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## Technical sheet

SIMO EDUCACIÓN 2024	
<b>Organized by</b>	IFEMA MADRID
<b>Collaborates</b>	EDUCACIÓN 3.0
<b>Dates</b>	November 19 to 21, 2024
<b>Location</b>	IFEMA MADRID (Av. del Partenón, 5, Barajas, 28042 Madrid)
<b>Time</b>	10:00 to 19:00
<b>Edition</b>	10ª anual frequency
<b>Exhibitors</b>	92 exhibitors and 140 brands
<b>Countries</b>	9 countries
<b>Area</b>	1 Hall: 5
<b>Sectorization</b>	SIMO INNOVA SIMO IMPULSO SIMO INSPIRA Jornada de Directores
<b>Awards</b>	XII Awards for Educational Innovation and Innovative Teaching Experiences 2024 IMPULSE Awards
<b>More Information and social media</b>	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

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## The 10th edition of SIMO EDUCACIÓN kicks off with nearly 140 leading companies in EdTech innovation

Organised by IFEMA MADRID in collaboration with EDUCACIÓN 3.0, the International Exhibition of Educational Technology and Innovation brings together the sector from 19 to 21 November in Pavilion 5 of the Exhibition Centre.

SIMO EDUCACIÓN presents a full agenda with more than 60 activities and the participation of nearly 100 educational experts.

SIMO EDUCACIÓN, the International Exhibition of Educational Technology and Innovation organised by IFEMA MADRID in collaboration with EDUCACIÓN 3.0, is kicking off its tenth edition from 19 to 21 November, with around 140 participating companies.

These companies will launch their latest developments in **Hall 5**, making SIMO EDUCACIÓN the essential meeting point for discovering trends and technological innovations at the service of improving teaching and learning processes and efficiency in the management of educational centres.

### Broad representation of the actors that define innovation in the EdTech sector

With **92 exhibitors and nearly 140 companies from 9 countries**, SIMO EDUCATION opens its doors tomorrow with a broad representation of the entire value chain of the sector, thus promoting business dynamism. In addition to the presence of important brands such as Microsoft, Samsung, Smart or Promethean, among others, it is worth highlighting the presence of relevant technology companies such as **ACER, Apple, ASUS, Epson, Google for Education** or **HP**; distributors of technology, furniture and material for educational centres such as **Abacus, Edime, Goldenmac, Rossellimac, SEMIC, Singladura, Nunsys, Synetech** or **Xenon Computer**, among others; apps and educational platforms such as **Additio App, Alexia, Canva, Edpuzzle, Mathew, Monk, One and Neo, Peñalara Software, Smile and Learn, Tellfy** or **TokApp**; as well as robotics and programming companies and associations such as **BeByte, Codelearn, Complubot, Happy Code, HispaRob, Lego Education, Letcraft Educación, Ro-botica**, and **Robotix**, among others.

### Innovation and knowledge, the binomial that defines SIMO EDUCACIÓN

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In addition to serving as a business boost, the commitment to the dissemination of knowledge defines the purpose of SIMO EDUCACIÓN. Thus, under the slogan 'Technology that inspires Educational Transformation', the congress brings together nearly 100 educational experts in more than 60 presentations, workshops and round tables.

Thus, among others, Xavi Delgado will talk about AI tools and the importance of going a step further in their use and César Poyatos about how AI enhances teaching practice. Laura Cuesta will explain how to educate children and teenagers in the safe, critical and responsible use of screens, and Pablo Rodríguez (Occimorons) will focus on the mental health of students. In the workshops, Vicent Gadea will present how to create effective prompts; Alberto and Mario Herráez will explain how to integrate gamification and AI into lessons; and Leticia Ahumada will show how to teach programming and robotics through unplugged activities.

It is worth highlighting the 'Jornada de Directores', sponsored by **Google for Education**, which in 2024 will analyse the role of educational leaders in transforming their institutions through innovation, the role of AI in this process of evolution and the correct use of technology in the field of education.

For its part, the **SIMO INSPIRA** programme will offer 20-minute inspirational talks to motivate educators in their daily work, without forgetting the presentation of the Awards to the **14 winning Teaching Experiences**, which recognise good and innovative practices developed in classrooms at all educational stages in Spain. The awards ceremony for the 12th Educational Innovation Awards will take place on 20 November at 19:30.

For its part, **SIMO Impulso** is established as a platform whose objective is to make visible and support business initiatives and new companies that develop innovative technology-based projects with a broad potential for application in the education sector. In line with this, SIMO Innova will showcase a large selection of technological innovations developed in the field of education by the exhibiting companies.

In the chapter of public entities, the **National Institute of Educational Technologies and Teacher Training (INTEF)** is organising an interesting conference in which open educational resources and AI will play a leading role and, in addition, will certify 10 hours of attendance as a permanent training activity.

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The Ministries of Education of the autonomous communities of **Castilla y León**, Extremadura and Galicia will also be exhibiting, while those of **Asturias, Castilla y León** and the **Canary Islands** will be taking part in different conferences.

Finally, the SIMO EDUCATION 2024 **VIP Room is sponsored by Microsoft**. This space will be a meeting point for networking between directors, speakers and authorities.

In short, the complete commercial offer and the agenda of activities position **SIMO EDUCACIÓN** as the key event for all EdTech players, promoting the exchange between manufacturers and distributors of educational tools, school managers, directors and teachers, as well as the knowledge to address the challenges for the construction of a more inclusive education adapted to the challenges of the 21st century.

