

Post Show Report 2023

EdTeX
THAILAND'S EDUCATION TECHNOLOGY EXPO



OVERVIEW OF THE EVENT



2,800 sq.m.



19 Supporters



385 Brands



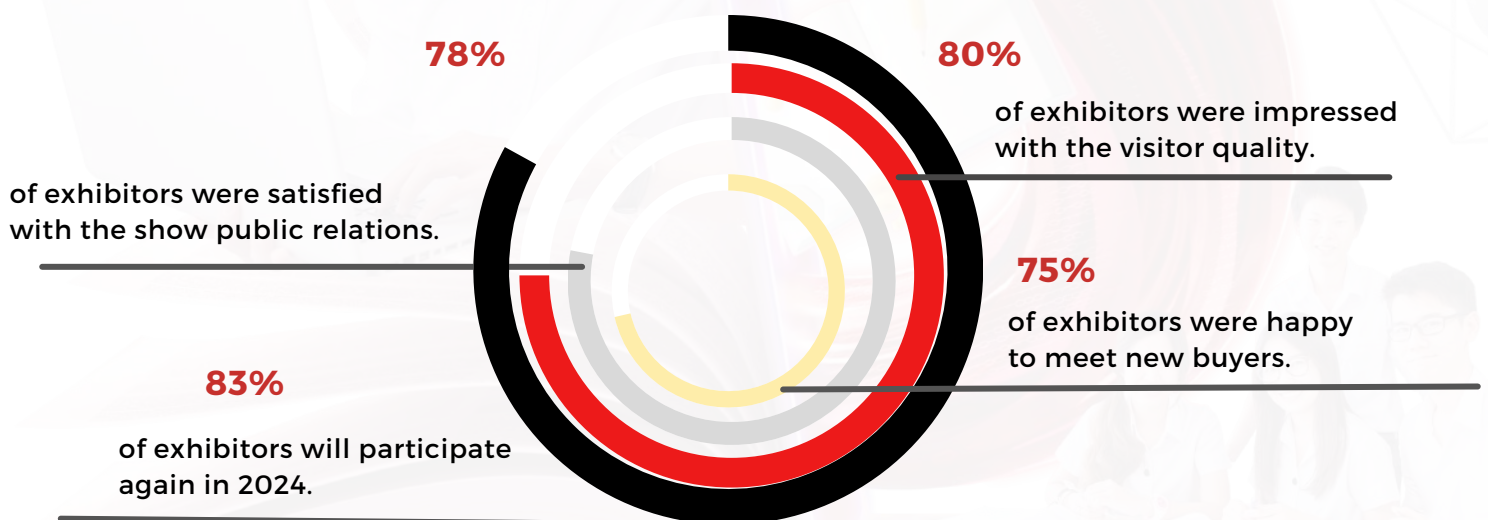
3,373 Trade visitors



108 Business Matchings

As the world moves forward, digital technologies have been vital for empowering efficiency and productivity in the education system. **EdTeX 2023** is a platform where educational innovations and technologies are displayed under the concept of **Thailand's Leading Interactive B2B Education Technology Platform** to improve education quality in the digital era. The expo gathers educational innovations and products under four zones; Smart Classroom, Smart System, Smart Learning & Technology and Smart Office to drive more effectiveness in education. Gathering 3,373 trade visitors to explore new solutions and technologies.

EXHIBITOR ANALYSIS



THAILAND'S EDUCATION TECHNOLOGY EXPO

SHOW HIGHLIGHTS

- **EdTeX Innovation showcases**
- **Robot competitions**
- **Automata workshops**
- **Smart classroom demonstrations**
- **Edtalk**



CERTIFIED SEMINARS BY TOP GURUS

- The Future of AI and Metaverse
- Active Learning “Pick Me Up”
- ChatGPT AI and Coding
- Future of Education
- Automata by Innovative Experiment
- From Pedagogy to Pixels: How Game-Based Learning is Transforming Education





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VISITOR ANALYSIS

MAIN OBJECTIVES

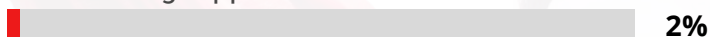
Find educational products/ technologies for online learning.



Explore educational technologies for online learning.



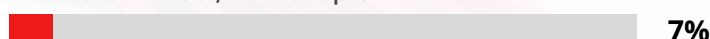
Meet existing suppliers.



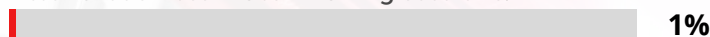
Acquire business connections with new partners.



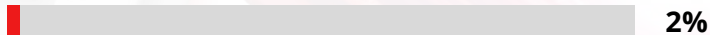
Attend seminars/workshops.



Attend business matchmaking sessions.



