



## **Report Worlddidac Pavilion**

**@ GETEX Dubai 2007,**

**April 11 – 14, 2007**



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### **General Facts and Figures GETEX 2007, Technology and Supplies:**

Net space: 2244 sqm

Net space UAE and GCC exhibitors: 1253 sqm

Net space international exhibitors: 991 sqm

Exhibitors: 111

Countries: 26

Visitors overall: 3975

### **Worlddidac Pavilion Facts and Figures:**

With 40 exhibitors from 9 countries, the Worlddidac Pavilion is presenting its members on 570sqm. Compared to 2006, this is an increase of 25% in space and 35% in exhibitors. In relation to the total space covered by international exhibitors, the WDD Pavilion is responsible for 60% of all international exhibitors. In addition, a significant number of Worlddidac companies are exhibiting individually or are represented by their agents and distributors.

We are proud to have for the first time under the Worlddidac umbrella a French Pavilion and a German Pavilion. We thank our partners Ubifrance, Didacta Verband and DEGA Expoteam for the excellent collaboration. In addition, we thank CEIEC for bringing a Chinese group under the Worlddidac umbrella to Dubai.

It is impressive to see what impact Worlddidac's presence had on the development of the equipment and technology part of the Getex. Within two editions (2006, 2007) the equipment and technology part has grown from a handful of companies into a show of more than 100 exhibitors.

### **Comments by exhibitors:**

The feedback of our exhibitors regarding the visitors is that they are only satisfied with the quality of the visitors, but not with the numbers. The already well-known dealer community from the Middle East in the industry was present. However, meeting dealers does not require a four-day exhibition as they can be visited directly in their companies. The companies under the Worlddidac umbrella missed the end-users, especially teachers from all the mainly private schools and universities based in and around Dubai. As a consequence, these low visitor numbers we had in the hall can be handled in a much shorter time. Instead of four-day show, three days would be sufficient. In addition, the special opening hours with closing the hall in the afternoon and reopening in the evening until late into the night were not appreciated by our exhibitors and visitors.

These feedbacks are carefully taken into consideration regarding the future presence of Worlddidac in the Middle East. For further information about Worlddidac activities in the Middle East, consult our website: [www.worlddidac.org](http://www.worlddidac.org)