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## **SIMO EDUCACIÓN selects the 35 most innovative educational experiences of 2024**

**Organised by IFEMA MADRID in collaboration with EDUCACIÓN 3.0, the event will take place from 19 to 21 November in Hall 5 of the Recinto Ferial.**

**The 35 selected educational experiences will be presented during the fair and will compete for the XII Awards for Educational Innovation, along with special awards for Best Innovative Teaching Experience and Best Innovative Experience.**

**Madrid, 23 September 2024.** Best practices in the classroom will, once again, be the highlight of the **SIMO EDUCACIÓN 2024** activity programme, taking place from **19 to 21 November**. Organised by **IFEMA MADRID** in collaboration with **EDUCACIÓN 3.0**, this event has announced the 35 Teaching Experiences selected by the Expert Jury from the over 200 submissions received for this edition.

These 35 Teaching Experiences, which will have the opportunity to present in a conference format during **SIMO EDUCACIÓN 2024**, have carried out innovative projects across several education levels, from Early Years to University, employing diverse methodologies to address themes and challenges such as emotional education, STEAM disciplines, and the use of emerging technologies. A total of 14 winners will be chosen for the **12th Awards for Educational Innovation**. It will also compete for two special prizes: the **6th Award for the Best Innovative and Technological Teaching Experience 2024** and the **6th Award for the Best Innovative Experience 2024**.

The Jury for this edition of the Educational Innovation Awards includes Carlos Magro from Educativa Abierta Association; Nuria Salán from ESEIAAT-UPC and Societat Catalana de Tecnologia; Julio Albalad and Carlos Medina from INTEF; Francisco Javier Palazón from EDUCACIÓN 3.0; Linda Castañeda from the University of Murcia; Francisco Vico from UMA; Cristian Olive, Language and Literature teacher; Teresa Rabazas from Universidad Complutense Madrid; and Coral Elizondo, an advisor, expert, and activist in inclusive education.

These are the 35 experiences nominated for each of the awards in the various categories:

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### Best Experience with Active Methodologies:

1. **High School Changemakers. Empowering Students with the 2030 Agenda**, by Piedad Isabel Garrido Ruiz at IED Ifach in Calpe (Alicante), promotes students as agents of change using various active methodologies that not only work on curricular content but also foster entrepreneurial spirit, sustainability, and critical thinking.
2. **17 SDG for a better world. Time to Take Action**, by Fernando Ibiza Fuster at Colegio Nuestra Señora del Carmen in Gandía (Valencia), transforms Year 10 students into critical agents and disseminators of the SDGs through an active learning project that promotes service learning.

### Best Collaborative and Cooperative Project:

3. **Collaborative Technological Map of Andalucía**, by IES Los Cerros in Úbeda (Jaén) as the coordinator of eight participating centres, aims to disseminate heritage in technological companies in Andalusia and raise students' awareness of job opportunities in the region.
4. **Zarandona Escool**, a project from CEIP San Félix in Murcia, involves creating a means of communication with Year 6 Primary students to enhance their linguistic competence using ICT and TAC.

### Best Innovative Experience in Early Years and Primary:

5. **Backpackers across Spain**, by Elena Gozávez in the second level of Early Years at CEIP José Llorer Talens in Almansa (Albacete). It aims to promote a culture and co-educational practices that foster progress towards equality through gamification.
6. **Ctrl+Alt+Learn! TechKids Project for Digital Literacy** at Maristas Centro Cultural Vallisoletano (Valladolid) promotes ethical policies to ensure responsible technology use in the classroom and protect students' privacy through digitally inclusive and ethical education.
7. **The Theft of the Mona Lisa**, by Fátima María Rodríguez at CEIP Natalio Rivas in Albuñol (Granada), engages students in solving the case of the famous painting's theft through active methodologies and project-based and challenge-based

learning, allowing them to observe and explore their environment and gain autonomy.

### **Best Innovative Experience in Secondary and Bacallaureate:**

8. **Museum of Ecijan Oil** by Rebeca Madero at Colegio Diocesano Santa María Nuestra Señora in Écija (Seville). The project arises from the need to enhance tourism in the city while fostering technological entrepreneurship and STEAM vocations among students, particularly girls.
9. **Approaching you. From the Prado to the Metaverse**, by Susana Nadal and Leo Giner at Colegio Sagrada Familia in Alzira (Valencia), is an interdisciplinary project where, through the subjects of Arts and ICT, students have explored and approached the artistic legacy by creating their own works using AI, VR, and AR.
10. **Silenced Voices** at IES Clot de l'Ilot in El Campello (Alicante) has taken students back to the Post-War period, researching popular songs that were once censored, reflecting on their lyrics and recreating them in a virtual reality that represents an uncensored euchronia.

### **Best Innovative Experience in Higher Education:**

11. **Integrated Project 1st DAM-DAW**, developed by José Miguel Fajardo at IES La Vereda (Valencia), aims to guide students towards the world of work using agile methodologies and cooperative work, having developed an End-to-End software application.
12. **Planet Junk. Collective Identity and Future Design**, by lecturer Helena Galán at Carlos III University (Madrid), seeks to challenge the notion of a fixed and exclusive identity and foster the collective identity of students in the Audiovisual Communication Degree.

### **Best STEAM Experience:**

13. **Agricultural Robotics in Water Management** at IES Ciudad de Dalías (Almería) has successfully developed a pioneering project integrating multiple STEAM disciplines to create an automated irrigation system with advanced sensors for monitoring and controlling a greenhouse, promoting environmental responsibility, inspiring future careers, and developing teamwork.



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14. **Maker Space: the creative heart of our educational community** developed by Cristian Ruiz at Colegio Juan de Lanuza, where students explore and develop STEAM projects collaboratively, providing access to emerging technologies.
15. **Steam with Gaya at Cierva** at CEIP Cierva Peñafiel in Murcia is a collaborative STEAM project aimed at raising awareness of the Murcian painter Ramón Gaya, who was educated at the school.

