

Fact sheet:

SIMO EDUCACIÓN 2025	
Organised by	IFEMA MADRID
Collaborator	EDUCACIÓN 3.0
Dates	From 28 to 30 October 2025
Location	IFEMA MADRID (Av. del Partenón, 5, Barajas, 28042 Madrid)
Timetable	10:00 to 19:00
Edition	11th, an annual event
Main exhibitors	90 participating companies
Countries represented	Six countries: Germany, Belgium, Spain, Ireland, Italy, Portugal
Exhibition space	One hall: 5
Spaces	SHOWUP SIMO EDUCACIÓN DIRECTORES
Awards	13th Awards for Educational Innovation and Innovative Teaching Experiences 2025
More information and social media	ifema.es/simo-educacion linkedin.com/company/simo-educacion/ facebook.com/SIMOedu x.com/SIMOEDU_ instagram.com/simoedu_/ https://www.youtube.com/channel/UCtU-fCFKjRZeTjrVaeinvHQ

SIMO EDUCACIÓN 2025 will host nearly a hundred leading companies in EdTech innovation.

The event features an extensive programme of activities, including SIMO EDUCACIÓN DIRECTORES and the 13th Awards for Educational Innovation and Innovative Teaching Experiences

The Minister of Education of the Community of Madrid, Emilio Viciano, will inaugurate the eleventh edition of the Salón on Tuesday, 28th October, at 10:30 am.

A total of **90 exhibitors**, including top EdTech firms, will gather at SIMO EDUCACIÓN. This key event, now in its eleventh edition, will take place from **28 to 30 October 2025**, under the theme **'Technology and Pedagogy: The Alliance Driving Educational Innovation in Times of AI'**. The fair will open on Tuesday, 28 October at 10:30 am, with the attendance of the **Minister of Education, Science and Universities of the Community of Madrid, Emilio Viciano**.

SIMO EDUCACIÓN will once again showcase the **best innovative profile** and R&D efforts in this sector, through the exhibition of the **latest technological solutions** applied to education. The proposals from the participating companies at the Salón will enable progress in areas such as remote education, student learning, and the provision of tools to successfully face the challenges of the 21st century. New developments that will also facilitate the improvement of teaching - learning processes and the management of educational centres.

In addition to the exhibition area, SIMO EDUCACIÓN offers a **comprehensive programme of Technical Conferences featuring 115 activities and 190 renowned speakers** from the education sector. These sessions will explore the latest innovations, regulations, and trends in educational technology, specifically catering to teachers, school directors, ICT coordinators, and public officials. A top-level space for analysis and reflection. Check the [full programme here](#).

Aspects such as healthy technology; the debate over screens in education; how to educate children and adolescents in relation to ICT; aligning educational projects with real employability needs; the digital transition and sustainability challenges in Vocational

Training; advancements in responsible artificial intelligence; the new challenges in school management; and how art, neuroscience, and education are connected in providing holistic training – these will be some of the topics addressed in these sessions.

The **Instituto Nacional de Tecnologías Educativas y de Formación del Profesorado (INTEF)** will present a comprehensive programme of lectures focused on the latest technological solutions in education. Participants in these sessions will receive an attendance certificate issued by the organisation. More information can be found [here](#).

SIMO EDUCACIÓN DIRECTORES

The days dedicated to the leadership teams of educational centres, SIMO EDUCACIÓN DIRECTORES, will be held on **Tuesday, 28 and Wednesday, 29 October**. With the support of qualified experts, these sessions will explore the main challenges faced by school management and the opportunities that technology offers in the classroom. These conferences are sponsored by **Google for Education, Odilo, and Rossellimac**.

More information about SIMO EDUCACIÓN DIRECTORES is available [here](#).

Commitment to educational and teaching innovation

During SIMO EDUCACIÓN, the **Awards for Educational Innovation and Innovative Teaching Experiences** will be presented, marking their thirteenth edition this year. The awards will honour the 11 winning proposals across various categories, selected from the 35 solutions chosen from over 200 applications submitted.

Additionally, this edition of SIMO EDUCACIÓN features a **VIP Room**, sponsored by **Microsoft**, serving as a space for rest, work, and networking throughout the event.

Professional registration for SIMO EDUCACIÓN, sponsored by **Google for Education**, is available through the [website](#).

