

WORLD DIDAC 2009

ASIA

B A N G K O K

28-30 Oct. 09

ASEAN's Largest Exhibition on Educational Materials, Media and Technologies



www.worlddidacasia.com

Global Solution Asia's Educational Revolution

Supported by:



Distance Learning Foundation



Southeast Asian Ministers of Education Organization Secretariat (SEAMEO Secretariat)



United Nations Educational, Scientific and Cultural Organization



Ministry of Education



Ministry of Science and Technology



Office of the Permanent Secretary, Ministry of Education



Office of The Basic Education Commission, Ministry of Education



Vocational Education Commission, Ministry of Education



Office of the Higher Education Commission, Ministry of Education



Thailand Convention and Exhibition Bureau



National Science and Technology Development Agency



Institute for the Promotion of Teaching Science and Technology (IPST)



Software Industry Promotion Agency (Public Organization)



The Association of Thai ICT Industry



Software Park



Thailand-Nichi Institute of Technology

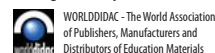
Official Airline:



Co-Located with :



Co-organized by:



Organized by:



Reed Tradex

Thailand and Vietnam's #1 exhibition and conference organizer

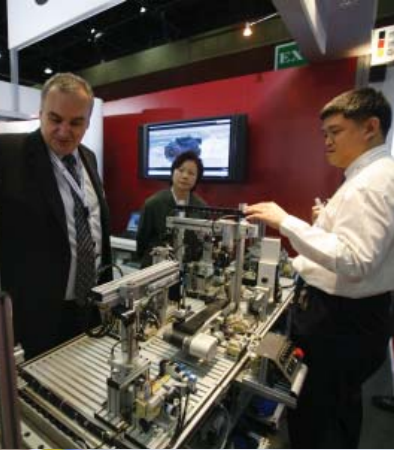


Worlddidac Asia 2009 and Asia Education Leaders Forum Delivered Another Bold Contribution to Educational and Training Communities Across Asia



Worlddidac Asia 2009 and Asia Education Leaders Forum rendered pomp and promises to educational communities in Thailand and Asia, boasting the highest number of country participation to date.

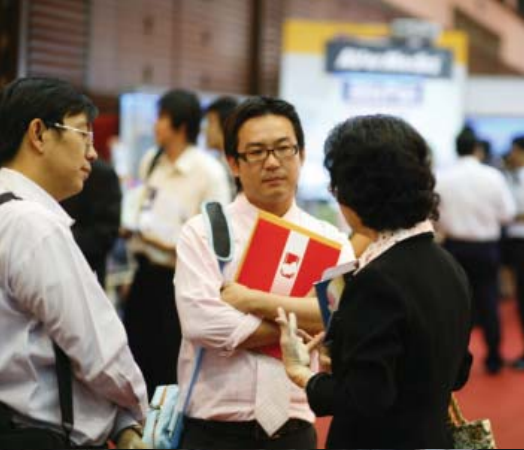
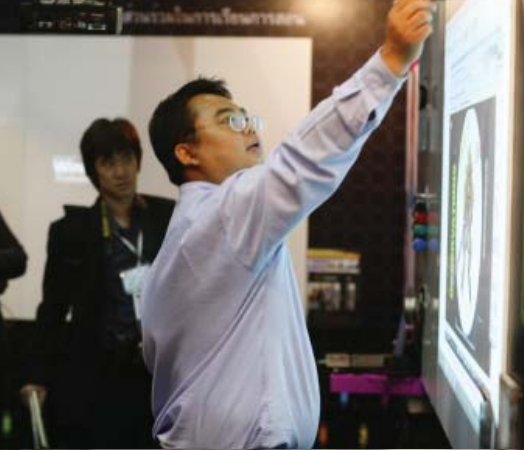
Under the theme “Global Solution, Asia’s Educational Revolution,” Worlddidac Asia 2009 exhibited the eclectic range of offerings from consumable products to advanced and highly-sophisticated teaching equipment and technologies from 26 countries and four national pavilions – Germany, Korea, China and UK – to expose visitors to impressive showcase. Co-located with the event was the 3rd Asia Education Leaders Forum which successfully presented the educational challenges for the 21st Century and helped promote educational collaboration and revolution with visions and case studies by visionary speakers from all across the globe.