### **Best Gamification Experience:**

16. **Timeline Revolution**, by M<sup>a</sup> José Amador at CEIP Agustín Rodríguez in Puente Genil (Córdoba), has allowed students and their families to travel through time to discover how humanity has evolved alongside the issues currently facing our planet.
17. **Avatars on Earth: A Journey to the Unknown**, by Tomás García at Colegio Buztintxurri in Pamplona, integrates scientific content into a gamified narrative aimed at developing useful life skills through "knowing", "knowing how to do", and "knowing how to be".
18. **Biolast of Us**, by David Porcel at IES Al-Ándaluz in Almuñécar (Granada), adapts 'The Last of Us' video game through which students enjoy a physical and digital adventure of surviving and exploring biological knowledge with the goal of saving humanity.

### **Best Emotional Education Experience:**

19. **Emotional Education in the Metaverse**, at IES Los Valles de Camarzana de Tera (Zamora), has created an educational centre in the metaverse offering various activities to secondary and sixth form students, focusing on emotional education while also covering content related to different subjects.
20. **We are English** at Escola Splai de Nou Barris (Barcelona), encouraging the creation of YouTube videos in English to improve language competence among students, the educational community involved in eTwinning projects and adult class participants.
21. **The EuroInnova Journey**, by Ana García and Miguel Ángel Azorín, in the Master's Programme in Educational Innovation at the European University of Madrid, has set challenges for students involving missions, research, digital tool use, and AI according to the areas of the Future Classroom.

### **Best ICT Project for Inclusive Education, Equality, and Diversity:**

22. **LEDUCAS: Creation of interactive pictograms with the micro: bit board**, by Marc Gudel, Marina Tudela, and Montserrat Rodríguez at the Palma de Mallorca School (Barcelona), has enabled students to design interactive pictograms through programming micro: bit boards to communicate with a classmate, Lucas, who has Down syndrome and does not communicate verbally.
23. Paola Vergano's **A Crime has been written** at the IES Montes Orientales (Granada), employs an educational breakout to solve a real crime in the Munich Olympics in 1972 through a series of tests related to the subjects of the school.

### **Best Proprietary Digital Resource:**

24. **Super Eco Girl 3. Save the World!**, by Raúl Lara at CEIP Sanchís Guarner in Ondara (Alicante), is a project based on a video game application designed by Year 5 Primary students aimed at encouraging correct recycling and educating about care for the Planet.
25. **Historiarte los Sentidos** is a project by IES Alpujarra (Granada) carried out in the Baccalaureate of all branches of education in order to educate in values through culture. The project includes a podcast and a website featuring educational materials from each episode, available in Spanish, English, and French.

### **Best Sustainability Experience:**

26. **The Traveller Bicycle**, by Víctor Arufe at the University of A Coruña, is a service-learning experience designed to promote an active lifestyle from childhood, whereby 25 wooden balance bikes for children aged two to six are sent to an Early Years Centre in A Coruña every year.
27. **Sustainable Experiences in Our Environment**, by Teresa Casaña and Gema Ferrero at CEIP Tomás Albert in Albuixech (Valencia), raises students' awareness of the necessity of environmental conservation, particularly concerning marine ecosystems. This project involves creating natural dyes and inks and applying these in the production of innovative artistic proposals, using readily available materials to develop alternative solutions to chemicals.

### **Best Gender Equality Experience in the Classroom:**

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28. **I deserve a Street 2.0. Objective Equality**, developed by Ernesto Bautista at Colegio Cra. Villas del Tajo in Puente del Arzobispo (Toledo) aims to educate students about the significant women in history, connecting them to the legacies and lessons of key female figures in the development of science while promoting interest in STEM careers.
29. **Alien Invasion**, by Mónica García at CEIP Valle de Losa in Quincoces de Yuso (Burgos), is an innovative tool for managing interventions in the classroom through gamification and role-playing, aimed at fostering values-based education, improving executive functions such as inhibition, and reducing the gender gap in terms of participation and leadership.
30. **Artemis Generation** is a project developed by Francisco Delgado with students in gifted education workshops in Ávila, aimed at encouraging girls to pursue scientific careers. It invites them to explore previously unvisited regions of the Moon, thus linking the unknowns of space with the curricular content of Science, Languages, and Mathematics using robotics and virtual reality.

### **Best Educational Experience in Artificial Intelligence:**

31. **Rescuing the classics of Spanish romantic literature: an AI project in the classroom**, by María José Gómez at Colegio Agustiniانو in Madrid, enhances the understanding and exploration of Spanish Romantic literature while using AI tools to interact with texts, enriching comprehension and appreciation of this literary period.
32. **DiGiTalise Traffic with Artificial Intelligence?**, by teacher Pablo Dúo at CEIP Príncipe Felipe in Ceuta, enables Year 5 students to create their own AI models based on Machine Learning to identify traffic violations while analysing the benefits, biases, and risks of incorporating AI into traffic management.
33. Through **Imperialism 4.0**, teacher Miguel Ángel Pereira from IEL Giner de los Ríos (Lisbon, Portugal) allows students to bring historical figures from the times of the Empire to life using AI tools, enabling them to dialogue and interact with these characters.

### **Best experience in a Rural School:**

34. **The Galaxy Mission** at CRIE Naturávila in Ávila combines virtual reality, 3D printing, educational robotics, Minecraft, and micro-experiences to empower

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students to develop the essential skills needed to complete the mission. This engaging approach not only enhances their literacy but also strengthens their competencies in STEM subjects.

35. **Working Hard for the Tajo**, by Victoria Carrasquilla and Ernesto Bautista at Colegio Cra. Villas del Tajo (Toledo) is a project designed to raise awareness and inform students about environmental care, particularly concerning the river they coexist with. This is achieved through active methodologies such as service learning and gamification.

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## **SIMO EDUCACIÓN announces the 14 winning teaching experiences of 2024**

Organised by IFEMA MADRID in collaboration with EDUCACION 3.0, the *Salón Internacional de Tecnología e Innovación Educativa (International Exhibition of Educational Technology and Innovation)* will take place for the 10th time from 19 to 21 November.