SIMO EDUCACIÓN 2025 addresses the fusion of technology and pedagogy to improve education, the growing prominence of AI and neuroeducation in its conference programme

The Fair will take place from 28 to 30 October 2025, at IFEMA MADRID.

The ongoing debate surrounding the use of technology and electronic devices in schools and colleges, particularly in light of recent laws introduced by some autonomous communities that restrict their use, will be a key theme in the SIMO EDUCACIÓN 2025 programme. Organised by IFEMA MADRID in collaboration with EDUCACIÓN 3.0, the event will take place from October 28 to 30 in Hall 5 of the Recinto Ferial. In addition to this subject, other salient themes to be addressed will include the growing importance of artificial intelligence, neuroeducation, and mental health.

Outstanding conferences

As a preview of what this new edition has in store, and with the slogan "*Technology and Pedagogy: The Alliance Driving Educational Innovation in Times of AI*", numerous experts and educators will highlight emerging pedagogical trends shaping the present and future of education.

To address the use of technology and electronic devices in schools and colleges, María del Mar Sánchez, a researcher in educational technology and a professor at the Faculty of Education at the University of Murcia, will present a lecture entitled "*The Debate on Screens in Education: Towards a Critical and Informed Perspective*". Teacher and digital well-being communicator Laura Cuesta will talk about the importance of digitalisation in schools and how to utilise technologies in the classroom to shape responsible citizens. At the same time, Manuel Area, Professor of Didactics and School Organisation at the University of La Laguna, will present a lecture titled '*Educating children and adolescents in ICTs. Decalogue for Schools and Families*'. Meanwhile, Nacho Guadix, Head of Education and Digital Rights at UNICEF Spain, will explore children's rights and their connection with technology.

In the field of artificial intelligence, Dr César Poyatos, an education expert, will discuss, with a critical perspective, how AI can transform classrooms. At the same time, Miquel Flexas, director of the AI at Education Observatory, will present the lecture "*AI with meaning: moving from impact to strategic and transformational implementation*."

Regarding neuroeducation, Professor and researcher David Bueno will deliver a lecture entitled "*Art, neuroscience, and education: an integral vision of training*." At the same time, in the area of mental health, psychologist Silvia Álava will focus on teacher well-being with her lecture "*Who Takes Care of the Teachers? Take care of yourself to take care of others*."

Practical workshops

Jesús González
Head of Press
Tel.: 627 706 073
jesusg@ifema.es

Elena Valera
International Press
Tel.: 629 644 208
evalera@ifema.es

As each year, SIMO EDUCACIÓN will dedicate part of its activities to teacher training in educational innovation, organising a programme of practical workshops. This edition will focus on providing advice and tools for educators, such as designing educational games with teacher Pablo Ortega; Àngels Soriano will explain how to incorporate AI into language classes; Fede Carreres will explore teacher well-being with *'The 5 stages to overcome stress and achieve your greatest well-being in the classroom'*; and Miguel Salas will show how to encourage reading in secondary education, among others.

The SIMO EDUCACIÓN conference programme, now known as **SIMO DIRECTORES**, will once again play a prominent role. The agenda will be completed with the **Educational Innovation Awards**, which are now in their thirteenth edition.

Finally, remember that registration is now open for professional visitors to sign up at www.ifema.es/simo-educacion/entradas

For more information:

<https://www.ifema.es/simo-educacion>

Programme of activities:

[Schedule and Activities | SIMO EDUCACIÓN](#)

SIMO EDUCACIÓN DIRECTORES, an essential meeting point for school and college administrators

Google for Education, Odilo, and Rossellimac are sponsoring this edition

SIMO EDUCACIÓN DIRECTORES will be one of the flagship activities of the congress agenda of **SIMO EDUCACIÓN 2025**, the **eleventh edition of the Salón Internacional de Tecnología e Innovación Educativa** (*International Exhibition of Education Technology and Innovation*). This year it will be a two-day event (28th and 29th October in room 1 of Hall 5), where morning and afternoon sessions will feature prominent experts who will analyse the main challenges faced by management teams, as well as the opportunities that technology offers in classrooms from the perspective of leadership and educational management. These sessions are supported **by the sponsorship of Google for Education, Odilo and Rossellimac**.

According to **Ana Rodríguez, director of SIMO EDUCACIÓN**: "We are fully aware of the essential role of school and college administrators and leaders in educational transformation. This is why this year, we have decided to extend this important event to two days and transform it into a space for training, analysis, and reflection that provides all possible support to this group".

