies & institutes showcasing their products, services and solutions for vocational education this year to work together and create the most successful vocational education event in Changsha, China.

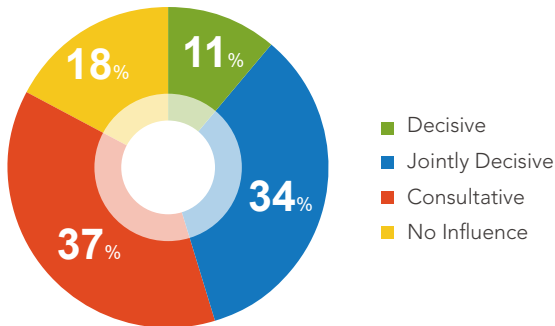


At a Glance

<p>Exhibition Space</p> <p> 22,000 sqm</p>	<p>Domestic & International Exhibitors and Schools</p> <p> 186</p>						
<p>Visitors</p> <p> 5,023 (from 27 countries and regions)</p>	<p>Professional Media</p> <p> 30+</p>						
<p></p> <p>EducationPlus Summit 2023</p> <p>236 Conference Speakers</p>	<table border="1"><tr><td data-bbox="483 1200 1066 1440"><p>148 Academic Lecture Presentations</p></td><td data-bbox="1066 1200 1439 1440"><p>96 Interational Guests</p></td></tr><tr><td data-bbox="483 1440 1066 1694"><p>8 International Conference</p></td><td data-bbox="1066 1440 1439 1694"><p>22 Parallel Forums</p></td></tr><tr><td data-bbox="483 1694 1066 1944"><p>6 Workshop</p></td><td data-bbox="1066 1694 1439 1944"><p>2 Concurrent Competitions</p></td></tr></table>	<p>148 Academic Lecture Presentations</p>	<p>96 Interational Guests</p>	<p>8 International Conference</p>	<p>22 Parallel Forums</p>	<p>6 Workshop</p>	<p>2 Concurrent Competitions</p>
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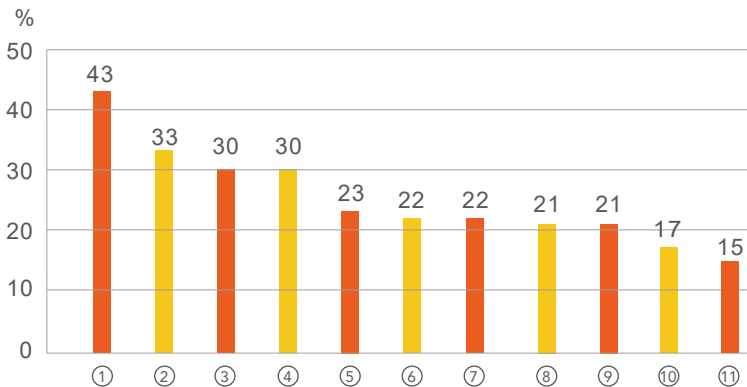
Visitor Analysis

Visitors' Influence in Company Purchasing



82% of the visitors are involved in purchasing and procurement decisions of their companies.

Visitor Interest in Topics

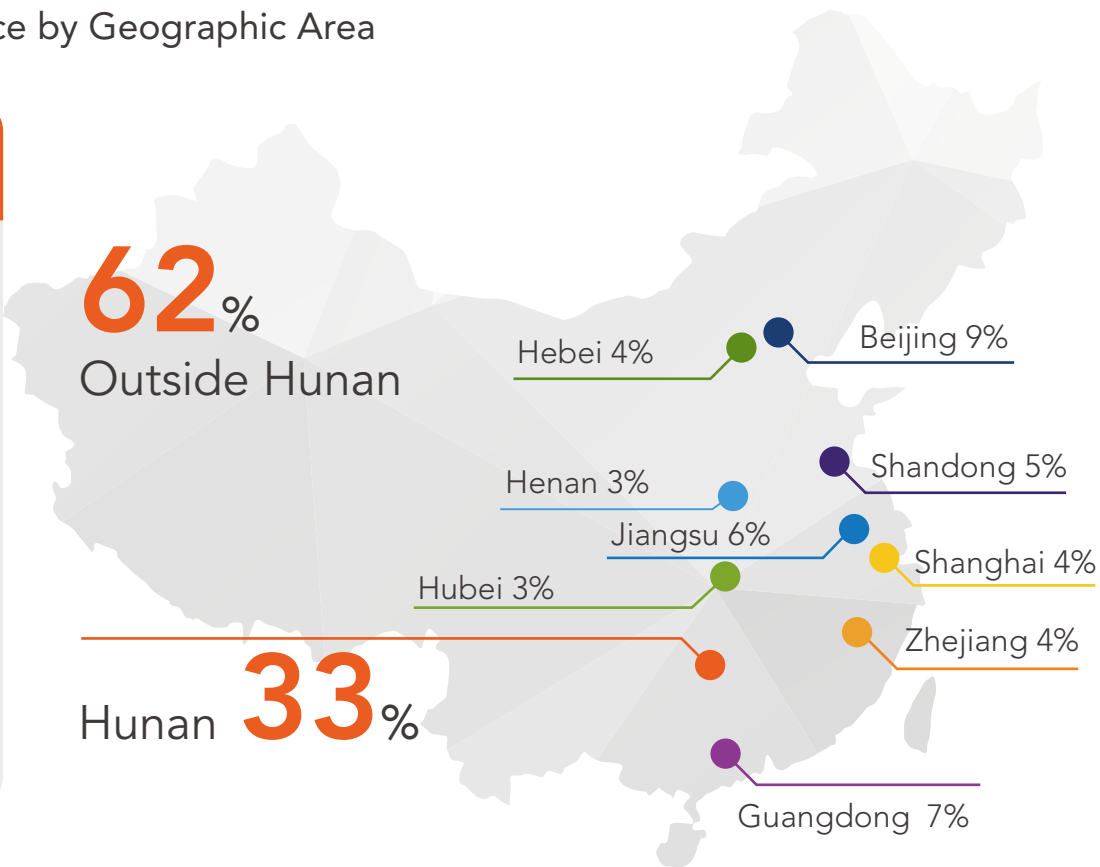


- ① School & Enterprise Cooperation
- ② Entrepreneurship & innovation
- ③ Intelligent Manufacturing & Industry 4.0
- ④ Digitalization in VET
- ⑤ Integration of teaching & learning
- ⑥ Module optimization
- ⑦ Training community
- ⑧ International projects
- ⑨ Lifelong learning system
- ⑩ Curriculum design & development
- ⑪ Career planning

Visitor Attendance by Geographic Area

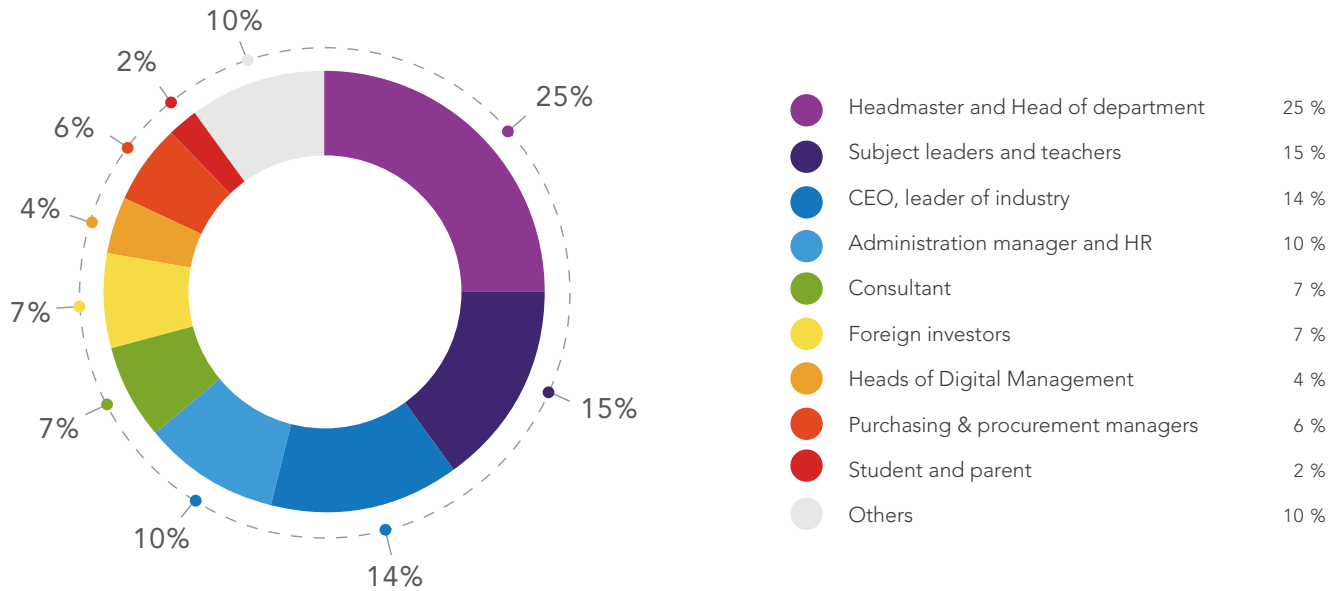
5%
International

Austria	Japan
Australia	Switzerland
Pakistan	Sierra Leone
Germany	Sri Lanka
Philippines	Thailand
Gambia	Tunisia
Kazakhstan	Spain
Korea	Hungary
Cambodia	Italy
Rwanda	Indonesia
Malaysia	United Kingdom
United States	Chad
Morocco	Holland