The organizing committee would like to express its deepest appreciation to all exhibitors and supporters for their valuable contribution to establish the first step of effort to move regional education forward. Although the road to achieve a greater outcome is still quite a distance, both events were the best proof that the said achievement is not definitely out of reach.

This document consists of snapshots of the successful events for your reference. The organizing committee hopes to see you gain in the next edition held from 26 - 28 October 2011 at Queen Sirikit National Convention Center, Bangkok, Thailand.





Exhibitor List

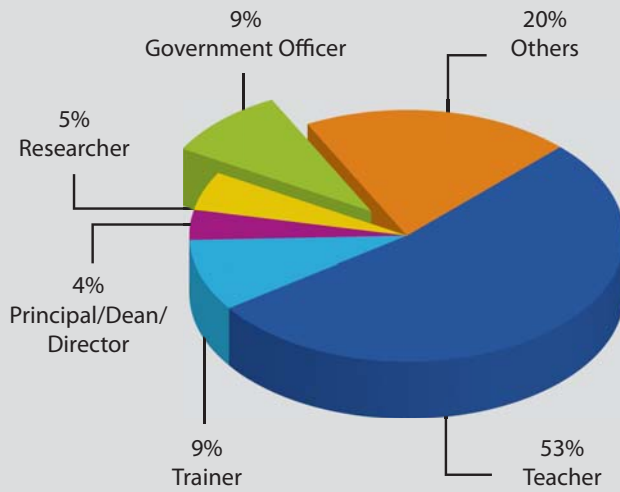
Worlddidac Asia 2009 welcomes 112 technology providers from 26 countries including Australia, Austria, Brazil, Canada, Germany, Hong Kong, India, Indonesia, Italy, Japan, Korea, Netherlands, China, Singapore, Spain, Taiwan, USA, UK, Belgium, Denmark, Finland, France, Sweden, Switzerland, Vietnam and Thailand.

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Visitor Analysis Report

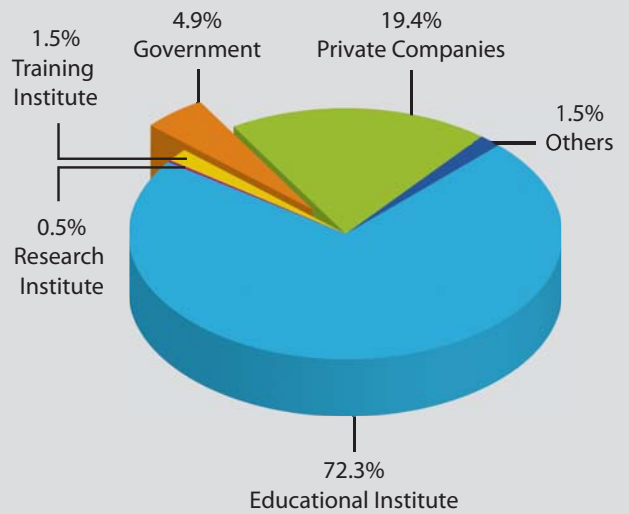
9,203 local and international visitors were welcomed during the three-day show of which the data are as follows:

Job Function



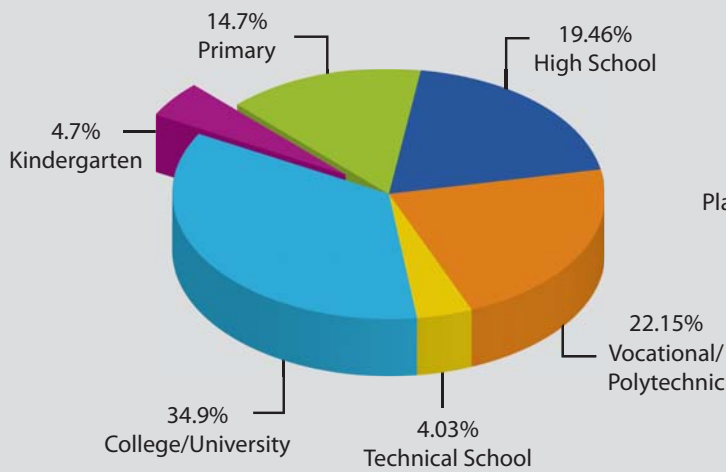
More than half of the visitors are teachers (53%).