A comprehensive agenda

SIMO EDUCACIÓN DIRECTORES will start on Tuesday, 28 October, with a morning session by **Rossellimac** entitled "Healthy Technology, a Real Educational Strategy." The discussion will focus on how the responsible use of technology in the classroom should go beyond a simple ban on devices; the challenge is to create a healthy and safe digital culture.

10:00 - 10:30 - Welcome Coffee.

10:30 - 10:45 - Welcome to the event. (Alejandro Alés, Ana Zamora)

10:45 - 11:45 - Round Table Discussion - A ban is not the answer.

- Guadalupe Montero de Espinosa Espino (Director of Inclusive Education at Smile and Learn)
- Andrea Plaza Vázquez (Education Manager at Letcraft)
- Óscar Martín Centeno (President of the Consejo de Directores de Madrid)
- Jaime Úbeda Gómez (CEO at Exo Schools)
- Emilio Fernández Parra (Executive President at Escuela Excelente)

11:45 - 12:45 - Apple Educational Ecosystem, Use Cases. (Canva, Jamf, Smile and Learn)

12:45 – 13:00 – Rossellimac Apple Premium Education Partner.

In the afternoon, **Odilo** will focus on exploring how to align educational projects with the real needs of employability, the digital transition, and sustainability challenges in Vocational Training. They will have tools, inspiration and strategies for leaders and educators who want to anticipate the major changes that are already revolutionising Vocational Training.

16:00 – 16:10 – Opening by Ainhoa Marcos, VP of Education and Public Sector.

16:10 – 16:15 – Driving transformation in Vocational Training of the Government of Navarre.

16:15 – 16:55 – Presentation of speakers

José Manuel Continent. Deputy Director General of Evaluation, Monitoring and Control of Training, Department of Economy, Finance and Employment of the Community of Madrid.

Juan Pablo Cacereño. Head of Vocational Training Service, Department of Education and Vocational Training of the Regional Government of Extremadura.

Inmaculada Troncoso. Director General of Vocational Training and Permanent Education, Department of Educational Development and Vocational Training of the Regional Government of Andalusia

Ainara Zubillaga. Director of Education and Training, Fundación Cotec para la Innovación.

16:55 – 17:45 – Round Table Discussion: Impacting on the Vocational Training of the Future: Sustainability, Digitalisation and Employability.

17:55 – 18:00 – Q&A session and closing remarks by Ainhoa Marcos.

In the morning of Wednesday, 29 October, it will be **Google for Education's** turn to present the strategic keys and the latest tools designed for school leadership, including advances in responsible artificial intelligence, management solutions, and the priorities of its own ecosystem.

10.00 – 10.30 – Registration

10:30 – 11:00 – Welcome: News and Innovation in Google for Education

Esperanza Moreno & Gonzalo Romero

11:00 – 11:40 – AI-based UDL Strategy: a centre proposal for inclusive education

Fernando Trujillo, senior lecturer at the University of Granada

11.40 – 12.20 – Our centre's communication plan: Let's make it REAL!

Núria Mora Lorente. Expert in educational communication and transformation project management.

12.20 – 12.40 – Coffee

12.40 – 13.20 – An AI for the school: the educational project of gems to achieve the personalisation of learning.

Alfredo Hernando Calvo. School Director XXI

13.20 – 14.00 – Workshop: Open the doors to smart learning: Gemini and Google Workspace in action

Mariano Salas, Director of Digital Transformation, Google Education

On the afternoon of Wednesday, 29 October, SIMO EDUCACIÓN DIRECTORES will bring together other experts, such as the educational advisor Nélida Zaitegi, who will give a lecture on the new challenges of school management.

The event will also feature Snappet and their talk '*AI: Innovate to include, include to transform*' and with Microsoft, which will offer two talks: '*Education in the AI era: Microsoft's commitment to teachers to innovate with purpose*' and '*Educational transformation with AI: Keys to leading change from the school or college*'.

SIMO EDUCACIÓN 2025 will be held from October 28 to 30 in Hall 5 of IFEMA MADRID, in collaboration with **EDUCACIÓN 3.0**, and with the renewed support of the **Instituto Nacional de Tecnologías Educativas y de Formación del Profesorado**. The **eleventh edition of the International Educational Technology and Innovation Fair** has this year as its leitmotif '*Technology and pedagogy: the alliance driving educational innovation in times of AI*'.