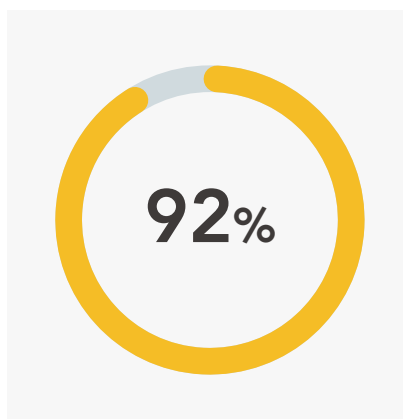
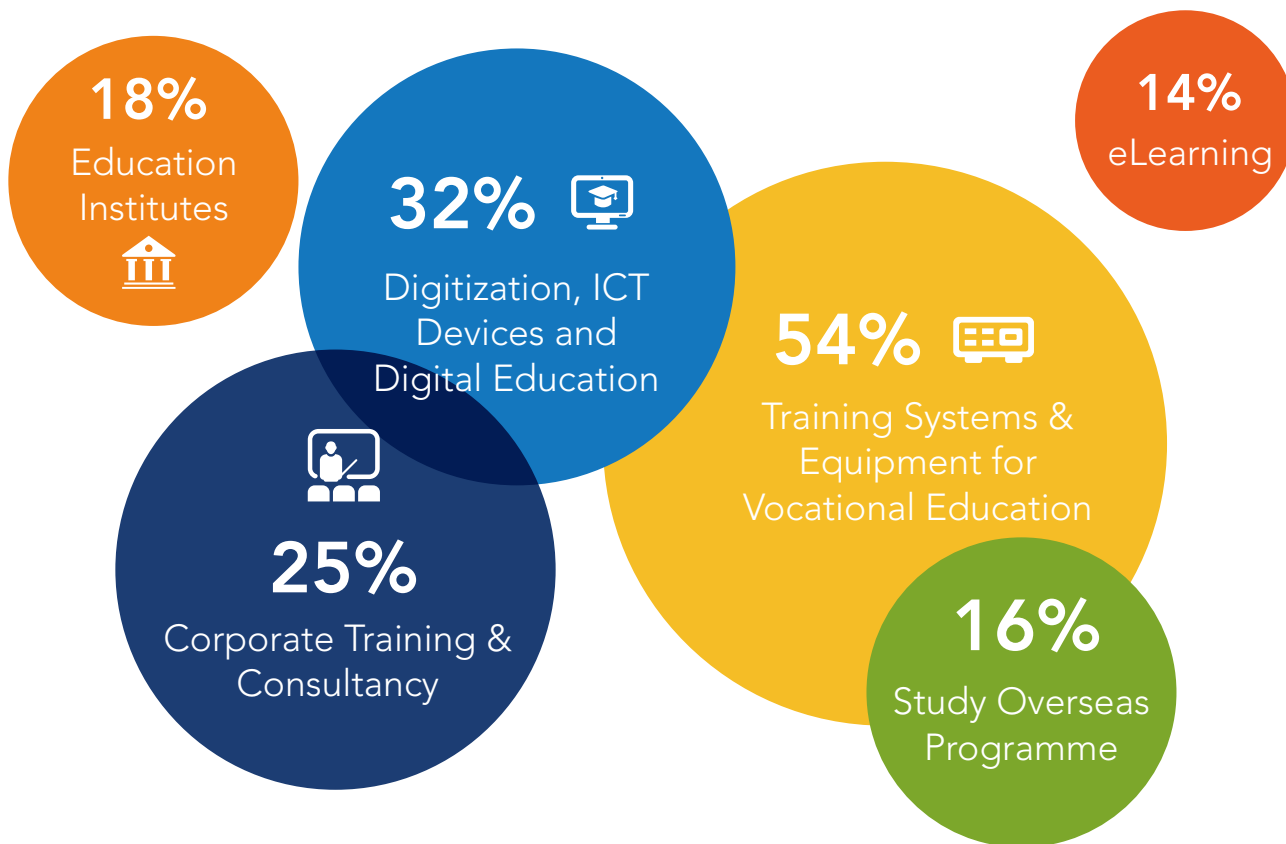
95% of the visitors were satisfied or very satisfied with EducationPlus 2023

Visitor Distribution

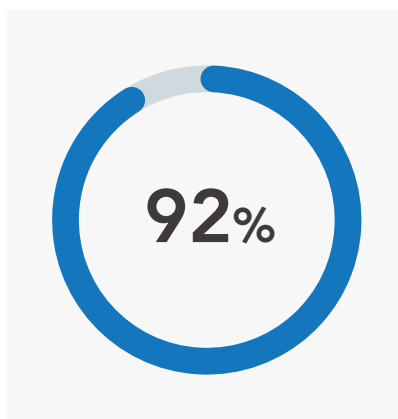


Exhibitor Analysis

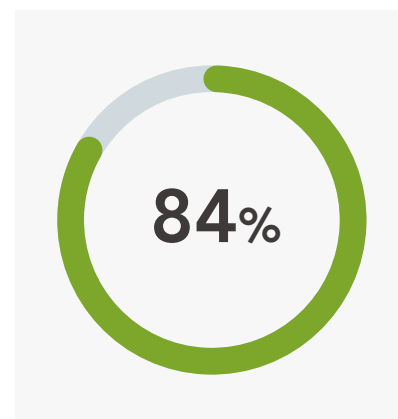
Exhibitors presented the following product groups at EducationPlus 2023



92% of exhibitors were satisfied or very satisfied with EducationPlus 2023



92% of exhibitors consider that the present market situation of domestic vocational education is good or very good



84% of exhibitors are willing to recommend EducationPlus to others

Show Outcomes



Education+ 2023 第七届中国(长沙)国际职业教育大会暨产教融合博览会
— 莱茵科斯特集团产教融合签约仪式 —

7 MOU Signing
Industry-Education Integration



20
Best Practice Award



Education+ 2023 第七届中国(长沙)国际职业教育大会暨产教融合博览会
— 签约启动仪式 —

4 MOU Signing
International Cooperation



Education+ 2023 第七届中国(长沙)国际职业教育大会暨产教融合博览会
EducationPlus2023走向世界中国职业教育方案
“一带一路”职业教育合作成果”优秀案例发布

97
Excellent Case Award



Education+ 2023 第七届中国(长沙)国际职业教育大会暨产教融合博览会
2023 职业教育对外交流与合作杰出教育工

47
Outstanding Educator
Award



Education+ 2023 第七届中国(长沙)国际职业教育大会暨产教融合博览会
2023 职业教育对外交流与合作典型

58
Excellent School Award



Education+ 2023 第七届中国(长沙)国际职业教育大会暨产教融合博览会
“数字经济产教融合共同体”揭

4
Industry-Education Integration
Communities



联合国教科文组织职业教育中心南亚中心
发展中国家数字经济职业标准开发
暨斯里兰卡数字经济职业标准开发
双认证项目

5
International Exchange
Programs

Accompanying Programs

Summit



4,056 Teachers & Headmasters Attended EducationPlus Summit

EducationPlus
SOLUTIONS FOR THE FUTURE



148 Academic Lecture Presentations

136 Domestic Speakers from 31 Provinces and Regions

Forum

EducationPlus 2023 (第七届) 湖南长沙国际职业教育大会暨展览
International Summit and Exhibition for Vocational Education and Training

中德职业教育论坛
Sino-German Vocational Education Forum

2023年8月14-17日 湖南·长沙
17 August - 17 September, Hunan

22 Theme Forum on Industry-Education Integration

第七届中国(长沙)国际职业教育大会暨展览
International Summit and Exhibition for Vocational Education and Training



96 International Guests from 26 Countries and Regions

Workshop



1,192 Teachers Attended Workshops

EducationPlus
SOLUTIONS FOR THE FUTURE

Competition



2023 Belt and Road and BRICS Skills Development and Technological Innovation Competition "Mobile Robot Competition" Selection Competition

Conference Speakers



Prof. Zhao Zhiqun

Professor and Doctoral Supervisor, Department of Education, Beijing Normal University, Member of the National Guidance and Consultative Committee on Vocational Education Chair of the Board of Directors of the INIA



Prof. Huo Lijuan

Professor, Institute of Vocational Education, Beijing Academy of Educational Sciences
PhD in Educational Economics and Management, College of Education, Peking University



Mr. Zhao Lei

Director, Europe Division, Department of International Cooperation and Exchange, Ministry of Education



Dr. Michael Wang

Deputy Executive Officer, Hong Kong Vocational Training Council (VTC)



Dr. Norman Hoeltz

D., Professor of International Technology Transfer Management
Business and technology coach and mentor at the Berlin Startup School and the Berlin Investment Bank



Norbert Noisser

Friendship Representative of Hunan Province, Economic Representative of the State of Hesse, Germany



Dr. Evelyn Ehrenberger

PhD in Chemistry, Technical University of Munich (TUM)



Mr. Nicolas Schrode

board member of Gab Munich - Gesellschaft für Ausbildungsforschung e.V.



Mr. Strutz

Head of the "Institute for Further Training and Lean in Production and Logistics" at Volkswagen AG
advisory board member of the "Institute of Mechanical Engineering" at the University of Applied Sciences in Ostfalia



Prof. Hoeltz

COO of Smart Soil Technologies GmbH, bbw University, Berlin, Germany



Ms. Kim Fladda

Head of Transnational Education and Programs, Center for Management Education, MCI, Innsbruck, Austria.



Mr. Johannes Klaus Steinl

Founder, Colnovation Hub, Frankfurt VET Center



Mr. Wei Wei

Representative of China, Europe-China Committee for the Development of Culture, Education, Tourism, Trade and Economy along the Belt and Road



Mr. Eric Dresden

Secretary General of the European Association of Travel Agents and Tour Operators (ECTAA)



Ms. Marton Katalin

Director of the Hungarian National Skills Council



Ms. Anna Lujza Honecz

Cultural Attaché, Embassy of Hungary, Beijing



Mr. Werner Gottfried Bauer

System expert for the German construction machinery industry and technology



Mr. Uwe Weber

Specialist in medical education nursing training at the University of Bern, Switzerland



Ms. Hao Xinqi

Educational Editorial Director, China Education Television 'Vocational Education China'



Mr. Ding Qiang

General Manager, Teaching & Training Division, Festo Greater China, President, Customized Systems Technology & Operations, Festo Asia Pacific



Ms. He Zhaohui

Bosch Rexroth China, Education & Training Industry Manager



Mr. Gao Xiang

General Manager of Education, Beijing Hengda Didactical Equipment Integration



Mr. Zhang Hao

Managing Director of GEM Group (Frankfurt), Desino Education



Mr. Qi Jiang

General Manager of Nanjing Nugget Mechatronics Technology Co., Ltd.



Dr. Tido Janssen

Director of the Alliance of German Chambers of Commerce Abroad (AHK)



Ms. Yin Li

Vice Principal, Jiangsu Taicang Secondary Vocational School



Ms. Dai Qiufang

Senior Manager, Vocational Education Department, Federation of German Chambers of Commerce Abroad - Greater China



Mr. Lin Changyong

President, Suzhou Chien-shiung Institute of Technology



Ms. Zeng Shuang

Director of the Chinese Social Sciences Education and Training Center, Chairman of the Board of the Sino-German Institute for International Educational Development (SGIED)



Mr. Zhang Liang

Manager, China Academy of ICT "Smart+Academy", ICT (Wuhan) Science and Technology Innovation Centre Co., Ltd.

Conference Speakers



Mr. He Pijie

Standing Committee Member and Deputy Secretary-General, the Twelfth National Committee of the Chinese People's Political Consultative Conference (CPPCC), Former Full-time Vice-Chairman, the Central Committee of the Democratic Revolutionary Party



Mr. Wang Jinbao

Former Director-General, China Vocational Education Society, Former Secretary General, the Central Institute of Socialism, Chairman of the Chinese Council, the Sino-German Vocational Education Industry-Teaching Integration Alliance



Mr. Wang Songtao

Deputy Director General, China Vocational Education Society



Mr. Liu Zhanshan

Former Executive Vice President and Secretary General, China Society for Vocational and Technical Education (CSTE), Former Deputy Director, Department of Vocational Training, Ministry of Education



Mr. Zhao Pengfei

Director, Apprenticeship Teaching Guidance Committee of Ministry of Education with Chinese Characteristics, President, Guangdong Construction Vocational and Technical College



Mr. Cui Xin

Secretary of the Party Committee and President, Baoding Institute of Technology, Hebei Province



Mr. Fang Xiaobin

Deputy Director General, China Vocational Education Society



Mr. Qin Huawei

Secretary of the Party Committee, Shanxi Province Finance and Taxation College



Mr. Xie Yun

Secretary of the Party Committee, Guangxi International Business Vocational and Technical College



Mr. Liu Shen

Secretary of the Party Committee and President, Harbin Institute of Vocational Technology



Mr. Li Hongjun

Secretary of the Party Committee, Liaoning Petrochemical Vocational and Technical College



Mr. Huang Tao

Secretary of the Party Committee, Guangdong Institute of Water Conservancy and Electric Power Vocational and Technical College



Mr. Wei Bingju

Secretary of the Party Committee, Tianjin Bohai Vocational and Technical College



Mr. Xin Hongguang

Deputy Secretary of the Party Committee, Beijing Finance and Trade Vocational College, Executive Vice-Chairman, the Asia-Pacific Preparatory Committee for the Global Artisan Alliance (GAA)



Mr. Chen Bin

Deputy Secretary of the Party Committee and President, Hunan Railway Science and Technology Vocational and Technical College



Mr. Chen Dequan

Deputy Secretary of the Party Committee and President, Zhejiang Economic and Trade Vocational and Technical College



Mr. Xue Yu

Deputy Secretary of the Party Committee and President, Jiangsu Food and Drug Vocational and Technical College



Mr. Li Wangying

Deputy Secretary of the Party Committee, Chengdu Institute of Industry and Trade



Ms. Yang Yi

Deputy Secretary of the Party Committee and President, Beijing Finance and Trade Vocational College



Mr. Zhuang Jianjun

Headmaster, Tianjin Hongxing Vocational Secondary School



Mr. Cheng Shuqiang

President, Shaanxi Finance and Economics Vocational and Technical College



Mr. Zheng Qingchun

President, Tianjin Vocational University



Mr. Long Zhigang

President, Shaanxi Vocational College of Commerce and Industry



Mr. Jiang Xingde

President, Guangzhou Technology and Trade Vocational College

Conference Speakers



Mr. Li Chunming

President, Changchun Automobile Industry College



Mr. Yang Jingli

President, Cangzhou Institute of Vocational Technology



Mr. Guo Sha

President, Guanghubei Institute of Vocational Technology



Mr. Ye Yinzhong

President, Shanghai Urban Construction Vocational College



Mr. Zhang Guowei

President, Qijing Institute of Vocational Technology



Mr. Zhang Yanwen

President, Tianjin Medical College



Mr. Li Lin

President, Guangxi Water Conservancy and Electric Power Vocational and Technical College



Mr. Sun Chengwu

President, Shandong Foreign Affairs Vocational University



Ms. Huang Yan

President, Guangdong Light Industry Vocational and Technical School



Ms. Liu Jieying

Member of the Party Committee and Vice President, Guangxi International Business Vocational and Technical College



Ms. Tian Xiaoxia

Member of the Party Committee and Vice President, Urumqi Vocational University



Ms. Liu Jie

Vice President, Hunan Higher Institute of Traditional Chinese Medicine



Ms. Li Xi Ping

Vice President, Yueyang Institute of Vocational Technology



Mr. He Jianghua

Vice President, Yunnan Transportation Vocational College



Mr. Wang Lizhi

Vice President, Jiuquan Institute of Vocational Technology



Ms. Wu Junduan

Vice President, Guangxi Institute of Health Professions and Technology



Ms. Long Ting

Vice President, Jiangxi Tourism and Commerce Vocational College



Mr. Yang Xiaokun

Vice President, Zhengzhou Electric Power Vocational and Technical College



Ms. Huang Yayu

Professor, Director, Master's Degree Supervisor, Institute of Vocational Education Policies and Regulations, Hunan Institute of Mechanical and Electrical Vocational Technology



Ms. Gao Qionghua

Vice President, Kunming Metallurgical Higher Institute of Technology



Ms. Wang Zhimei

Vice President, Wenzhou Institute of Vocational Technology



Mr. Wang Shunbo

Vice President, Shandong Water Conservancy Vocational College



Mr. Jiao Mansheng

Secretary General of the Chinese Council, UK National Assessment and Accreditation Centre for Academic Degrees, Higher Vocational









Ms. Li Huajie

Chief Representative in China, UK National Assessment and Accreditation Centre for Academic Degrees, Higher Vocational

Professional Marketing Services

International project team, providing high exposure rate with selected media, dedicated to the promotion of brand awareness, bringing great synergies and creating unlimited business opportunities.

 32 EDM Publication	 8,630 WeChat Followers from Vocational Education Industry
 98,750 Views	
 50,660 Pre-show Promotion SMS	375 WeChat Information Push 
 65 Media Partners	280 Special Reports

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