Main Business



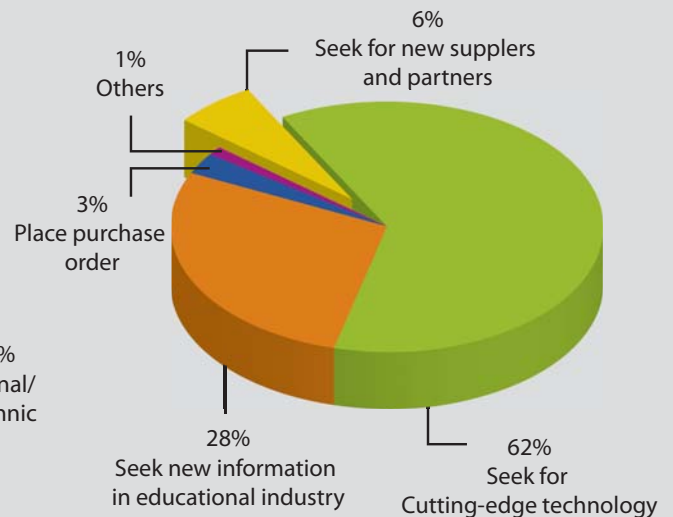
Majority of visitors came from educational institutes (72.3%).

Academic Level



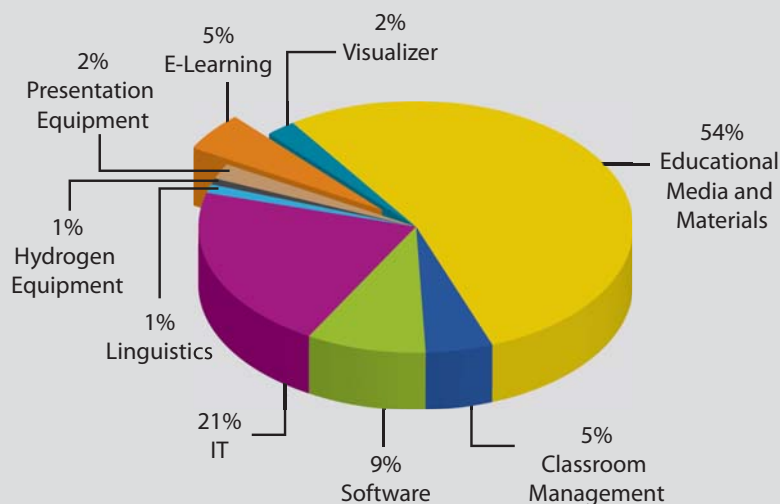
57.05% of visitors are in tertiary level, 34.9% from college / university and 22.15% from vocational / polytechnic colleges..

Purpose of visit



Majority (62%) visited the Show to seek for new cutting-edge technology.

Product of Interest



Educational media and technology is visitors' top interest (54%).

International Recognition!

Worlddidac Asia 2009
drew 9,203 visitors from
23 countries including:

AUSTRALIA
BANGLADESH
BRAZIL
CAMBODIA
EGYPT
GERMANY
INDIA
ISRAEL
ITALY
KUWAIT
MALAYSIA
NETHERLANDS
NIGERIA
PAKISTAN
PHILIPPINES
SAUDI ARABIA
SINGAPORE
SOUTH AFRICA
SRI LANKA
TAIWAN
THAILAND
UNITED STATES
VIETNAM

Panel of International Speakers for Asia Education Leaders Forum

Dato' Dr Ahamad bin Sipon
Director, Southeast Asian
Ministers of Education
Organization Secretariat
(SEAMEO Secretariat)

Dr. Art-Ong
Jumsai na Ayudhaya
Director, Sathya Sai School, Thailand

Dr. Benjalug Namfa
Director, Bureau of Academic Affairs and
Educational Standards, Ministry
of Education, Thailand

Mr. Dominic Savage OBE
President, Worlddidac and
Director General, British
Educational Suppliers
Association

Prof. Dr. Frederick Leung
Associate Dean, Graduate School and
Chairman, Board of the Faculty of Education,
The University of Hong Kong
Standing Committee International
Association of Evaluation
Achievement (IEA)