More information: <https://www.ifema.es/simo-educacion>

Programme of activities: [Schedule and activities | SIMO EDUCACIÓN](#)

SIMO EDUCACIÓN to present the best educational experiences at its next edition

The fair has selected **35 experiences** from among over 200 candidates to compete for the Educational Innovation, Best Innovative and Technological Teaching Experience, and Best Innovative Experience awards.

SIMO EDUCACIÓN, *Salón Internacional de Tecnología e Innovación Educativa (International Exhibition of Education Technology and Innovation)* has selected **35 educational experiences** to be showcased during the event **from over 200 submissions**. These candidates will compete for the **13th Education Innovation Awards**, as well as for the awards for **Best Innovative and Technological Teaching Experience** and **Best Innovative Experience**.

The Jury responsible for the selection had a difficult task, given the excellent quality of the proposals submitted, which once again **demonstrated the sector's superior level and innovative capacity**. The presentation will take place as part of SIMO EDUCACIÓN, organised by IFEMA MADRID, in collaboration with Educación 3.0, in Hall 5 of the Recinto Ferial, from 28 to 30 October.

The **chosen educational experiences**, divided into 11 categories, are as follows:

Best Experience with Active Methodologies: *EF Ministry of Time*, by Ernesto Bautista Santurino Díaz at the CRA Villas del Tajo (Toledo); *Igniting the spark of learning: CuatroCes and Spark as drivers of educational transformation*, by Carolina López Santos at Engage International School (Madrid); and *Lola, your accent is your treasure, never lose it*, by Francisco Manuel González González at CEIP Nuestra Señora de la Soledad (Badajoz).

Best Collaborative and Cooperative Project: *Objective Euskelec 2025 Let nothing stop us!*, by Raquel Rodríguez López at IES Galileo and CIFP Juan de Herrera (Valladolid); *If you drive, think*, by Rubén Estévez Garaluz at IES Juan Antonio Fernández Pérez (Melilla); and *Travelling around Spain for ESO*, by Félix Calero Sánchez at Colegio Árula (Madrid).

Best Innovative Experience for Children and Primary Education: *Greenhouse 3.0*, by Marc Gudel Téllez at the Escola Palma de Mallorca (Barcelona); *Flood prevention in the digital age*, by Soraya Pulido de Paz at the CEIP Comuneros de Castilla (Ávila); and *Our A.I. City*:

Rediscovering the city through Artificial Intelligence in Infant Education, by Mario Alcarazo Cañete at the Base International School (Madrid).

Best Innovative Experience Secondary and Baccalaureate: *San José Band*, by Rafael del Campo Merino at Colegio San José - FEyE (Ciudad Real); *Interdisciplinary Project in Video Game Development*, by Pedro Monedero Cariñena IES Violant de Casalduch (Castellón); and *Project-Based Learning applied to Economics and Career Guidance*, by Jesús Fernández-Cid Roman at IES Ortega y Gasset (Madrid).

Best Innovative Experience in Higher Education (Vocational Training, University...): *Learning about Artificial Intelligence with Artificial Intelligence*, by Christian Velasco Gallego at the University of Nebrija (Madrid); *Project ARALAR, combating gambling risks through technological innovation*, by Miguel Ángel Moscoso Elía at the Salesianos Pamplona Centre (Navarra); and *Holistic Education through Service-Learning in Final Degree Projects*, by Adriana Dapena Janeiro at the Faculty of Computer Science, University of A Coruña (A Coruña).

Best STEAM Experience: *Technology with meaning: a humanistic view of the use of technologies*, by Cristina Ruiz at the Colegio Juan de Lanuza (Zaragoza); *Coldplay Barcelona*, by Francisco Pérez García from the Institut Pompeu Fabra (Barcelona); and *Beire R3: Remote and Real Science from the Rural*, by Alicia Ramos Almodóvar from the CPEIP Beire (Navarre).

Best Gamification Experience: *Gamification Flipped Classroom*, by Rodrigo Pérez Fernández at the Higher Technical School of Naval Engineering (Madrid); *Journey to the CuentODS*, by Guillermo Buedo Fernández at CEP Primer Marqués del Turia (Valencia); and *Operation 'In the Storm'*, by Mario García Domínguez from CIDE (Palma de Mallorca).