**The 12th Awards for Educational Innovation and Innovative Teaching Experiences 2024 will be presented on 20 November during SIMO EDUCACIÓN.**

**Madrid, 28 October 2024. SIMO EDUCACIÓN**, *Salón Internacional de Tecnología e Innovación Educativa (International Exhibition of Educational Technology and Innovation)* organised by IFEMA MADRID in collaboration with EDUCACIÓN 3.0, has announced the 14 winning teaching experiences carried out at various educational institutions across Spain. This is the final phase of a process in which a jury has evaluated over 200 high-quality proposals, from which 35 made it through a preliminary selection, and ultimately, 14 have won in their respective categories.

These projects will be recognised at the **12th Awards for Educational Innovation and Innovative Teaching Experiences 2024**, with the ceremony taking place on 20 November during SIMO EDUCACIÓN, which will be held for the **tenth time from 19 to 21 November**. The winning experiences will also compete for two special recognitions: the 6th Award for the Best Innovative and Technological Teaching Experience and the 6th Award for the Best Innovative Experience.

This is the final phase of a process during which an expert jury composed of **Julio Albalad**, Director of INTEF; **Núria Sabaté**, President of the Espiral Association for Education and Technology; **Francisco Javier Palazón**, Director of EDUCACIÓN 3.0; **David Álvarez** and **Fernando Trujillo** from Conecta 13; **Carlos Magro** from the Open Education Association; and a team of educators from the DIME+ Collective has analysed over 200 high-quality proposals, 35 of which passed a preliminary selection. Finally, 14 winners have been chosen in their respective categories.

### **The 14 winning teaching experiences in the categories are:**

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### **Best Experience with Active Methodologies:**

*High School Changemakers*. Student Empowerment with the 2030 Agenda, by Piedad I. Garrido Ruiz at IED Ifach in Calpe (Alicante), encourages students to become agents of change using active methodologies to work on curricular content and foster entrepreneurship, sustainability, and critical thinking.

### **Best Collaborative and Cooperative Project:**

Collaborative Technological Map of Andalusia, by IES Los Cerros in Úbeda (Jaén) as coordinator of eight schools, disseminates heritage in technological companies in Andalusia and raises students' awareness of job opportunities in the community.

### **Best Innovative Experience for Early Childhood and Primary Education:**

*Mochileros y mochileras por España* (Backpackers in Spain) by Elena Gozávez at the second level of the second cycle of Early Childhood Education at CEIP José Llorer Talens in Almansa (Albacete). The project harnesses gamification to promote a culture and coeducational practices that foster progress toward equality.

### **Best Innovative Experience for Secondary Education and Baccalaureate:**

Ecijano Oil Museum by Rebeca Madero at the Santa María Nuestra Señora Diocesan School in Écija (Seville). This initiative arises from the need to attract tourists to the city and promote entrepreneurship and STEAM vocations, particularly among female students.

### **Best Innovative Experience in Higher Education:**

Planeta Junk. Collective Identity and Future Design, by Helena Galán at Carlos III University (Madrid), aims to question the idea of a fixed and exclusive identity and to promote the collective identity of students in the Audiovisual Communication degree programme.

### **Best STEAM Experience:**

Steam with Gaya at the Cierva in the CEIP Cierva Peñafiel in Murcia is a collaborative STEAM project designed to raise awareness of the Murcian painter Ramón Gaya, who was a student at the school.

### **Best Gamification Experience:**

Timeline Revolution, by M<sup>a</sup> José Amador at the CEIP Agustín Rodríguez in Puente Genil (Córdoba), has allowed students, with the involvement of their families, to travel through time to discover how humans have evolved alongside being responsible for the problems our planet faces today.

### **Best Emotional Education Experience:**

The Journey to EuroInnova, by Ana García and Miguel Ángel Azorín, in the Master's in Educational Innovation at the European University of Madrid, has challenged students with missions, research, and the use of digital tools and AI according to the areas of the Classroom of the Future.

### **Best ICT Project for Inclusive Education, Equality, and Diversity:**

In 'LEDUCAS: Creation of Interactive Pictograms', by Marc Gudel, Marina Tudela, and Montserrat Rodríguez at the Palma de Mallorca School (Barcelona), students design interactive pictograms using micro:bit programming to communicate with their classmate Lucas, who has Down syndrome and does not communicate verbally.

### **Best Digital Resource of Own Creation:**

Super Eco Girl 3D. Save the World!, by Raúl Lara at the CEIP Sanchís Guarner in Ondara (Alicante), is based on a video game application designed by 5th-grade students for proper recycling and information about caring for the Planet.

### **Best Sustainability Experience**

The Travelling Bicycle, by Víctor Arufe at the University of A Coruña, is a service-learning experience aimed at promoting an active lifestyle from childhood, where 25 wooden balance bikes for children aged 2 to 6 are sent each year to an Early Childhood Education centre in A Coruña.

### **Best Gender Equality Experience in the Classroom:**

I Deserve a Street 2.0. Equality Objective, by Ernesto Bautista at the Cra. Villas del Tajo School in Puente del Arzobispo (Toledo), aims to educate students in the achievements of the most important women in history to bring students closer to the legacies and teachings of crucial female figures in the development of science, promoting interest in STEM careers.

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### **Best Educational Experience in Artificial Intelligence:**

Through Imperialism 4.0, teacher Miguel Ángel Pereira from IEL Giner de los Ríos (Lisbon, Portugal) engages students in bringing to life protagonists of Imperialism using AI tools, allowing them to dialogue and interact with these historical figures.

### **Best Experience in Rural School:**

In Mission Galaxy at the CRIE Naturávila in Ávila, students develop skills to complete their mission using virtual reality, 3D printing, educational robotics, Minecraft, and micro-experiences, enhancing their literacy and competencies in STEM subjects.

