

Technical Specifications of SEMANA DE LA EDUCACIÓN 2024

VENUE: Halls 1, 3 and 5 of the Recinto Ferial at IFEMA MADRID

DATES: From 6 to 10 March 2024

PARTICIPATING EXHIBITIONS:

**AULA - 32nd Salón Internacional del Estudiante y la Oferta Educativa
(32nd International Educational Opportunities Exhibition)**

6 - 10 March 2024 - Halls 3 and 5 - Public - Annual

10.00 to 20.00 (10 March, until 15.00)

**28th CONGRESO RED + Salón Internacional del Material Educativo y VI Congreso de Recursos para la Educación, INTERDIDAC Espacio R.E.D.
(Educational Equipment Show and Teaching Resources Congress)**

7 - 9 March 2024 - Hall 1 - Professional - Annual

10:00 to 20:00

**XV Salón Internacional de POSTGRADO Y FORMACIÓN CONTINUA
(International Higher Education and Ongoing Training Fair)**

7 - 9 March 2024 - Hall 1 - Professional and Public - Annual

10:00 to 20:00

6th SCHOOLS DAY - Día de las Familias, los Colegios y Campamentos

(Family, Schools and Camps Day)

6 to 10 March 2024 (10.00 to 20.00) - Hall 3 - Public - Annual

RUNS ALONGSIDE:

MADRID POR LA CIENCIA Y LA INNOVACIÓN, 13th Edition

(Madrid for Science and Innovation)

7 to 9 March 2024 (10.00 to 20.00) - Hall 5, organised by Fundación para el Conocimiento madri+d (Community of Madrid)

COMPANIES AND ORGANISATIONS PARTICIPATING IN SEMANA DE LA EDUCACIÓN (EDUCATION WEEK):

174 exhibitors

COUNTRIES REPRESENTED: 9

Belgium

Costa Rica

Spain
France
Ireland
Italy
Malta
Portugal
Switzerland

NUMBER OF ACTIVITIES: more than 200 activities

PROMOTED BY: Ministry of Education and Vocational Training

More information on the Semana de la Educación website and TICKETS

<https://www.ifema.es/semana-de-la-educacion/entradas>

#AULA2024

#ForodePostgrado2024 #HigherEducationForum

#CongresoRED2024

#SchoolsDay2024

#MadrisesCiencia #MadridisScience

I. AULA:

VENUE: Halls 3 and 5 of the Recinto Ferial at IFEMA MADRID www.aula.ifema.es

DATES: From 6 to 10 March 2024

EDITION: 32nd

TIMES: from 10.00 to 20.00 hours, except on the 10th, from 10.00 to 15.00 hours

COMPANIES AND ORGANISATIONS PARTICIPATING IN AULA:

Universities, languages, volunteering, vocational training, study abroad, higher education, guidance and information.

EXHIBITION SECTORS:

- International courses
- University courses
- Vocational training courses
- Vocational schools
- Language courses
- Volunteer work
- Trade Press
- First job
- Official bodies

VISITOR PROFILE:

- Other higher education
- Student services

- Students from 4th year of Compulsory Secondary, Baccalaureate and Vocational Training.
- University Students
- Teachers
- Guidance Councillors
- Parents

ACTIVITIES: <https://www.ifema.es/semana-de-la-educacion/horario-actividades>

ORGANISED BY: IFEMA MADRID

II.- RED / INTERDIDAC CONGRESS

VENUE: Hall 1 of the Recinto Ferial at IFEMA MADRID

DATES: From 7 to 9 March 2024

EDITION: 28th

OPEN HOURS: From 10.00 to 20.00

Area for training, debate, sharing experiences and expert advice, where participants and protagonists are education professionals. The priority objective is to train and inspire education sector professionals, demonstrating educational resources to teachers, schools and colleges through classroom experiences. The main theme of the presentations at this edition will be Encouraging Reading. Reading in the 21st century.

EXHIBITION SECTORS:

- Teaching materials

- Equipment for schools, colleges and facilities
- Technology
- Services for schools
- Training resources
- Sector press
- Institutions, associations and services

- Official bodies

VISITOR PROFILE: - Directors and managers of schools and colleges

- Equipment buyers for nurseries, schools, secondary schools and colleges
- University students, academies, etc...
- Public administrations
- Teachers and other education professionals in any discipline and level of teaching
- Associations and educational institutions
- Sector press

ACTIVITIES: <https://www.ifema.es/semana-de-la-educacion/horario-actividades>

- **TIMES:** 7-9 March from 10.00 to 20:00

More information: <https://www.ifema.es/congreso-red>

III. POSTGRADO Y FORMACIÓN CONTINUA (*International Higher Education and Ongoing Training Fair*)

VENUE: Hall 1 of the Recinto Ferial at IFEMA MADRID

DATES: 7 to 9 March 2024

EDITION: 15th

TIMES: From 10.00 to 20.00

Masters, doctorates, postgraduate, continuing education and lifelong learning

EXHIBITION SECTORS:

- Business schools
- Universities
- Continuing training centres
- Public bodies
- Technical press
- Talent management
- Skills and competencies
- Employment
- Entrepreneurship
- Financial institutions

VISITOR PROFILE:

- University students

- Graduates and diploma holders
- Working professionals
- Job seekers
- HR managers from companies
- Teachers and guidance councillors

HIGHLIGHTS:

CAMPUS SED DE TALENTO Y EMPRENDIMIENTO
(SED TALENT AND ENTREPRENEURSHIP CAMPUS)

<https://www.ifema.es/semana-de-la-educacion/horario-actividades>

More information: <https://www.ifema.es/foro-postgrado>

IV. SCHOOLS DAY 2024

VENUE: Hall 3 of the Recinto Ferial at IFEMA MADRID

DATES: From 6 to 10 March 2024

EDITION: 6th

TIMES: from 10.00 to 20.00, except on the 10th, from 10.00 to 15.00

A dynamic, experiential space, with workshops and activities where schools and extracurricular activity companies and camps will show their training offer.

EXHIBITION SECTORS:

EDUCATIONAL OFFER:

- Study in Spain
- Camps
- Extracurricular activities

SCHOOL STAGES:

- Early childhood education
- Special education
- Primary education
- Secondary education
- Baccalaureate
- Vocational training
- Other training offers

VISITORS: The show is specifically at families with children starting school, families who want to redirect their children's education by choosing a different school and those who are interested in helping their children develop their abilities, abilities and skills.

Special activities for families and children, free of charge:

More information: [here](#)

SEMANA DE LA EDUCACIÓN 2024 will feature almost 200 exhibitors at Spain's largest education sector event

Organised by IFEMA MADRID, the show will take place from 6 to 10 March 2024 with the theme "Encouraging reading. Reading in the 21st Century". It will offer an extensive programme with more than 200 activities

A total of 174 institutions, companies and organisations from nine countries will come together in Halls 1, 3 and 5 at IFEMA MADRID from 6 to 10 March for the 9th edition of SEMANA DE LA EDUCACIÓN 2024. This time, Spain's largest educational event's leitmotif will be "Promoting reading. Reading in the 21st century".

The exhibition will be accompanied by a fascinating lineup consisting of more than 200 activities, including lectures, panel discussions and talks within the fairs that make up the event. These fairs are the 32nd edition of AULA, Salón Internacional del Estudiante y la Oferta Educativa (*International Educational Opportunities Exhibition*); the 28th CONGRESO RED + Interdidac, Congreso de Recursos de la Educación y Exposición Comercial (*International Educational Equipment Show and Teaching Resources Congress*); the 15th SALÓN INTERNACIONAL DE POSTGRADO Y FORMACIÓN CONTINUA (*International Higher Education and Ongoing Training Fair*); and the 6th Día de las Familias, los Colegios y Campamentos (*Family, Schools and Camps Day*). The 13th edition of MADRID ES CIENCIA, organised by the Fundación madri+d, attached to the Community of Madrid, will also take place during SEMANA DE LA EDUCACIÓN. AULA and SCHOOLS DAY will be held from 6 to 10 March, and Congreso Red-INTERDIDAC (*International Educational Equipment Show and Teaching Resources Congress*); POSTGRADO Y FORMACIÓN CONTINUA (*International Higher Education and Ongoing Training Fair*) and MADRID ES CIENCIA will run from 7 to 9 March.

The Ministry of Education, Vocational Training and Sports promotes the event and will align with the main theme of the Fair to stimulate reading and particularly reading comprehension, which, according to the Barometer of Reading Habits and Book Purchase 2023 published by the Federation of Publishers Guilds of Spain is still a popular activity among most young people. In fact, the largest reading group is aged between 14 and 24 years (74.0%).

AULA, Salón Internacional del Estudiante y la Oferta Educativa (*International Educational Opportunities Exhibition*) will once again benefit from extensive institutional representation and will be attended by the Ministry of Education, Vocational Training and Sports, as well as the ministries of Science and Universities, the Ministry of Defence, the Ministry of Education and Sports, the Interior and Agriculture, Fisheries and Food.

AULA will present an extensive academic offer in collaboration with the main sector institutions, associations and companies, including universities throughout Spain, vocational training centres, specialised art, cooking, tourism, fashion, language schools, etc., as well as companies and sector organisations that promote training in trades for which there is a high demand in today's labour market. This will enable the fair to provide students with myriad options to make decisions about their futures, with assistance from a team of professionals in the Guidance Area in Hall 5 that will provide them with valuable guidance and assistance.

AULA 2024 will include specific spaces such as the EQUALITY CLASSROOM in collaboration with the Institute for Women and Equal Opportunities, aimed at promoting equality among young people; the ROBOTIC CLASSROOM, with support from the Carlos III University of Madrid, featuring several educational robotics training workshops; the FORUM CLASSROOM, with interactive workshops organised by exhibitors; the PERFORMING ARTS and MUSICAL STAGE with performances; the ART AND COEXISTENCE SPACE, which will include several artistic initiatives related to coexistence at school, and the SOLIDARITY CLASSROOM, with proposals from NGOs related to educational projects that provide volunteering opportunities for students.

Likewise, AULA has organised the eighth edition of "Living Together is not a Fairy Story", a narrated micro-story competition with the General Council of Children's and Young People's Books that recognises creativity and coexistence in schools.

In the meantime, the **SALÓN INTERNACIONAL DE POSTGRADO Y FORMACIÓN CONTINUA** (*International Higher Education and Ongoing Training Fair*) will provide higher academic training for graduates and working professionals wanting to improve their qualifications to adapt to the demands of the labour market.

As well as the exhibition of employment opportunities in different sectors, the fair has programmed a busy lineup of activities. With an entertaining, innovative format, it will include training workshops, conferences and round tables on this edition's themes, namely Promoting Talent, Driving Entrepreneurship and Identifying opportunities in Social and Green Entrepreneurship. The new CAMPUS SED DE TALENTO Y EMPRENDIMIENTO (*SED TALENT AND ENTREPRENEURSHIP CAMPUS*) will take place during the three-day fair. On the first day and with a clear commitment to young talent and teaching attendees how to tailor their training toward the world of work, the Salón Internacional de POSTGRADO Y FORMACIÓN CONTINUA 2024 - *International Higher Education and Ongoing Training Fair* and **Trivu** will stage a unique event on 7 March to connect with talent innovatively. It is an immersive experience called **Talent to Speak**, with a format inspired by TV shows and new digital media such as Twitch that facilitates interaction with talent through fascinating stories: how employees of leading companies made a 180-degree shift in their training, inspiring interviews of up to 30 minutes with entrepreneurs who have made a success of their projects, and interactive workshops such as one on how to get the most from LinkedIn with an expert from the network itself.

With content that addresses the concerns of new generations, it will explore questions like **"I don't know what to do with my life"** (young people who have faced this quandary will give their testimonies); **"SosteQué"** – nowadays, everything is sustainable, but to what extent does it affect employment and what skills are required; **"LinkedIn Where do I start?"** (this is one of the most popular job search apps, but to know how to get the most from it, an expert will share useful tips); the **"Canvas of your life"** – a popular agile methodology that will help attendees to identify and nurture their talent; **"How to spot fake news"** (information puts us at risk of not knowing how to know what is real and what is fake, for which experts will offer valuable criteria), and **"Is entrepreneurship born or made?"** (entrepreneurship is essential to find options in the labour market, and networking is a crucial aspect of this task).

On 8 March, the CAMPUS SED DE TALENTO Y EMPRENDIMIENTO (*SED TALENT AND ENTREPRENEURSHIP CAMPUS*) will focus on Green Entrepreneurship, with content created in collaboration with the **Instituto del Medioambiente (Institute of the Environment)** and will address six topics of major interest to those attending the Fair. Specifically, the **programme** will include working tables on **"Personal branding and the role of professional networks in establishing your professional profile"** (a workshop on using personal branding to harness your personal brand as a value proposition); the **"Role of companies in communicating Sustainability and Social Responsibility"** – analysis and presentation of experiences and success stories by a communication professional specialising in sustainability and social responsibility; **"What role do professionals and future professionals play in the future of business sustainability?"** (dialogue among sustainability professionals to learn about today's most sought-after knowledge and skills in the field of social responsibility and environmental management); the **"Importance of recycling and waste management as employment and sector niches to develop professional activity"** (thoughts on the framework of the circular economy, recycling and operational waste management, from the approach of employment and analysis of the career opportunities offered by this field of knowledge at a global level), and **"Talent in the field of sustainability: What are companies and HR managers looking for when they talk about sustainability and environmental management?"** (a meeting where HR professionals will talk about the difficulties they encounter attracting talent in the environmental sector), among others.

Entrepreneurship as a professional opportunity

On Sunday, 9 March, the CAMPUS SED DE TALENTO Y EMPRENDIMIENTO (*SED TALENT AND ENTREPRENEURSHIP CAMPUS*) programme will close the event organised by **Emprendedores magazine**, which will focus on **Entrepreneurship**, with **"Entrepreneurship as a professional opportunity"**. Magazine director Alejandro Vesga will present a programme of five brief talks where speakers will dynamically share their entrepreneurial experiences, interacting with the audience. **Clemente Cebrián**, the founder of the well-known textile brand **El Ganso**, founded in 2004, will talk about how he has created a label that has achieved recognised national and

international prestige. **Elena Betés**, founder of Rastreator, Preminem, Penguin Portals and now CEO of **Dide**, will also talk about an organisation whose ambition is to reduce school failure by getting to know children and helping teachers to leverage diversity and early detection of potential problems for their success at school. This will be followed by a talk by **Hugo Rodríguez de Prada**, co-founder of **Grosso Napoletano**, the famous pizzeria chain founded in 2017 that has achieved exceptional growth in recent years and is now in 44 locations. **Izanami Martínez**, serial entrepreneur (**SoulGate, Nonabox, Doctor24**), former president of the Spanish Startups Association and LinkedIn Learning Author, will share her knowledge. The day will end with a presentation by **Pablo Fernández**, founder and CEO of **Clidrive** and the **Fundación Clicollege**. Fernández co-founded Clicars in 2016 and sold it to the Stellantis group in 2022, when it was turning over 400 million euros and employing more than 600 people. He is a genuine expert in the development of disruptive models in mature markets.