Best Emotional Education Experience: *Beyond talent: educating from potential and inclusion*, by Eduardo Lazaro Martínez from the IESTEM Educational Institute (Gipuzkoa); *The dream of the turtles dream / Il sonno delle tartarughe*, by Sergio Almarcha Riquelme from IES Miguel Hernandez (Alicante); and *More life, fewer networks*, by Ricardo Aguado Vallejo from Juan de Lanuza School (Zaragoza).

Best ICT Project Inclusive Education, Equality and Diversity: *ALESIA: Sign Language Interpretation Assistant with Artificial Intelligence*, by José María Pérez Ramos from IES Alonso de Madrigal (Ávila); *Interactive and inclusive museum 'BEATS OF STONE'*, by Esther Aceituno Arjona from IES San Reino (Jaén); and *Inclusive mentoring: Development of*

metacognition with robot programming, by Inmaculada Concepción Enríquez de Luna Rodríguez at IES Pedro Antonio de Alarcón (Granada).

Best Sustainability Experience: *Sustainable Startup Fair*, by Cristina Parra Fernández at Colegio Nuestra Señora de la Consolación Burriana (Castellón); *ECOFLOCK*, by Rebeca Madero Beviá at Colegio Diocesano Santa María Nuestra Señora (Seville); *Scientific and social awareness from the Dunes: educational project for bluer tourism*, by Marienca Lorenzo De Armas at Colegio Arenas Atlántico (Las Palmas); and *Intelligent Buildings: improving energy efficiency and sustainability in schools through innovative technologies*, by Hugo Potau Ramírez at IES El Rincón (Las Palmas).

Best Artificial Intelligence educational experience: *GPTs in the classroom: a personalised, ethical and transferable AI experience*, by Carlos Sánchez Barbero at IES Fray Diego Tadeo González (Salamanca); *GreenTech - Pest detector*, by Noelia Real Parra at C.C. Apostolado del Sagrado Corazón de Jesús (Cantabria); *MoTICvate: creating inclusive activities with UDL through Generative Artificial Intelligence*, by Elena Moreno Fuentes at Centro Universitario Sagrada Familia (Jaén); and *LiterarIA: When a classic comes to digital life*, by Ana Torrado Revilla in C.E. La Merced y San Francisco Javier. Jesuitas (Burgos).

More information on the [official website](#).

Organizing Committee SIMO EDUCACIÓN 2025

Julio Albalad

INTEF - INSTITUTO NACIONAL DE TECNOLOGÍAS EDUCATIVAS Y DE FORMACIÓN DEL
PROFESORADO - MINISTERIO DE EDUCACIÓN Y FORMACIÓN PROFESIONAL

Carlos Alonso

HP

Marisol Gil

EPSON

Félix López Capel

SEK

Caroline Luengo Barnaud

GOOGLE

Cristian Martín Pérez-Carrión

EDUCARIA

Federico Morán Abad

FUNDACIÓN PARA EL CONOCIMIENTO MADRI+D

Enrique Muguerza Júdez

AYUNTAMIENTO DE MADRID

Marta Nieto Novo

COMUNIDAD DE MADRID

Javier Palazón Meseguer

EDUCACIÓN 3.0

Daniel Martínez

IFEMA MADRID

Arancha Priede

IFEMA MADRID

Jesús González

Jefe de Prensa

Tel.: 627 706 073

jesusg@ifema.es

Elena Valera

Prensa Internacional

Tel.: 629 644 208

evalera@ifema.es



Dossier de prensa

FAIR MANAGEMENT SIMO EDUCACIÓN 2025

Director

Ana Rodríguez

Comercial Manager

Isabel Alcantara

Secretary

Macarena Hormaechea

Jesús González

Jefe de Prensa
Tel.: 627 706 073
jesusg@ifema.es

Elena Valera

Prensa Internacional
Tel.: 629 644 208
evalera@ifema.es

Communications and Press Department

Director of Communications and Institutional Relations

Raúl Díez

Press Officer SIMO EDUCACIÓN

Jesús González

International Press

Helena Valera

Press Secretary SIMO EDUCACIÓN

Beatriz Sánchez-Heredero

Jesús González

Jefe de Prensa
Tel.: 627 706 073

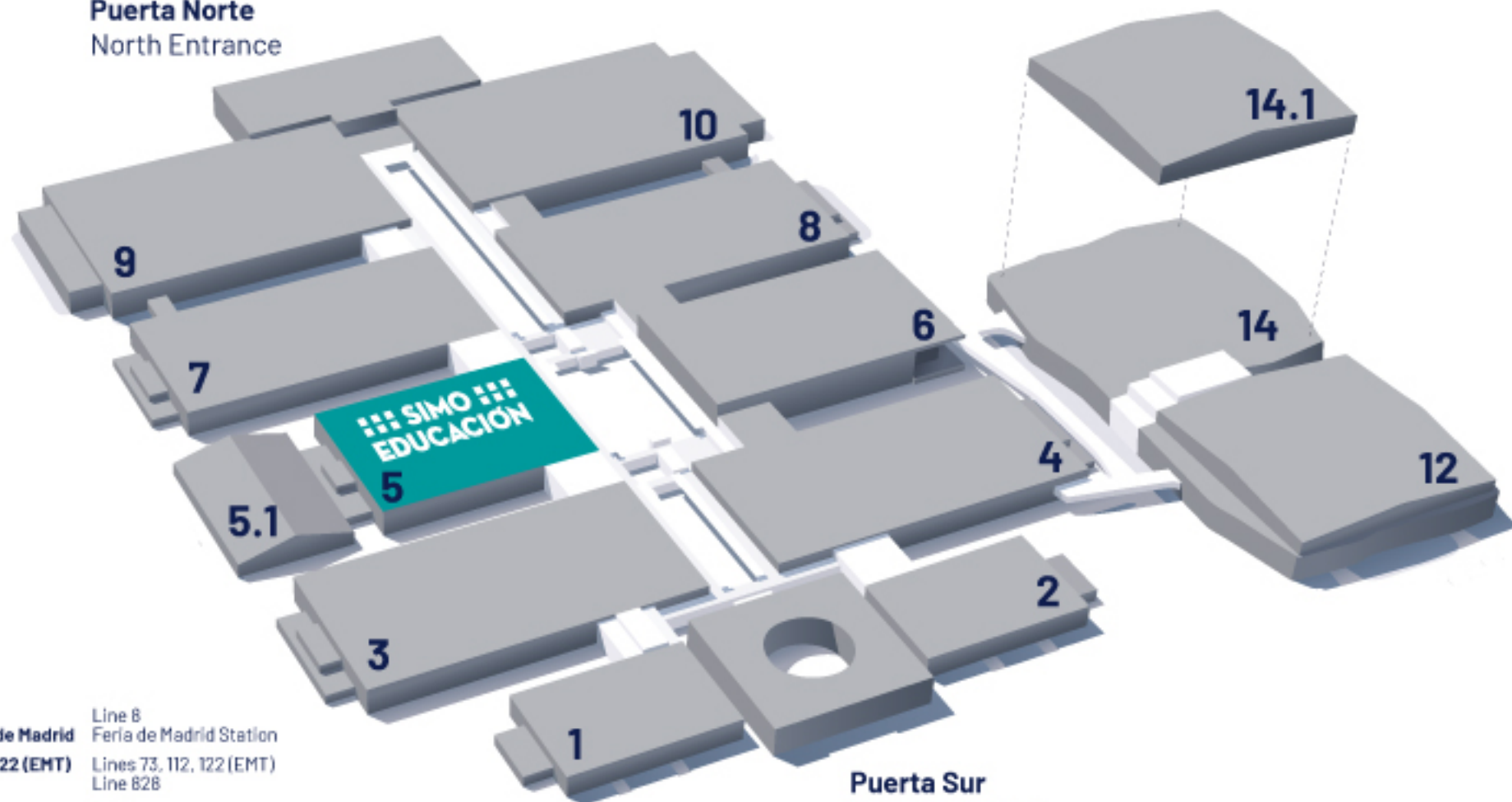
jesusg@ifema.es

Elena Valera

Prensa Internacional
Tel.: 629 644 208

evalera@ifema.es

Puerta Norte
North Entrance



Puerta Sur
South Entrance



Línea 8
Estación Feria de Madrid



Líneas 73, 112, 122 (EMT)
Línea 828



Taxi



Cajeros aparcamientos

Line 8
Feria de Madrid Station

Lines 73, 112, 122 (EMT)
Line 828

Taxi

ATM