Others



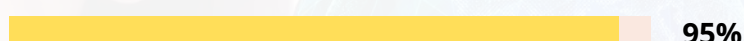
TOP 10 KEY BUYERS

1. Bangkok Christian College
2. Civil Aviation Training Center
3. Prem Tinsulanonda International School
4. Dusit Thani College
5. Satit Pattana School
6. Prasarnmit Demonstration School (Secondary)
7. Panyapiwat Institute of Management
8. Sripatum University
9. Silpakorn University
10. Rajapruk University

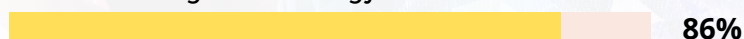
PRODUCTS OF INTEREST

(multiple selections)

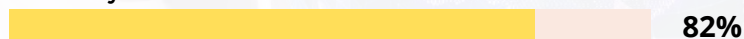
Smart Classroom



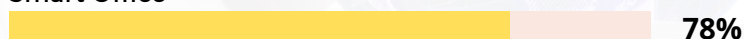
Smart Learning & Technology



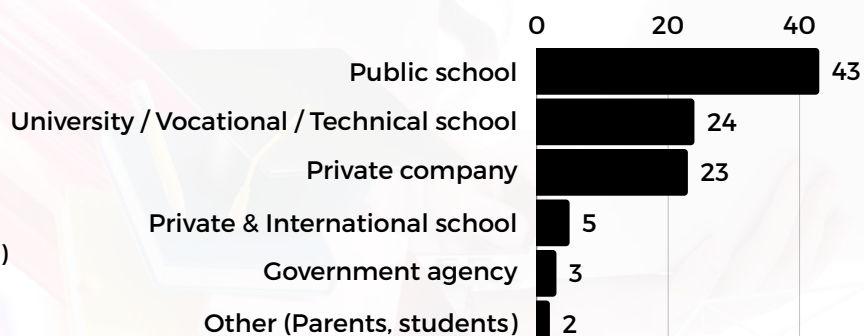
Smart System



Smart Office



TYPE OF BUSINESS



VISITOR SURVEYS

Collects information for future purchases.

47%

Confirms to visit the next edition in 2024.

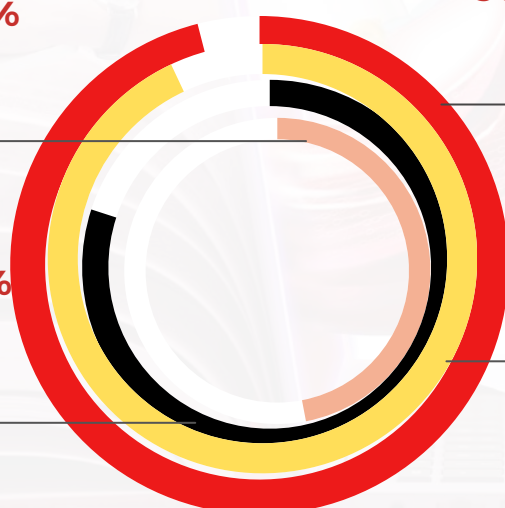
80%

is happy with varieties of exhibits.

96%

is satisfied with varieties of activities and seminars onsite.

93%

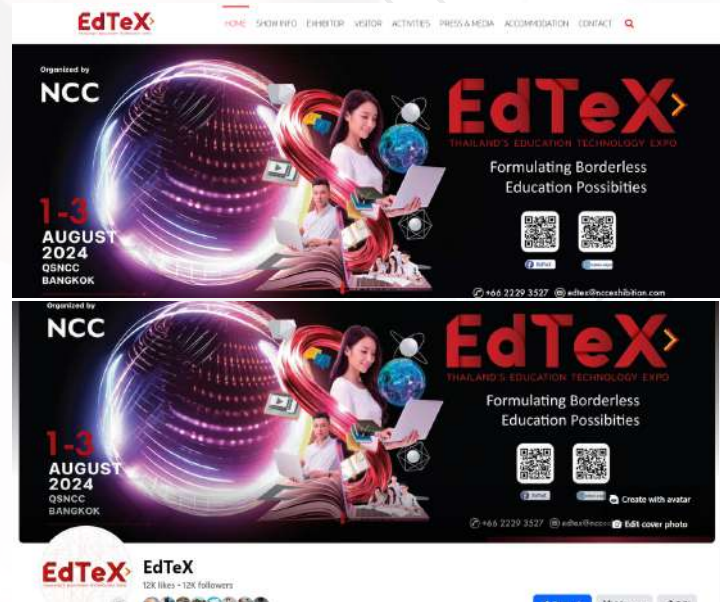


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ONLINE MEDIA

We helped our exhibitors and participants to reach out through our social media and online platforms.



MEDIA INVOLVEMENT

Press release, Photo release, Online articles on several domestic online news platforms.



RADIO SPOT

EdTeX 2023 radio advertising was broadcasted through leading radio stations.



DIGITAL SCREEN

EdTeX 2023 digital ad was displayed over 13 digital screens throughout Bangkok's educational areas.



f 12,895 Page likes **u** 12,989 Followers

ASEAN'S PROFESSIONAL BUYERS MATCHING SERVICES

Exclusive 1:1 visit to invite all leading schools to participate onsite and gather more relevant information for matching.



Organized by:

NCC

Supported by:

