

## EducationPlus2026 Nanjing International Summit and Expo on Applied Higher Education and TVET

🕒 2026.10.22-24 📍 Nanjing International Expo Centre



# edu

# Nanjing



# Jiangsu, China

With an industrial foundation comprising 14 national advanced manufacturing clusters (ranking first in China), nearly 60,000 high-tech enterprises, and over 2,200 German-funded enterprises, Jiangsu leverages the abundant educational resources of its nearly 600 universities and vocational technical colleges. This robust ecosystem fosters a closed-loop integration of 'Industry-Talent-Education-Innovation,' establishing Jiangsu as a core hub for the localized practice of the Sino-German Dual System and a national 'model' for industry-education integration

## International Greetings

**didacta**

Dr. Hans-Joachim Prinz  
President didacta Association



EducationPlus has been deeply rooted in China for a decade, evolving into the core link in Sino-German educational cooperation. In 2026, the 10th Expo will be held in Jiangsu – an innovation highland boasting profound cultural heritage and dynamic industrial momentum. The Didacta Association covers lifelong education – we bring along the German Dual Vocational Training System, connect with German enterprises and achieve precise alignment with advanced manufacturing clusters.

Messe Stuttgart  
Key to markets



Roland Bleinroth  
Managing Director  
of Messe Stuttgart

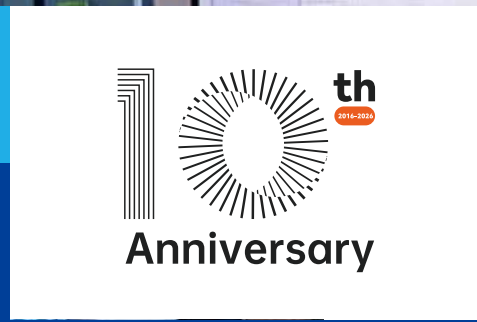


welcome to the 10th EducationPlus Expo!

Following a decade of development, this global platform—dedicated to educational internationalization and industry-education integration—officially arrives in Jiangsu this autumn. As a benchmark for international educational exchange supported by the German Federal Ministry for Economic Affairs and Energy, this Expo continues to leverage the core strengths of didacta.

We are bringing together educational elites and industry leaders from over ten countries worldwide to showcase innovative achievements such as the Dual System and cutting-edge Industry 4.0 technologies. Building upon the 30-year foundation of friendly cooperation between Jiangsu and the German state of Baden-Württemberg, as well as the dense Sino-German industrial network, we will achieve a deep alignment between globally premium resources and local market needs





## About EducationPlus

Originating from didacta, the world's leading education exhibition, EducationPlus is a specialized international expo supported by Germany's Federal Ministry for Economic Affairs and Energy (BMWE) for the Chinese market.

Since its launch in China in 2016, the expo has focused on integrating technology with education, deepening industry-education collaboration, and connecting global resources. Over the past decade, nine editions have been held across seven major Chinese cities, engaging over 30 countries, 3,000+ enterprises, 5,000+ institutions, and 100+ international experts, resulting in more than 800 implemented cooperation projects.

The 10th edition returns to Nanjing, Jiangsu—a hub for the localized practice of the Sino-German Dual System and a region with 14 national advanced manufacturing clusters, where industry and education resources converge.

Under the theme “Global Exchange, Integration of Vocational and Higher Education: A New Ecosystem for Industry-Education Integration in the Era of New Quality Productive Forces,” the expo will gather 600+ exhibitors from 20 countries and regions to showcase advanced educational technologies, AI applications, and industry-education solutions, while releasing cooperation opportunities across basic education, vocational training, and applied higher education.

Alongside the exhibition, 20 thematic seminars will address key topics such as the German Dual System, AI in education, university-enterprise collaboration, and talent development.

China's applied higher education and vocational education market offers vast scale, strong growth potential, and significant demand for international cooperation. We invite global enterprises, institutions, and organizations to join EducationPlus—access China's dynamic education and industry ecosystem, connect with high-quality resources, showcase innovations, and achieve precise partnership matching.

# 2026 NANJING



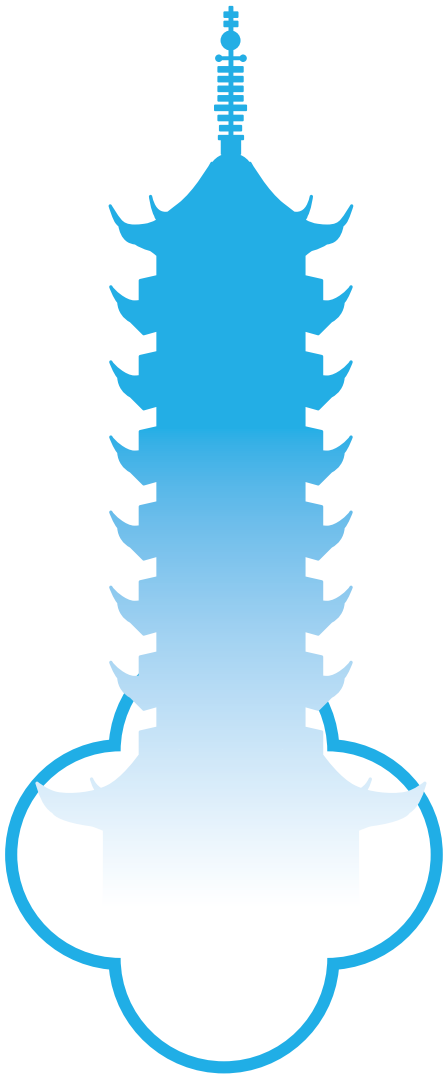


Vision

# International Mutual Learning & Integration

A New Ecology of Industry

-Education Integration Driven by  
New-Quality Productive Forces



## A Decade, Renewed

### Strategy & Impact

- Supports national strategies in education, talent, and innovation.
- Focuses on “AI + Manufacturing” and key industrial chains.
- Covers all education stages with policy-backed opportunities.

### Global Scale

- Co-guided by German federal bodies and industry associations.
- Features the German Pavilion and dual vocational education practices.
- Engages 20+ countries, with expanded international exhibitions.

### Precision & Results

- Themed zones: AI, smart manufacturing, energy, transport, services.
- 20+ seminars, 100+ expected cooperation agreements.
- Releases talent white papers and training standards.

### Talent through Competition

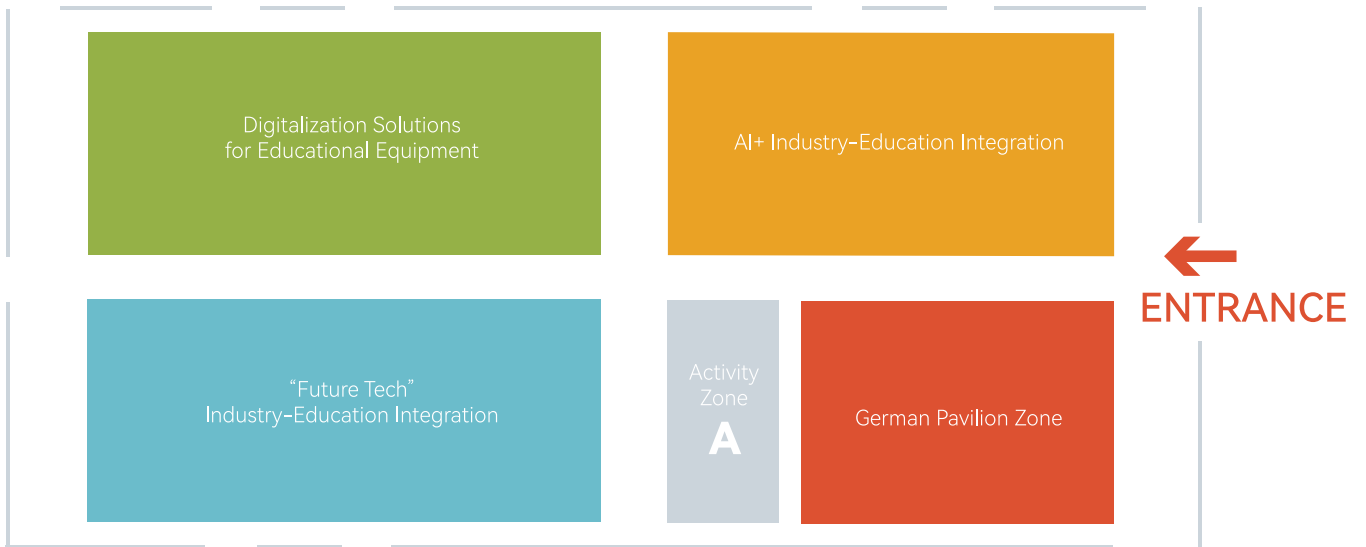
- Partners with WorldSkills Germany for upgraded skills challenges.
- Tracks in AI+ manufacturing and innovation practices.
- Links competitions to learning, employment, and entrepreneurship.

### 10 Years, Growing Together

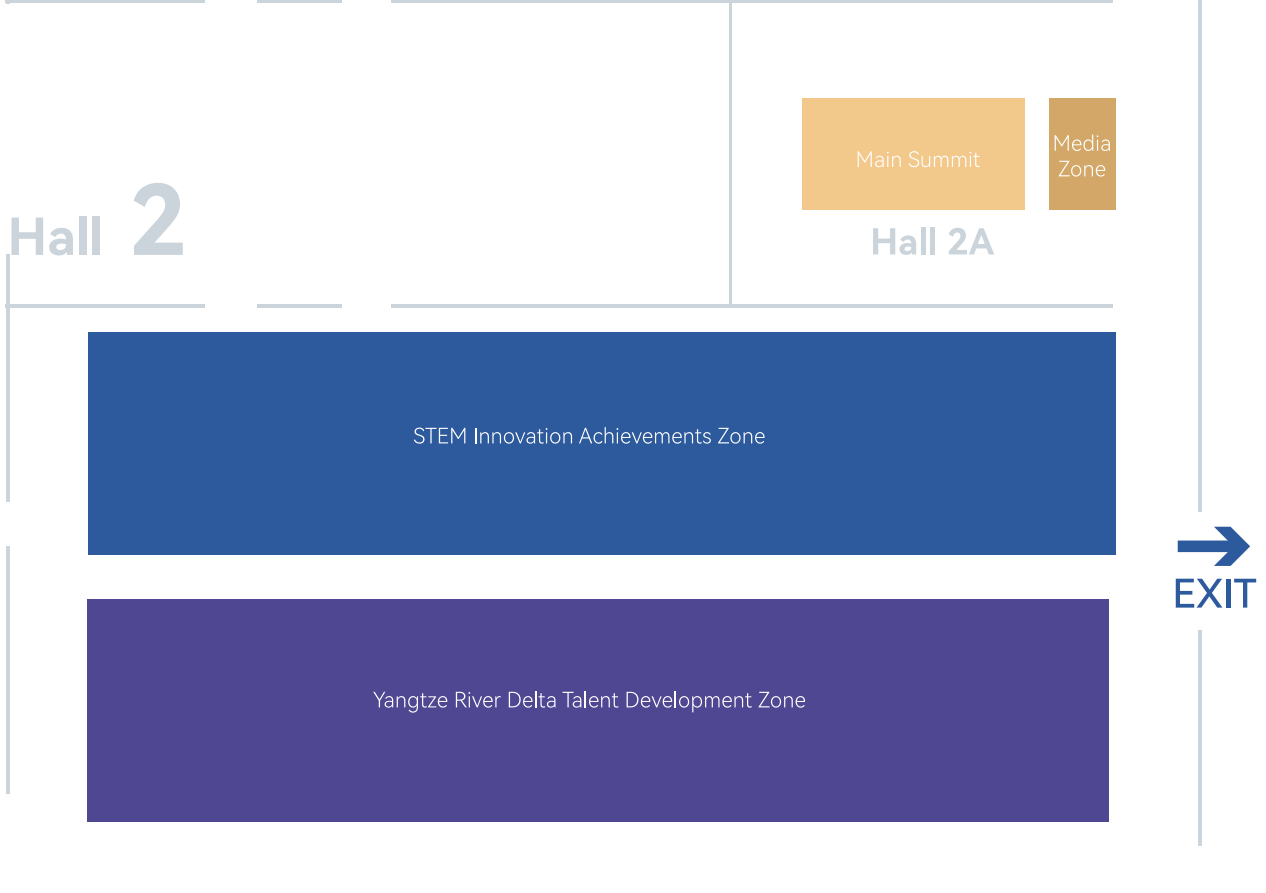
- Trusted by 5,000+ institutions and 3,000+ enterprises.
- Open to past partners and new global collaborators.
- A lasting ecosystem of matching, integration, and exchange.

# Exhibition Layout

## Hall 1



## Hall 2



# Exhibition Topics

01

## German Pavilion

- Collaborative Robots
- Industrial robot integration
- Intelligent manufacturing equipment
- Modular production systems
- Dual System Certification Framework
- Vocational Education Overseas Solutions
- Cross-border collaborative curricula

02

## AI + Manufacturing Industry-Education Integration

- Large AI Models
- Intelligent Computing Chips
- Industrial Robotic Arms
- Digital Twins
- Intelligent Production Lines
- Equipment manufacturing
- Robotics

03

## Industry-Education Integration in Energy and Transport

- New Energy
- Intelligent Connected Vehicles
- Charging Pile Practical Training
- Railway Transport Equipment
- Low-altitude flight
- Digital Twins
- Low-altitude logistics

04

## Industry-Education Integration in Information and Modern Services

- Cloud Computing
- Big data
- Electronic Information
- New Business Disciplines
- Cross-border E-commerce
- Healthcare and Nursing
- Smart Cultural Tourism

05

## Smart Education and Digital Equipment

- VR/AR
- Teaching Terminal Equipment
- Teaching Tools
- Smart Classrooms
- Educational Big Data
- Subject-specific teaching aids
- Software

06

## Digital and Intelligent Campus Development

- Campus Management
- Smart Security
- Academic Administration
- Internet of Things
- Energy Management
- Furniture/Office Equipment
- Smart Logistics

07

## Laboratories and Scientific Innovation

- Precision Laboratory Instruments
- Innovative experimental kits
- Research Data Platform
- University-Industry Collaboration Schemes
- Experimental teaching software
- Pilot-scale conversion equipment
- Innovation Competition Equipment

08

## International Education Services

- International Curriculum Framework
- Credit Recognition Services
- Cross-border collaborative programmes
- Bilingual Teaching Resources
- Vocational Education Standards Export
- Overseas Practical Training Placement
- International accreditation consultancy

09

## Holistic Education

- STEM Innovation Teaching Aids
- Sports Training Equipment
- Aesthetic Education Teaching Materials
- Vocational Practice Tools
- Intangible Cultural Heritage Transmission Teaching Aids
- Mental Health Equipment
- Educational aids for cognitive development

10

## Academic Research Commercialisation

- University-Industry Collaboration Requirements
- Technology Transfer Projects
- Overseas Expansion Opportunities
- Industry-Academia-Research Collaboration
- Innovation and Entrepreneurship Incubation Outcomes
- Joint Talent Development Programmes



# Professional Visitors



## Institutional Representatives

- University leadership, deans of secondary colleges
- Academic Affairs and Industry-Education Integration Officers
- Heads of International Exchange
- Practical Training Centre/Laboratory Directors
- Programme/Discipline Development Lead
- Competition Coaches
- Head of Quality Education
- Representative of Relevant Academic Institutions



## Enterprise Representatives

- Corporate Director
- Head of Technology R&D and Digital Transformation
- Industry-Education Integration Lead
- Practical Training Base Manager
- School-Enterprise Collaboration Specialist
- Training Supervisor
- Education Industry Product Manager
- Market Development and Channel Partnerships Specialist



## Government and Industry Representatives

- Provincial and Municipal Leaders from Education, Human Resources and Social Security, and Industrial Administrative Departments
- Representatives from Industry Associations and Academic Societies
- Industry-education consortium/partnership organisations
- Industry Advisory Committee Experts
- Vocational Skills Level Certification Assessment Experts



## International Representatives

- Representatives from overseas vocational education institutions and applied universities
- Representatives from education administrative departments of countries along the Belt and Road
- Education cooperation officers from overseas institutions
- Representatives of overseas vocational skills certification bodies
- Representatives of international educational equipment providers



## Service Ecosystem Representatives

- Suppliers of smart education and practical training equipment
- Digital Resource Service Providers
- Skills Certification and Training Institutions
- Industry-Education Integration Service Provider
- Competency Education Service Providers



## Channel Partners

- Educational Equipment Distributors/Agents
- International Educational Resource Providers
- School-Enterprise Collaboration Service Providers
- Competition Equipment Distributors
- Educational Media/Industry Information Platforms
- Industrial Investment/Incubation Platform



# German Pavilion

The Federal Ministry for Economic Affairs and Energy (BMWE) and Association of the German Trade Fair Industry (AUMA) are collaborating to support the tenth German National Pavilion at EducationPlus. As the official partner and initiator of the pavilion, the German Education Industry Association didacta has organized a delegation comprising leading German companies, dual vocational training institutions, and industry experts, showcasing cutting-edge achievements aligned with the demands of new quality productive forces.



**Presented by:**  
Federal Ministry for Economic Affairs and Energy (BMWE)



**In cooperation with:**  
Association of the German Trade Fair Industry (AUMA)



**Supported by:**  
didacta



**Organized by:**  
Landesmesse Stuttgart GmbH & Co. KG

## Previous EducationPlus German Pavilion



# Concurrent Events (Proposed)

This year's EducationPlus has enhanced its forum and conference program by integrating global resources. It maintains its commitment to high-level, substantive exchange while focusing on new quality productive forces, establishing a full-cycle system from policy interpretation and international exchange to industry collaboration and outcomes implementation.



Localization and Innovation of the Sino-German Dual Vocational Training System



Sino-German Intelligent Health and Wellness



International Promotion of the "Chinese + Vocational Skills" Standards



Global Expansion of the Dual "Education Follows Industry" System



Smart Manufacturing and Integrated Dual Education



Talent Development in AI and Embodied Intelligence Applications



Collaborative Talent Development in Intelligent Transportation



Industry-Education Integration for the Low-Altitude Economy



Collaborative Talent Development in Cross-Border E-commerce



Developing Municipal Industry-Education Consortiums



STEM+ Innovation in Science and Education



Transformation of Industry-Academia-Research Achievements

# Featured Supporting Activities

01

Skills Excellence Challenge



02

Professional Development Workshops



03

Targeted Site Visits



04

Precision Matchmaking Sessions



## Previous Cities

Since 2016, EducationPlus has taken place in cities such as Nanjing, Guangzhou, Xi'an, Qingdao, Suzhou (Taicang), Changsha, Wuxi, and Chengdu, serving as a key platform for collaboration between schools, enterprises, and institutions.

### 2016

15-17 October

Nanjing International Expo Centre

### 2017

13-15 October

Nanjing International Expo Centre

### 2018

27-29 September

China Import and Export Fair Complex

### 2019

7-9 November

Xi'an Qujiang International Convention and Exhibition Centre

### 2020

15-17 October

Qingdao International Expo City





# Education plus 2022中德职业教育产教融合博览会

Opening Ceremony of EducationPlus 2022 Exhibition

## 开幕仪式

## 2022

6-8 September  
Pullman Suzhou Taicang Hotel



# EducationPlus2023第七届中国(长沙)国际职业教育 暨产教融合博览会 正式开幕

## 2023

16-18 August  
Hunan International Convention  
and Exhibition Centre (Mango Hall)



# Education plus 2024 | 无锡国际职业教育大会暨产教融合 正式开幕 Official Opening

## 2024

12-14 September  
Wuxi Taihu International Expo Centre



# EducationPlus 2025 (四川) 国际职业教育大会暨产教融合博览会 正式启动 Officially Launch

## 2025

11-13 June  
Western China International Expo City (Chengdu)