Professor M. R. Jisnuson Svasti
President, The Science Society of Thailand
under the Patronage of H.M. The King,
Thailand

Prof. Dr. Katsuaki SUZUKI
Professor and Chair of Instructional Systems
Program Graduate School of Social
and Cultural Sciences
Kumamoto University, Japan

Prof. Dr. Nik Azis Bin Nik Pa
Head, Department of Mathematics and
Science Education, Faculty of Education,
University of Malaya, Malaysia

Assoc. Prof. Dr. Paisan Nakmahachalasint
Leader of Thailand Team, International
Mathematical Olympiad (IMO)
Associate Professor, Department of
Mathematics, Faculty of Science,
Chulalongkorn University, Thailand

Dr. Philip Wong
Associate Dean/ Pedagogical Development &
Innovations Foundation Programme Office
National Institute of Education, Nanyang
Technological University, Singapore

Dr. Tran Vui
Head, Office for Science Technology and
International Cooperation Hue University,
Vietnam

Assoc. Prof. Dr. Thanomporn
Laohajaratsang
Director, Information Technology
Service Center, Chiang Mai University,
Thailand

Media Coverage

Press

Asia News Time
ASTV Manager
Bangkok Post
Go Training
Kao Sod
Kom Chud Luek
Krungthep Thurakij
Manager Weekly
Maticion
Naew Nah
Pim Thai
Post Today
Prachachart Thurakij
Prachatas
Siam Business
Siam Rath
Sin Jong Ian
Sing Sian Ye Pao
Thai Rath
Thansettakit
Tong Hua
Tong Nguan Daily

Websites

www.aooda.com
www.bangkokbiznews.com
www.breakingnews.nationchannel.com
www.hhaosod.com
www.kumchudluek.com
www.manager.co.th

www.mcot.net
www.moe.go.th
www.moe-news.com
www.nationmultimedia.com
www.prachachart.net
www.sahavicha.com
www.showhaber.com
www.siamrath.com
www.siamturakij.com
www.thaigov.go.th
www.thailandexhibition.com
www.thaipr.net
www.thannews.th.com
www.thanonline.com
www.thenation.co.th
www.unescobkk.org
www.vchakarn.com

TV Exposure

TV Channel 3
TV Channel 5
TV Channel 9

Radio/Radio Interview

96.5 FM
101.5 FM
105.5 FM
106.5 FM

Outdoor Media

Hello Channel



The Grand Opening Ceremony!

Presiding over the opening ceremony was H.E. Mr. Jurin Laksanawisit, Minister of Education, Thailand, who was confident that the 2nd Educational Reform Roadmap of Thailand would contribute to the quality education and, ultimately, quality human resources. He was impressed with both the exhibition and the forum.

He also delivered impressive keynote speech on “Educational Vision and Direction of Thailand” and attentively visited exhibition areas. His topic focused on how to improve students in three areas (Democracy, Decency, Drug-Free) by providing new generations of teachers, educational institutes and management. Moreover, his remarks explored the use of educational innovation and technologies to enhance teaching and learning experiences such as e-Learning, Tutor Channel, 3D Library, UniNet, the new era of vocational education and ETV.

The opening ceremony was crowded with over 300 honorable guests and delegates from both private and government sectors from Thailand and its neighboring countries.



Educational Flare Sparks at Asia Education Leaders Forum!

Jointly hosted by the Southeast Asian Ministers of Education Organization Secretariat (SEAMEO Secretariat), Worlddidac Association, Matchon Group and Reed Tradex under the theme “The Educational Challenges for Globalized 21st Century,” Asia Education Leaders Forum represented an opportune time for active players in education at all levels to exchange experiences, practices and new ideas with leaders and representatives of leading educational organizations from across the globe such as UNESCO, Ministry of Education, Institute for the Promotion of Teaching Science and Technology, British Council and Preschool Education Association of Thailand Under the Royal Patronage of Her Royal Highness Princess Chakri Sirindhorn.

The Forum included three keynote speeches, three plenary sessions and three workshops to explore various aspects of education development as well as the globalization in the 21st Century and its effects on the educational communities. 434 delegates from 10 countries attended the extensive topics across three days.





Networking Party Night Highlights Thai Tradition!

In order to express appreciation towards exhibitors and supporters, the organizing committee held Networking Party Night to welcome them to Worlddidac Asia 2009 and Asia Education Leaders Forum. This year, the theme "Loy Krathong" Festival created a good impression and memory to all invited guests.



Business Matchmaking Program Creates Impact!

One of the highlighted activities at Worlddidac Asia designed to help tune Buyer and Seller of educational material, media and technology with one-on-one session for business negotiation to promote long-term business relationship on various aspects such as business expansion, business opportunity enhancement, agent and distributor recruitment, etc. 72 meeting slots between potential partners were arranged.



A New Face of Thai Vocational Education Unveiled!

The exclusive function hosted by The Federal Institute for Vocational Education and Training (BIBB) from Germany and the Office of Vocational Education Commission, Ministry of Education represented a positive kick off for Thai vocational education as 250 directors of vocational institutes across Thailand came to learn how Thai Vocational Education can be reformed by the support from German Vocational Education and Training Industry.



Top Tech Providers Set New Trends for Educational Technology!

Four leading technology providers (Auto Didactic, ED, Accomm & Image International and Fuji Xerox Thailand) did not only draw a large crowd to their individual sessions but also drive educational standard to new levels with live demonstration and training to allow attendees to get on-hand experiences and better acquaintance with featured products and services.



Exhibitors' Voices



Mr. Boombo Jiang
General Manager,
LABOTRIX GROUP LIMITED, China

"Worlddidac Asia 2009 is a specialized exhibition which delivers concentrated clients leading us to expand the market to Thailand and its neighboring countries."



Mr. Brad Felstead
Director,
I CAN SPEAK, Australia

"There is a positive prospect to get connected with them and that made us decided to participate in this exhibition to look for new partners that could help us expand our product to the educational industry in Thailand."



Mr. Lee Seong-Jae
General Manager
CHUNGPA EMT CO., LTD., Korea

"Worlddidac Asia 2009 is one of the main exhibitions designed for technology transfers and business matchmaking in the educational market. We have gained valuable insight on what is important for the educational sector in Thailand and its neighboring countries."



Mr. Kridsada Satukijchai
Managing Director
TRANDAR INTERNATIONAL CO., LTD.,
Thailand

"This show is an opportunity to meet with our valued customers and to be able to begin new long-term business relationships."



Mr. Benoy P
CMD, LOGICIEL SOFTWARE TECH PVT.
LTD., India

"The show is run in a professional manner and attracts quality businessmen and professionals from the educational sector. From our perspective, this is a beneficial and successful event. We will definitely support and participate in your future exhibition."



Mr. Masayuki Takayama
General Manager, International Division
KOTOBUKI CORPORATION, Japan

"We are very satisfied with the outcome as most of the visitors to our booth are targeted prospects. One of our highlighted products is the multipurpose seating solutions. Obviously, with professionalism, I have much confidence that Worlddidac Asia is indeed recognized as one of the leading education events in Asia."

Visitors' Voices



Mr. Wayne Bowring
The American School of Bangkok, Thailand

"This is a must-attend event for educators as it allows them to get updated technologies. It also helps me to save time looking for new educational materials."



Mr. Jirapong Kasivitamnuy
Lecturer
Chulalongkorn University, Thailand

"I am very happy to have this Exhibition in Thailand as it is an alternative sourcing venue for me. I am looking for educational software, demonstration sets and laboratory equipment."



Mr. Natawat Jiwattanakul
Managing Director
Multi Education Co., Ltd., Thailand

"This Exhibition allows educators to see what they are looking for. The business matchmaking service is quite helpful for me."



Mr. Benny Somech
Degam System, Israel

"I come here to develop new cooperation, develop network and look for new products for further distribution."



Mr. Frederic C. Benson
Regional Sales Manager (Europe, Africa, Asia)
Carolina Biological Supply Company, USA

"This exhibition is among good reasons of me being here in Bangkok now. I joined Business Matchmaking Program to expand my business network."



**Mr. Bancha Sreewirote and
Mr. Jeerasak Songboonkail**
Lecturers, Thonburi University

"We are here to look for new educational materials for industrial and electrical fields. We can see many international suppliers here."



See You Again!
26-28 October 2011
Bangkok, Thailand

www.worlddidacasia.com

