



Fact Sheet SIMO EDUCACIÓN 2019

Event:	International Exhibition of Technology and Educational Innovation
Dates:	5-7th November 2019 (Tuesday-Thursday)
Opening times:	10:00 to 19:00
Venue:	Hall 6 – Feria de Madrid
Open to:	Trade visitors
Frequency:	Annual
Participating companies: Participating brands:	239 229
Countries:	Belgium, Canada, China, Italy, Portugal, Republic of Korea, Spain, Sweden, United Kingdom and the United States
Sectors:	<ul style="list-style-type: none"> • INFRASTRUCTURE AND SYSTEMS: Hardware, Digital Transformation, Virtualisation, Storage, Security, Printing, Network Systems • AUDIO-VISUAL: Projectors, Digital Displays, Augmented Reality, Video Games • TOOLS AND SOLUTIONS FOR EDUCATION: Software, Content Management Systems, Evaluation and Administrative Management Systems, Web Design • TELECOMMUNICATIONS AND INTERNET: Operators, Digital Content, Mobile Devices, Mobile Applications, Gaming, Mobile Internet, Mobility and Wireless • PUBLICATIONS: eBooks, Publishers • OTHER INDUSTRY BODIES: Public Institutions, Private Institutions, Universities, Technology Incubators, Certification Bodies, Associations • Press

<p>Activities:</p>	<ul style="list-style-type: none"> • Programme of talks, presentations about innovative experiences and practical workshops organized in collaboration with Educación 3.0. • Workshops for heads and managers of educational institutions: “The importance of managerial leadership in transforming education” • Programme of talks on Educational Technologies by Crue ICT • Programme of Presentations by the National Institute of Educational Technologies and Teacher Training (INTEF) • Catholic Schools Days, with their guide “ICT Personalized Learning.” • SIMO EDUCACIÓN MAKERS • SIMO EDUCACIÓN IMPULSO • SIMO EDUCACIÓN INNOVA • SIMO EDUCACIÓN INSPIRA • SIMO EDUCACIÓN SHOW UP • SIMO EDUCACIÓN I.T. GIRL • I TXACkathon SIMO EDUCACIÓN • IMPULSO Awards • SIMO EDUCACIÓN Educational Innovation Awards • GESA “Global EdTech Startup Awards”
<p>Organised by:</p>	<p>IFEMA</p>

Find out more: www.ifema.es/notas-prensa / www.simoeducacion.ifema.es

#SIMOEDU19



SIMO EDUCACIÓN 2019 Presents a Showcase of Leading-Edge Technologies for Educational Innovation

At this year's fair 239 companies are taking part, including the leaders in technology innovation, publishing groups, distributors of technology for schools, as well as management platforms and educational content, among others.

The spaces include I.T. GIRL and Show Up!!, the First TXACkathon, and the INNOTECHEDU Awards for the Best Innovative Teaching Experience, all new at this edition.

As well as trade stands there will be a diverse parallel programme of activities, lectures, inspiring talks and presentations of a selection of innovative experiences by teachers at different educational centres organised in collaboration with EDUCACIÓN 3.0.

Organised by IFEMA in collaboration with EDUCACIÓN 3.0, SIMO EDUCACIÓN will be held from 5th to 7th November 2019 (Tuesday to Thursday) at Feria de Madrid.

Madrid, 5th November 2019. SIMO EDUCACIÓN 2019 once again offers education professionals a complete showcase of technology tools and solutions at the service of educational innovation. A platform for bringing together the full range of representatives and content including new developments, success stories, and present and future trends, to show how technology can be an essential ally for progress in teaching and learning processes and teacher education and training.

The Fair is organised by **IFEMA** and takes place from **5th to 7th November 2019 (Tuesday to Thursday)** and this year's edition brings together **239 companies** from Belgium, Canada, China, Italy, Portugal, Republic of Korea, Spain, Sweden, the United Kingdom and the United States, **2% more than the last edition**. This year's exhibitors include leaders in technology innovation, publishing groups, distributors of technology for schools, as well as management platforms and educational content.