# Nanjing

## 2026

22-24 October  
Nanjing International Expo Centre

TAICANG

CHANGSHA

WUXI

CHENGDU

NANJING

# Key Highlights from Past Events



Participating Countries

30+



Exhibitors

3,000+



Participating Institutions

5,000+



Visitors

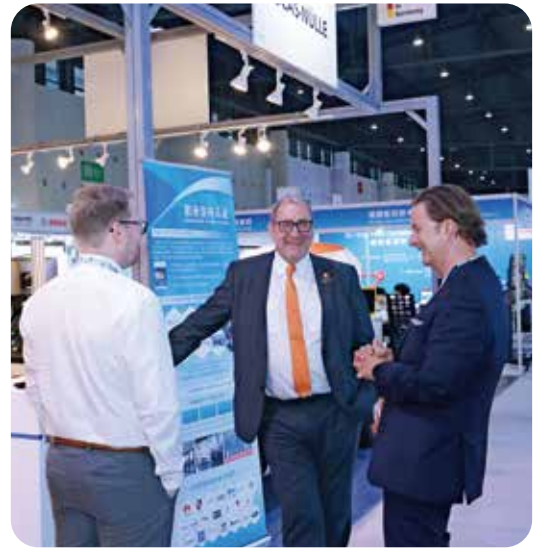
100,000+



Projects Signed

800+

# Highlights from Past Events



# International Guest Highlights



# Domestic Guest Highlights



# Past Seminar Highlights



# Past Released Achievements

## CHENGDU

2025



**40** Industry-Education Integration Project Agreements Signed



**50** International Cooperation Initiatives Launched



**106** Exemplary Belt and Road Vocational Education Cooperation Cases

## WUXI

2024



**24** Industry-Education Integration Project Agreements Signed



**30** International Cooperation Projects Launched



**175** Exemplary Belt and Road Vocational Education Cooperation Cases

## CHANGSHA

2023



**20** Industry-Education Integration Agreements Signed



**30** International Cooperation Projects Launched & Announced



**97** Exemplary Cases of Vocational Education Going Global



# 2026 Exhibition

## Step 1 WAGEN

### Online-Registration

Register and accredit online for trade fair participations in German Pavilion (<https://registration.german-pavilion.com/>). Submit your Application early. Book your stand space as soon as possible to guarantee your place at EducationPlus 2026.

## Step 2

### Tailored Stand Space Proposal

After we have received your application submission, you will receive a confirmation email 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.

Space Required  
Row Stand

Fee/sqm Space Only

**€180**

Fee / 9 sqm  
Shell Scheme

**€1620**



## Step 3

### Your Exhibition Stand

You may bring your own decoration stand. Also, you could hire the shell scheme package as mentioned in EducationPlus 2026 Extra Order.

made  
in  
Germany

# 2026 Sponsorship & Partnership Opportunities

The 10th EducationPlus cordially invites outstanding enterprises and institutions worldwide to jointly build a collaborative ecosystem and share opportunities across the “government-educational institution-enterprise-international” resource chain in the era of New Quality Productivity.

## Forms of Cooperation

Global Strategic Partner	International Industry-Education Pioneer Partner	
Comprehensive Industry-Education Co-development Partner	Industry Collaborative Support Partner	
Apply for Seminars / Workshops / Lectures	Apply for Theme Salons / Exchanges / Schools / Enterprises	Workshops Other Marketing Collaborations

## Returns and Benefits

### Accurate Publicity, Expanding Brand Recognition

- Showcase your brand on the grand international education platform and deeply reach the professional audience in the field of vocational education and applied talent cultivation.
- Enhance brand awareness, highlight industry contribution and expand brand influence through the high exposure of the conference.

### Expand Resources and Build A Global Cooperation Network

- Face-to-face exchanges with Chinese and foreign education policy makers, vocational education, applied talent training workers and industry leaders to establish in-depth connections.
- Expanding new partner resources, obtaining potential cooperation opportunities, and facilitating project landing and implementation.

## Intention to Cooperate

### Institutions

Vocational Schools | Colleges & Universities | International Organizations

### Research Organizations

Vocational Education | Education Innovation Laboratory

### Government Organizations

Education authorities | Policy-making bodies

### Enterprises

Industry Leading Enterprises | Industry-Education Integration Enterprises | Vocational Education Technology | Applied Talent Cultivation Service Provider

We sincerely invite outstanding enterprises, educational institutions, and industry associations worldwide to join the 10th EducationPlus Industry-Education Integration Expo.

Sponsoring partners will enjoy core benefits including full-range brand exposure, precise international resource matching, high-level dialogues with government, industry and academia, and customized collaboration opportunities — all designed to connect deeply with the industry-education integration ecosystem.



\*Please contact the organizing committee for specific cooperation rights and interests.

## Media Support



## didacta 2027




 2027.2.23-27  
 Hannover, German

**didacta**  
die Bildungsmesse



## Didac India 2026



 2026.11.25-27  
 Delhi, India

 **DIDAC**  
INDIA



## About us

**German Pavilion**

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