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## More than 140 leading innovative companies confirm their participation in SIMO EDUCACIÓN

Organised by IFEMA MADRID in collaboration with EDUCACIÓN 3.0, the *Salón Internacional de Tecnología e Innovación Educativa (International Exhibition of Educational Technology and Innovation)* will take place for the tenth time from 19 to 21 November.

**SIMO EDUCACIÓN has reached full capacity in terms of leading brands in educational technology and distributors of educational materials, reaffirming its position as a key event in the sector.**

**Madrid, 7 November 2024 – SIMO EDUCACIÓN**, the *Salón Internacional de Tecnología e Innovación Educativa (International Exhibition of Educational Technology and Innovation)* organised by **IFEMA MADRID** in collaboration with **EDUCACIÓN 3.0**, which will take place for the **tenth time from 19 to 21 November**, has announced full registration and the participation of nearly 140 companies.

These companies will showcase their latest solutions and services in **Hall 5** of the **Recinto Ferial**, making the exhibition an essential meeting point to discover trends and technological innovations aimed at improving learning processes and enhancing the management efficiency of educational institutions. It will also serve as a vital platform for business development.

### Excellent turnout by the key players defining pedagogical innovation

It is worth mentioning the presence of significant technology companies such as **ACER, Apple, ASUS, Epson, Google for Education, HP, Promethean, Samsung, and SMART**; along with distributors of technology, furniture, and materials for educational centres like **Abacus, Edime, Goldenmac, Rossellimac, SEMIC, Singladura, Nunsys, Synetech** and **Xenon Computer**, among others; and apps and educational platforms such as **Additio App, Alexia, Canva, Edpuzzle, Mathew, Monk, One y Neo, Peñalara Software, Smile and Learn, Tellfy** and **TokApp**. Also, there will be companies and associations working in the robotics and programming fields such as **BeByte, Codelearn, Complubot, Happy Code, HispaRob, Lego Education, Letcraft Educación, Ro-botica**, and **Robotix**, among others.

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This comprehensive commercial offering is complemented by a packed agenda of workshops and conferences, including the **Directors' Day**, which is sponsored by **Google for Education**, and the **SIMO INSPIRA** programme. All of this positions **SIMO EDUCACIÓN** as the key event for all stakeholders in the sector, promoting interaction between manufacturers and distributors of educational tools, managers of educational institutions across all levels of education, directors, and educators.

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## **SIMO EDUCACIÓN announces that a total of 90 expert educators will take part in more than 60 speeches and workshops**

**Organised by IFEMA MADRID in collaboration with EDUCACIÓN 3.0, the proper use of AI, mental health and digital education will head the bill at the 10th edition of the Salón Internacional de Tecnología e Innovación Educativa (*International Exhibition of Educational Technology and Innovation*)**

**Madrid, 18 October 2024.** Artificial Intelligence, the proper use of technology, digital education, virtual reality, as well as emotional intelligence, mental health, neuroscience, and philosophy will be among the major subjects of talks and practical workshops at **SIMO EDUCACIÓN 2024**.

From 19 to 21 November, with a comprehensive programme featuring over 60 presentations, workshops, and round table discussions, Hall 5 at **IFEMA MADRID** will feature more than 90 educational experts who will discuss how technology is transforming the way teaching and learning happen across all educational stages and training cycles, and the essential role of innovation and pedagogy in improving the quality of the system.

### **More than 90 educational experts will share their knowledge at SIMO EDUCACIÓN 2024**

With the motto "**Technology that Inspires Educational Transformation**," the congress portion of **SIMO EDUCACIÓN** will feature renowned and respected experts such as educator and researcher **Xavi Delgado**, who will discuss AI tools and the importance of taking a step further in their use, and Educational Technology professor **César Poyatos**, who will give a talk entitled "Artificial Intelligence as a Enhancer of Teaching Practice".

Digital education specialist **Laura Cuesta** will also be there to explain how to educate children and adolescents in the safe, critical, and responsible use of screens in digital society. Philosopher **Carlos Javier González** will focus on critical thinking and how to apply an education rooted in humanistic resistance. Researcher **Ingrid Mosquera** will present the outreach project #CharlasEducativas on social media, and psychologist

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**Pablo Rodríguez (Occimorons)** will focus on students' mental health, among other esteemed voices in the sector.

### **Practical Workshops: Educational Innovation Through Technology**

Similarly, AI will also take centre stage during the practical workshops that will take place during the event. Educator **Vicent Gadea** will demonstrate how to create effective prompts; **Alberto and Mario Herráez** will discuss how to integrate gamification and AI into lessons; **Elena Vercher** will combine virtual reality with programming and robotics; while teacher and ICT coordinator **Leticia Ahumada** will show how to teach programming and robotics through unplugged activities. Additionally, specialists Susana García-Moya and María Inés Cabezas will address diversity in the classroom and which tools to use with students with high abilities. Furthermore, psychologist Ana Peinado will explain how to implement an emotional education project in the classroom.

A new **Seminar for Directors and Managers of Educational Institutions** will also take place on 20 November, sponsored by Google for Education at the tenth edition of SIMO EDUCACIÓN, organised by IFEMA MADRID in collaboration with EDUCACIÓN 3.0.

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## The future of technology in education, a debate at SIMO EDUCACIÓN'S Directors' Day

In collaboration with Google for Education, Directors' Day 2024 will take place on 20 November. It will be a benchmark forum for leaders in education wanting to transform their schools and colleges through innovation.

**Madrid, 11 November 2024.** In the framework of **SIMO EDUCACIÓN**, organised by **IFEMA MADRID** in collaboration with **EDUCACIÓN 3.0** from 19 to 21 November, the new edition of **Directors' Day** will be on the subject of 'The role of leaders in education, crucial in times of AI'.

**Directors' Day**, with support from **Google for Education**, will take place on 20 November. It will be the benchmark forum for leaders in education wanting to transform their schools and colleges through innovation, addressing technology trends in the educational area and the keys to making use of these tools to contribute real value to Boards of Education, teaching staff and students.

Following an institutional welcome from **Gonzalo Romero** and **Esperanza Romero**, the director of the Sadako School, in his presentation '**Leading to Transform, Transforming to Lead**', **Jordi Musons** will address the role of management teams in pedagogical sustainability and the importance of ensuring that change implementation strategies guarantee synchrony in the vision of the educational project and empower the teaching community in innovation processes.

Meanwhile, **Mar Camacho**, a senior lecturer at the Universitat Rovira i Virgili, will give a talk entitled '**Educational Leadership in the Age of AI: Challenges and Opportunities for Tomorrow's Leaders**', analysing how AI is transforming leadership in educational institutions, providing new options to optimise management and strategic decision-making, as well as the essential skills educational leaders must possess to leverage this new technology.

Following the networking break, **Mariano Salas** will analyse **how Google for Education tools can assist educational leaders**, highlighting a wide range of solutions such as optimising institutional management, facilitating collaboration, data-driven decision-

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making, promoting educational innovation, improving communication, and continuous training for educators, all within a robust security and privacy framework.

Finally, **Dr Fiona Aubrey-Smith** will analyse in **'What contemporary research tells us about high digital impact in schools'** the results of the latest studies on the use of digital technology in teaching and learning, providing attendees with practical conclusions to implement with teaching staff and students.

**Directors' Day** is part of a comprehensive line-up of presentations, workshops, and round table discussions that make the tenth edition of **SIMO EDUCACIÓN** a meeting place for knowledge regarding the present and future of EdTech and a key platform for all professionals who wish to contribute to the proper advancement of technological innovation in the educational field.

See the agenda of **Directors' Day**: <https://www.ifema.es/simo-educacion/noticias/jornada-directores->

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## **INTEF will recognise attendance at SIMO EDUCACIÓN as ten hours of ongoing training for teachers**

**La certificación del INTEF representa un importante reconocimiento a la calidad de los contenidos y actividades de SIMO EDUCACIÓN.**

**This certification from INTEF represents a significant acknowledgement of the quality of the content and activities at SIMO EDUCACIÓN.**

**Madrid, 13 November 2024.** The **National Institute of Educational Technologies and Teacher Training (INTEF)**, part of the Ministry of Education, Vocational Training, and Sports, will have a prominent presence at SIMO EDUCACIÓN 2024, the International Exhibition of Educational Technology and Innovation organised by **IFEMA MADRID** in collaboration with **EDUCACIÓN 3.0**.

Over the three days of the fair, **INTEF** will organise a programme of talks starting on Tuesday, 19 November, with the presentation '**Código Escuela 4.0. Welcome Kit**', during which the programme promoted by the Ministry and the welcome kit as a key tool for providing quality teaching and training resources to develop advanced digital skills in the classroom will be discussed. In '**Open Educational Resources (OER) for the classroom**', the projects developed in this area by INTEF will be presented, along with information on how to find quality materials for the classroom with "non-restrictive" usage licenses, which facilitate their use and adaptation.

On Wednesday, 20 November, in '**EDIA Teaching Networks: Learning, Support, and Projects Among Schools**', teachers of different subjects will showcase experiences between schools using OER from the EDIA Project to demonstrate how these resources promote quality learning situations and educational projects in the classroom.

Additionally, during the second day, a round table discussion titled '**The use of open educational resources in the Spanish education system**' will be held with representatives from CEDEC and the educational administrations of Extremadura, Galicia, Madrid, and the Canary Islands. They will analyse the role of OER in education, particularly in the current context with the promotion of projects by educational administrations for the creation of these educational resources, as well as the development of eXeLearning as an open-

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source authoring tool. Additionally, sustainability policies that facilitate the adaptation, creation, and sharing of educational content by teachers will be discussed, thereby enriching the educational community.

The final day will kick off with **'The impact of using open educational resources from the EDIA project in the classroom'**, which will reflect the findings of research conducted by the University of Jaén on the benefits that implementing EDIA OER has on collaboration and professional development among teachers, the formation of practice communities for resource and experience sharing, the use of active methodologies focused on students, and ultimately, the quality of teaching in classrooms. Furthermore, students learning with these resources show higher levels of motivation and self-efficacy, achieving more meaningful learning outcomes.

This will be followed by **'Integrate eTwinning into the curriculum'**, which will show how integrating this tool breaks down the boundaries of educational institutions, supports the development of key competencies, promotes language learning, and fosters collaboration between students and teachers from different countries, with examples of best practices.

Finally, **'Guidelines on the use of AI in Education'** is presented as a guide to explain the nature of AI, its presence in daily life, and its specific relevance in the educational field, exploring various possibilities and applications in education for three key profiles: students, teachers, and educational institutions/administrations.

**Certification of ten hours of training will be awarded for attending SIMO EDUCACIÓN for ten hours.**

In addition to its conference programme, **INTEF** will issue a certificate of ten hours of training to teachers of non-university education who attend **SIMO EDUCACIÓN** for at least ten hours, in accordance with Order EDU/2886/2011 of 20 October, which regulates the call, recognition, certification, and registration of ongoing training activities for teachers, provided they meet the established requirements.

The certification from **INTEF** is a notable recognition of the quality of the content and activities presented annually at **SIMO EDUCACIÓN**, reaffirming its commitment to establish itself as the reference event for technology applied to the educational field.



## Experts define the future of digital education at SIMO EDUCACIÓN with a comprehensive line-up of activities

Organised by IFEMA MADRID in collaboration with EDUCACIÓN 3.0, top brands like Samsung and Google for Education and educational transformation programmes like EduCaixa are contributing to the transition toward more inclusive education through technology.

**Madrid, 15 November 2024.** From 19 to 21 November, **SIMO EDUCACIÓN** will focus on innovation in education with a line-up of activities that explore the future of digital learning. Hand in hand with well-known companies and bodies, interactive workshops on AI and demonstrations of virtual reality and robotics will transform the event into a meeting point for professionals wanting to help build more inclusive education adapted to the challenges of the 21st century.

### **EduCaixa Dialogues: how to address the challenges of digital education**

Reflecting its commitment to the community and educational transformation, EduCaixa is organising its EduCaixa Dialogues on the afternoon of 19 November in Room 1, featuring relevant debates about technology and education to prepare students to face the challenges of the digital society.

The conference will kick off with the workshop **'Is the use of generative AI in the classroom inevitable?'** where several considerations on the ethics of technology will be proposed to facilitate reflection and debate on the stance towards technological progress and its impact, especially in the context of generative AI. The Challenge by EduCaixa will be presented in **'Digitalising challenge-based learning'**. This digital platform allows teachers to engage with their students to respond to challenges focused on the Sustainable Development Goals (SDGs). The final panel is called **'How to foster critical thinking in primary classrooms'**, during which participants will learn about the Information Maze and all the resources that EduCaixa, Maldita.es, and Verificat have designed to develop media competencies in primary classrooms.

### **Samsung, Vodafone Foundation, Google for Education, Canva, Inetum, and Xenon: significant progress in educational technology**

During the first conference, **Vodafone Foundation** will present Me Myself & AI, a social education campaign on AI aimed at young people. Meanwhile, Canva will show how to harness active methodologies using **Canva for Education** to foster creativity and collaboration in the classroom. Next, the **Nunsys EdTech Solutions** vertical will be revealed, followed by a round table discussion with major manufacturers such as **IBM, Cisco, Microsoft**, and **HP** on challenges such as AI, cybersecurity, and digital well-being.

The **Directors' Conference**, supported by **Google for Education**, will occupy the morning of the second day and serve as a reference forum for those seeking to transform their institutions through innovation, providing key insights on how to make proper use of technology. At the same time, Google for Education joins **Xenon** to discover how Gemini, Google's AI, can increase efficiency in the management of schools and the effectiveness of educational projects.

Also, on the morning of the 20th, **Inetum**, in collaboration with Intel, Microsoft, and Microsoft Surface, will organise the **11th Education Conference** to analyse the importance of data and AI in improving decision-making in education with experts and representatives from regional public administrations. **Xenon** will reveal advances made with Microsoft Copilot in its second year in the education sector and how it has improved productivity. **HP** will analyse the session '**AI Benchmarking in Pedagogy, Compliance, and Security**', focusing on the educational value of AI and how to select the best available solutions.

On the afternoon of Wednesday, 20 November, **Samsung** will host a round table discussion entitled '**Conversations on Digital Security and Health: a Path to Forge in the Classroom**', a discussion about challenges and threats in the classroom and to the educational community with Dr Miguel Ángel Savall, Adelardo Camacho, Dr Lucia Halty, Arturo Cavanna, and Cristina Suárez.

Finally, on Thursday, November 21, **Hisparob** will hold the **Robotics and Artificial Intelligence Conference** with Letcraft Educación, ODILLO, and TbKids to break down

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barriers through video games and online platforms, along with the round table '**STEAM as a Tool for Inclusion**'.

All these activities are part of a comprehensive programme comprising more than 60 presentations, workshops, and round tables that will bring together over 90 educational experts in Hall 5 of **IFEMA MADRID**. Thanks to this agenda, the focus will be on how technology is transforming the way we teach and learn and how innovation and pedagogy play an essential role in improving the quality of the system.

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## News of exhibitors

### **ADDITIO APP (5E28)**

Professional visitors will be able to discover all the functionalities and modules of the all-in-one, modular and customisable platform that help meet the needs of educational centres: online enrolment, official documentation, financial and administrative management, AI-based timetable generator, private and secure communication with students and families, etc. In short, the best for boosting the digitisation of schools.

### **ALLKNOW EDUCATION (5C11)**

Present at SIMO EDUCACIÓN since 2017, in this new edition they have as a novelty the brands Loklik and Flux, cutting and/or drawing machines, as well as Makerzoid, innovative educational robotics kits. They will also present their new website, a space where teachers can find free educational resources to use in the classroom, as well as find out about their training and advice services. They will also continue to promote their VIRAVOLTA loan programme, to which they have added new materials. Finally, practical workshops will be held at the HispaRob stand by professionals in STEAM education and educational robotics.

### **CODELEARN (5D10)**

With more than ten years of experience applying computational thinking, he will unveil his platform and Digital Book to learn programming in schools with professional tools and languages such as Logo, JS, Python, and web technologies such as HTML and CSS. The Digital Book is a 'turnkey' solution to implement programming and computational thinking during school hours and to monitor students' progress in real time. At its stand, there will be content adapted to official curricula, free licenses and training for teachers, as well as a draw for €3,000 worth of books for a school.

### **EDUCA360 (5A02)**

At the company's stand, there will be demonstrations of how its virtual reality solutions can transform education, promoting immersive and motivating teaching. There will be training workshops and talks given by multidisciplinary experts who will show how to implement Educa360 and educational metaverse in different educational environments. In addition, you will be able to analyse their platform and content by trying out their VR glasses, which will also be raffled every day at 17:30 among those who attend their workshops or talks.