All of this will be happening in the exhibition area of **Hall 6 of Feria de Madrid**, where visitors can find out about a wide range of new developments and comprehensive proposals for education as well as developments in digital and technology skills in areas such as robotics, programming, artificial intelligence and electronics, and more. There are also online training platforms to improve teaching activities and management of classroom resources, services and tools for promoting adoption of ICT in the education system, global

systems for e-learning of languages, robots to help children to develop practical skills, tools for creating interactive digital educational content, and technology projects that aim to make the student the protagonist of learning using games, among other things.

The stands will also show education professionals leading-edge new developments in technology equipment for the classroom, such as, for example, the latest in interactive touch tables and screens for all educational levels, calculators designed to promote the integration of women in ICT, applications based on Big Data and Artificial Intelligence to improve student learning, and even a device to measure brain waves and quantify a student's concentration in real time, among many innovations.

Among the public-sector bodies, the following are taking part in this edition: **the National Institute of Educational Technologies and Teacher Training (INTEF)** of the Ministry of Education and Vocational Training, and the **Education Departments of Andalusia, Aragon, Asturias, Balearic Islands, Canary Islands, Castilla-La Mancha, Castilla y León, Catalonia, the Basque Country, Extremadura and Madrid**, which will present their ICT innovation projects, strategies and methodologies being carried out at different educational centres across Spain, as well as the **Madri+d (Madrid R&D Knowledge Foundation)**.

[Participation by Departments](#)

SIMO EDUCACIÓN IMPULSO and SHOW UP!!, Spaces For New Projects, Entrepreneurship and Talent

As every year, the Fair has a platform for supporting the world of entrepreneurs, **SIMO EDUCACIÓN IMPULSO**, organised in collaboration with **SEK Lab** and the **Madri+d Foundation**. This year it will bring together **thirteen business projects and new companies** that are developing technology-based solutions with broad potential for application in the education sector. The selected projects are: **Boxeduca; BUTIC THE NEW SCHOOL; FILMPEDIA.TV-FILMCLUB; Genius Plan EDU; HÁPTIC-3D; Ikady Educación; Justkeynote; KITS EDUCATIVOS ROCTAR; Matemáticas con "PIRRO"** (Maths with PIRRO); **MIL; Plataforma Skoobi; Play2Speak**, and **Yo También Leo** (I Read Too). **All of them will have a presence at the Fair on a group stand** where they will be able to make professional contacts and be eligible for one of the three **Impulse Awards: Jury Award** to the best overall project in terms of technological innovation, novelty and potential for application in the education sector; **SEK Lab Award**, for the best business model, and the **Madri+d Award** for the best investment opportunity.

[Find out more](#)

New for this year's edition, the Fair opens the **SHOW UP!** area, which brings together new ideas and technology for the education sector from **16 start-up companies and micro-enterprises**. This is about showing the educational community innovative solutions and projects that focus on facilitating and improving the academic life of teachers, students and parents. Personalised learning, educational toys, virtual reality applications and Smart Class are some of the proposals on display this year. In addition, the 17 participating companies will have the opportunity to make a brief presentation, in pitch format, at the "Show Up Café" meeting.

[Find out more](#)

New initiatives: I.T. GIRL and the First TXACkathon

SIMO EDUCACIÓN also joins in this year's initiatives aimed at promoting gender equality and the empowerment of girls in the ICT environment with the creation of the I.T. GIRL space that will serve to promote messages aimed at reducing the gender gap by giving a voice to experts in various activities. Among them, there will be inspiring presentations for teaching staff such as the one by **Núria Salán Ballesteros**, teacher and Deputy Director of ESEIAAT-UPC and President of the Catalan Society for Technology. Her talk will be entitled "*El ingenio (in)visible*" ((In)visible Ingenuity), about examples of inventors and technologists that we know about from textbooks, and the leading figures (real or fictional) of the history of technology who do not usually have a woman's name, and which has led to the false idea that there have been no women pioneers in technology or outstanding inventors. All of which has led to very low rates of participation by women in these fields.

The **I.T. Girl** programme will also include a panel discussion organised by **INTEF** about women's participation in science and technology, with the title "**STEM Girls.**" Five women involved in the science and equality fields will take part to discuss the importance of promoting the involvement of women and girls in STEM careers and training in order to overcome the current gender gap.

[Find out more](#)

Also new this year will be the event on 6th November, the **First TXACkathon SIMO EDUCACIÓN**, a meet-up for programmers with the challenge of designing software solutions in groups and within a limited time, with the aim of promoting the development of computational thinking among primary and secondary school students in Spanish-speaking countries. The TXACkathon is an initiative promoted by teachers at the School of Computer Engineering (*Escuela Técnica Superior de Ingeniería Informática*) at Malaga University and uses the e-learning platform for programming, ToolboX.Academy (TXAC), created by Francisco Vico, Professor of Artificial Intelligence at Malaga University.

[More information](#)

SIMO EDUCACIÓN MAKERS

This year the 'maker' activities for the classroom will also have a major presence, in the **SIMO EDUCACIÓN MAKERS** space, where teachers and students from different schools will give live demonstrations of 'maker' projects with robots, kits and robotics packs, electronics, 3D printers, and so on. The aim is to provide a platform where teachers can show, in a practical way, the possibilities provided by these activities applicable to any subject and education level and where technology plays an essential role. This space will be showing examples of work based around virtual reality, drones, robotics, programming, digital resources, app design, escape games and educational video games, with the participation of the following institutions: Lanzarote Teacher Training Centre; the Department of Arts Education, Vocational Training & Education of Madrid Autonomous University; Retamar School, Madrid; M. Peleteiro School, Santiago de Compostela; Highlands School Los Fresnos and Quercus School, Boadilla del Monte, Madrid; Valle del Miro School, Valdemoro, Madrid; Cardenal Cisneros Secondary School, Alcalá de Henares, Madrid; Balder de las Rozas School, Madrid; El Pinar School, Alhaurín de la Torre, Malaga, and José Ramón Otero Teaching Cooperative - José Ramón Otero Vocational Training Centre, Madrid.

[More information](#)

SIMO EDUCACIÓN INNOVA

For the third consecutive year, **SIMO EDUCACIÓN** presents the **SIMO EDUCACIÓN INNOVA** platform, an initiative to showcase the most relevant technology innovations in the education field selected from among those presented by exhibitors at this edition. The Selection Committee has followed criteria of novelty, technological progress, improvements in functionality, usability, and design, as well as relevance to new educational methodologies.

On this occasion a total of **eleven state-of-the-art products** have been selected: **Data analysis module, using Big Data and Artificial Intelligence in the educational sector**, by **CLICKEDU**; **Adimat**, by **EDEBÉ**, **Croqueta Digital**, by **Edelvives**; **Bitbloq 3**, by **BQ**, **Integration of the Chrome and Android operating systems**, by **Promethean, Ltd**, **Singularity Experts (AONIA Nueva Educación)**, by **Singularity Experts**, **e-Beo Online school evaluation portal**, by **TEA Ediciones**, **School Technology Curriculum: Bilingualism in Technology for 21st Century Students**, by **STEAM School In-a-Box**, **Samsung Galaxy Tab S6 and Samsung Galaxy Tab Active Pro**, by **Samsung Electronics Iberia, S.A.U.**, and **Planetonia**, by **SM Educamos**.

[More information](#)

ACTIVITIES:

Along with its trade programme, **SIMO EDUCACIÓN**, in collaboration with the specialist publication **EDUCACIÓN 3.0**, will be organising an engaging programme of technical talks dealing with current topics of interest, presentations, inspiring talks and practical workshops that, as every year, will fill the Fair's different halls and auditoriums.

[Full programme](#)

- **Talks:**

One of the highlights of this edition will be the presentations by numerous experts and teachers who will offer their views on present and future education in the **SIMO EDUCACIÓN** Auditorium. More than a dozen talks will deal with topics such as artificial intelligence, video games in education, multimodal learning, the family as an educational tool or body percussion to develop cognitive function.

These are just some of the talks: Italian philosopher and professor **Nuccio Ordine**, on “**Studying to Learn a Trade or to Make Us Better? School, University and Being Useless**”, the psychologist and doctor of neuroscience at Barcelona Autonomous University, **Anna Carballo**, on “**Neuroscience and education: possibilities and limitations**,” or psychologist and professor at the Faculty of Education of Madrid Complutense University and director of Darwin Psicólogos, **Rafael Guerrero**, on “**Seven Steps Towards Making Your Student/Child an Emotional Expert**.”

Other speakers include: **Manuel Fernández Navas**, professor of Teaching Methods and co-director of the Chair in eSports at Malaga University; **Jordi Nomen Recio**, Head of the Humanities Department at the Sadako School in Barcelona; **Carles Serra**, director of the CSIC's Institute for Artificial Intelligence Research; **Dino Miele**, expert in educational technology and innovation, and director of the District School Board of Niagara in Canada; **Javier Romero**, professor at the University of Alicante and creator of the BAPNE method; **Daniel Cassany**, researcher in discourse analysis at the Pompeu Fabra University in Barcelona, and **Francisco Cid Fornell**, pre-primary teacher and coordinator of educational innovation at the Quintanilla de San Fernando school in Cadiz .

[More information](#)

- **Practical Workshops: training in teaching innovation**

As every year, **SIMO EDUCACIÓN** dedicates part of its activities to teacher training in educational innovation by organising a programme of Practical Workshops. This year it will deal with the important work of the educational community manager and the challenge of social networks as an active methodology, in addition to actions that a school has to carry

out for digital development. Attendees at these workshops will also have the opportunity to learn how to create and program chatbots for the classroom, make podcasts and use Design Thinking to find solutions to real challenges.

The section on innovative teaching techniques will cover gamification in all its facets, including how to create an escape room using virtual and augmented reality. Teachers will also be able to learn about learning techniques based on visual, spatial and emotional memory and learn how to bring adolescents' reality closer to the subjects of Language and Literature.

- **Motivational talks at SIMO EDUCACIÓN INSPIRA**

For the second year, **SIMO EDUCACIÓN INSPIRA** brings together three experts who will give informal and entertaining 20-minute talks with the aim of sharing practical and exciting ideas that motivate the teacher to transform the teaching-learning process. This year will feature Clara Isabel Grima Ruiz, professor of Applied Mathematics at the University of Seville and scientific communicator, with her talk **“Teach Me to Think,”** Jesús C. Guillén, teacher, researcher and communicator in the field of neuro-education, who will talk about **“What’s Important in Education,”** and Manu Velasco, Infant and Primary Education teacher, who will show how to **“Educate With Other ICTs (Interest, Consideration and Tenderness)”**.

[More information](#)

- **30 Innovative Experiences**

The programme will also present a selection of **30 innovative experiences and ICT projects** carried out in different education centres across Spain, which are examples of good teaching practices that contribute to transforming education. This is a selection by a jury covering all educational levels and a wide variety of topics and methodologies, such as: gamification applied to different subjects and gamification in the form of escape room or break out, STEAM projects in mathematics, science, robotics and programming, video games made by students, 3D design projects, or applications for social inclusion. This selection also includes cooperative learning initiatives, assessment methods and socio-emotional education for students with tools such as mindfulness in the classroom.

[More information](#)

- **7th Educational Innovation Awards 2019.**

In addition, from among these 30 experiences, the **SIMO EDUCATION 2019 jury** has also awarded its innovation prizes to **ten of these experiences**, in recognition of the professional work encouraging the development and implementation of ICT tools and solutions in the education sector, as well as methodological change and improvements in teaching activities at all stages of teaching.

[More information](#)

- **INNOTECHEDU and Best Innovative Teaching Experience 2019 Awards**

For the first time this year, two of these ten experiences will also be distinguished with the **First INNOTECHEDU Award**, to highlight the experience that has the greatest technological content and the **First Award for the Best Innovative Teaching Experience 2019**, to the project with the overall highest score from the jury.

All these awards, together with the **First TXÁCKATHON AWARD**, will be announced on Wednesday 6th November as part of the **INNOTECH EDU PARTY & PRIZES “We Love Our Teachers!”** gala, organised in collaboration with the Madri+d Foundation, Ministry of Education-INTEF and Educación 3.0 with the aim of recognising and paying special tribute to teachers for their contribution to the advancement of education.

- **Workshops for School Directors**

SIMO EDUCACIÓN 2019 has an exclusive programme of workshops especially aimed at education centre directors and managers. On 5th, 6th and 7th November this will analyse the importance of managerial leadership for transforming education. This programme of presentations, workshops and practical cases will take place in the auditorium (*Aula Magna*) organised in three sessions with the following themes: *“Inclusive leadership in Rural Schools for Transforming Society,” “Look in the Mirror: Self-leadership Ability for Managing an Education Centre”*, and *“Technology as a Lever for Complete Transformation of Education Centres.”*

[More information](#)

- **INTEF’s Educational Technology Initiatives**

The **National Institute for Educational Technologies and Teacher Training (INTEF)** of the Ministry of Education and Vocational Training, will have a major presence at **SIMO EDUCATION 2019**, where it will be organising a programme of presentations about *“Resources By All, For All,” “School of Computational Thinking and Artificial Intelligence,” “AprendeINTEF: Learning experiences and Training for the Whole Educational Community,”* and *“SELFIE: Self-Reflection for Education Centres About Using Digital Technologies,” “Europe in the Classroom,” “Innovating in the Classroom,” “INTEF Educational Technology and Teacher Training Projects,” “Scientix: the Community for Science Education in Europe,” “Sharing ITC Resources,”* and *“Evaluating is Easy If You Know How.”* There will also be a series of workshops in the *Aula del Futuro* (Future Classroom) and a panel discussion will be held to discuss women’s role in science and technology, with the title *“STEAM Girls.”*



In a different vein, INTEF will issue non-university teachers attending **SIMO EDUCATION 2019** with a certificate of attendance for 10 hours of training, in compliance with Ministerial Order EDU/2886/2011 of 20th October regulating the organising, recognition, certification and registration of ongoing training activities for teachers, provided that they meet the requirements established therein. Teachers wishing to obtain this certificate must have visited the Fair for at least 10 hours.

[More information](#)

- **Workshop on Educational Technologies by Crue ICT**

The Workshop on Educational Technologies organized by the ICT sector organisation of Spanish Crue group universities will take place throughout the afternoon of Wednesday 6th November in the *Aula Magna* at **SIMO EDUCACIÓN**. The theme will be “*The role of people in Educational Technology*” and there will be five talks dealing with the influence of the roles of different actors in Educational Technologies. It will cover analysing student data to improve teaching and also certifications, quality control, teacher support tools and the role of support teams.

[More information](#)

- **Workshop: “TICspiration: Lead the Change”, by Escuelas Católicas (Catholic Schools)**

For the third consecutive year, **National Catholic Schools (EC)** and **Catholic Schools of Madrid (EMC)** have chosen **SIMO EDUCACIÓN** as the setting for their workshop “**TICspiration: Lead the Change,**” which will show how Catholic Schools are leaders in classroom innovation and will highlight the work and dedication of the teachers who contribute to this transformation. The workshop **will present its latest guide for students with Special Educational Needs**, this time dedicated to “**Learning Landscapes**”, an innovative pedagogical approach that makes the personalization of learning a reality.

[More information](#)

GESA Awards: “Global EdTech Start-up Awards”

This year, **GESA AWARDS** has chosen **SIMO EDUCACIÓN** for the semi-final of the “**Global Edtech Start-up Awards**” organized by **SEK Lab**, the leading vertical accelerator in EdTech. These awards are an initiative of Israel’s Centre for Educational Technology and Google Cloud and over the past five years have aimed at showcasing the most innovative education start-ups worldwide.

This year, ten Spanish companies will be competing in the semi-final that will take place on 6th November. The winner will take part in the final on 23rd January 2020 at the **BETT** education fair in London.



Salón Internacional de Tecnología e Innovación Educativa
International Exhibition for Technology and Innovation in Education



In addition, this year's most promising start-ups will get the best visibility and will be able to connect with key players in the **EdTech** landscape and other markets. **GESA** has become the main agent promoting innovation in education with start-ups providing solutions to real-world problems.

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