Congreso Red + INTERDIDAC de Recursos de la Educación

Congreso Red + INTERDIDAC de Recursos de la Educación (International Educational, Equipment Show and Teaching Resources Congress) will be an opportunity for analysis with professionals from the education community sharing their experiences and best learning practices. The central theme of all this will be encouraging reading. These events will explore subjects like "Encouraging reading in secondary school: fostering reading through meetings with authors and creative projects" by Maria Pareja Olcina, Professor of Language and Literature and youth writer; "Literary Darwinism", by Pablo del Rio Garcia, writer; "Poets with chalk and from the screen", a lecture by Dr Olvido Andujar Molina, Lecturer, Assistant Professor and Secretary of Didactics, Language and Literature; "Classical Literature for the Young", by Gema Nieto Jiménez, Graduate in Hispanic Philology and Theory of Literature, editor and author of the novels "La pertenencia", "Haz memoria" and "Quién esté libre de culpa", and "Literary worlds: a reading universe for a project to encourage reading", by María José Gómez Sánchez-Romate, Head of the Sociolinguistic Department and Language and Literature Lecturer.

Among the other topics discussed will be "The socio-educational power of reading against conflicts of coexistence", a lecture by Santiago Yubero Jiménez, Professor of Psychology, Director of the Centre of Studies for the Promotion of Reading and Children's Literature (Primary School) from the University of Castilla-La Mancha (Spain); "A journey through spelling in the 21st century" by Victor Cerrudo Higuelmo, Early Childhood Education teacher at the Virgen de Pena Sacra Primary School (Manzanares el Real - Madrid); "Why read? Keys to encouraging reading in young people and adolescents. Motivation, emotional well-being and understanding" and "The Editor's Trade", two lectures by Paulo Cosin Fernández, reading promoter, author and editorial director of Ediciones Morata, Vice President of the Madrid Book Publishers Association and member of the Board of Directors of the Federación de Gremios de Editores de España (FGEE) (Spanish Association of Publishers Guilds).

Likewise, **SCHOOLS DAY, Feria de las Familias, de los Colegios y los Campamentos, (Family, Schools and Camps Day)** is aimed at families looking for a first school for their children or who want to change schools in more advanced stages. At this five-day edition of AULA, from 6 to 10 March, particular attention will be given to urban camps, languages, nature, etc., as well as the usual companies presenting their educational and extracurricular activities.

Among other innovations at SCHOOLS DAY 2024, MasterChef will present its LEARNING BY COOKING programme and will celebrate the tenth anniversary of its MasterChef camps, and the Madrid Chess Academy, which will install a large chess board, will organise simultaneous chess games, master classes and talks on the subject of chess.

The **Madrid Book Publishers Association (AEM)** will be at SEMANA DE LA EDUCACIÓN, with its **"Reading Corner"**, where a total of 33 publishers will participate in a pioneering experience that highlights the essential role of reading and reading comprehension in education. For the first time, the event has included the publishing sector in its proposal, in a year where the theme is "Promoting Reading. Reading in the 21st Century" with a particular focus on the importance of reading comprehension and the diversification of current devices and models to give access to reading.

With an extensive programme of activities and a book exhibition, the publishers at the Fair will provide an opportunity to learn about the work of publishers and job opportunities in the publishing sector. To do this, they will organise activities related to encouraging reading inside and outside the classroom.

Finally, and coinciding with SEMANA DE LA EDUCACIÓN, the Fundación para el Conocimiento madri+d, attached to the Ministry of Education, Science and Universities of the Community of Madrid, is organising a new edition of **MADRID ES CIENCIA**. Its slogan is *"Looking to the future", and it is intended to drive scientific vocations, particularly among young children*, to publicise innovation in the Community of Madrid, and to give visibility to how research influences the economic development of society.

More information on the Semana de la Educación website.

#AULA2024

#ForodePostgrado2024

#CongresoRED2024

#SchoolsDay2024

#MadridesCiencia

[day//www.ifema.es/schools-day](http://www.ifema.es/schools-day)