### **E-PISTEME (5B12)**

Visitors will be able to learn about their interactive kits for education under our astronomy line called E-PISTEME SPACE, including the e-Tellurion, a scale model of the Sun-Earth-Moon system designed to teach astronomical phenomena in a practical and educational way. They will also showcase other educational products such as an intelligent seedbed or a large-scale version of the E-Tellurion for classroom use. Throughout the show, they will offer workshops for assembling the kits and demonstrations of how they work to inspire young people in science and technology. In addition, they will offer a service for schools on workshops and

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extracurricular activities to bring these kits into their classrooms to use the STEM method to reinforce active education in young people.

### **EPSON (5B13)**

It will showcase solutions designed for hybrid learning that combine technology and print resources, a growing demand as reinforced by a recent Epson survey showing that more than half of families and teachers advocate a balanced use of technology. On its stand, it will showcase innovations such as the Interactive Teaching System, which facilitates classroom collaboration through interactive video projection on screens more than 6 metres wide, and its range of WorkForce AM-C printers, designed to strengthen reading comprehension and learning with traditional materials.

### **FUNDACIÓN CIBERVOLUNTARIOS (5E03)**

Campamento Digital is a free training programme in digital skills for children and teenagers aged 9 to 17 years old, with 30 classroom hours and complementary online content with DigiComp certificate during after-school hours, Saturdays or non-school periods. At Campamento Digital, they will learn to use the Internet and digital tools in a useful, creative, safe and responsible way. The programme offers flexible timetables to adapt to the needs of each educational centre, town council or organisation, an educational platform with content adapted to each age group and specialised trainers. It is an initiative within the Digital Competences for Children Programme, CODI, launched by the Ministry of Youth and Children, funded by the European Union-Next Generation EU.

### **GENYUS SCHOOL (5C17)**

Visitors will be able to discover its innovative educational proposal worked together with more than 250 educational centres, 13000 students and 15 public institutions, since 2019: The National Network for the Promotion of Junior Entrepreneurship through the celebration of the League of Junior Entrepreneurship and Social Skills Weeks, a space specially designed for each group of schools or public institutions, with the aim of promoting entrepreneurship, the promotion of social skills and personal development in children and young people from primary and secondary schools through an immersive collaborative inter-centre experience. Visitors will also be able to get to know Genyus University and Genyus Business, the new Genyus verticals focused on higher education and business and discover how entrepreneurial education transforms society.

### **GM TECHNOLOGY (5E05)**

Innovative experience that redefines learning with advanced technology. Visit their booth and explore interactive solutions that transform the classroom into a space of creativity and discovery, discover their state-of-the-art interactive displays, AI kits for students and maker tools designed to drive STEAM education. Everything is designed to encourage active, hands-on learning, making every lesson a dynamic and enriching experience.

### **ICONO (5D07)**

In the digital era, education needs to transform and Icono is the technological partner that accompanies educational centres on this path with comprehensive solutions that include

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hardware, educational software, training and services, adapting to the needs of each centre and helping to create innovative learning experiences and offering comprehensive support in the process of digital transformation. At SIMO EDUCACIÓN they will present: chromebooks, tablets and interactive whiteboards, The most innovative devices for education, designed to foster creativity and collaboration; digital tools designed to accelerate and enhance learning through applications that foster creativity, collaboration and communication; new training itineraries in customisable AI and adaptable to each centre; trends in innovation classrooms such as Ateca Classrooms or Classrooms of the Future and how to design a customised classroom; and comprehensive solutions to keep the network secure, optimise its performance and minimise interruptions, with a fast and efficient technical service.

### **IEDUKA TOKAPP (5D07)**

TokApp and iEduca, together for more than seven years, continue to transform educational management and will present a comprehensive solution that covers everything from seamless communication with students and families to the efficient management of payments and invoicing in educational centres. Their platform allows instant messaging, attendance management, activity coordination and much more. This merger streamlines administration and enriches the educational experience for both families and teachers. They will perform live demonstrations of their tools to show how they can facilitate the management of your institution.

### **INSTITUTO GEOGRÁFICO NACIONAL – O.A. CENTRO NACIONAL DE INFORMACIÓN GEOGRÁFICA (5A21)**

They will offer information on the more than 60 free and open educational resources related to Geography and Earth sciences (Seismology, Volcanology, Geodesy, Astronomy, etc.) available at Educa IGN. The resources are catalogued by educational levels, ranging from Primary Education to university studies, and are classified by categories: teaching materials, maps, videos and games, with many of them available in Spanish and English. As for new developments, the complete IGN Educational Atlas has just been published, which is an OER and has an average of 75,000 visits/month. Another of the most successful resources is GeoSapiens, a game for learning physical and political geography.

### **LETCRAFT EDUCACIÓN (5D05)**

Surprise at SIMO EDUCACIÓN 2024 with an innovative proposal for learning programming through the Minecraft Education Agent, which helps teachers to work on these contents at any educational stage. In addition, there will be new content for secondary school teachers to work on the ecological transition and sustainability with new worlds within the Zinkers project of Fundación Repsol.

### **MATHEW**

Visitors will be able to discover the latest features of HIS educational assistant, a comprehensive platform designed to facilitate teaching and learning for schools, teachers and students. Among the new features are the personalisation of learning, with activities and learning situations adapted to the needs of each student, automatic assessment with immediate feedback, and specific resources for each subject and educational level. In addition,

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the platform complies with the educational regulations of each autonomous community, integrating all the curricular content for the different areas and levels. Attendees will be able to participate in their Wall of the Future, where they can write their recommendations and visions for the education of 2025.

### **REASY (5A19)**

Reasy is an AI-based application designed to support the learning process for all students, especially those with specific learning difficulties. By uploading a text document, notes or typing in the topic you want to study, Reasy automatically generates a mind map, summary, audiobook, keywords and study cards. All resources are customisable and include a dictionary of both text and images. In addition, you can change the font, adjust the line spacing, highlight specific letters or words, and choose the voice type and speed for text-to-speech synthesis..

### **ROBOTIX HANDS-ON LEARNING (5C08)**

With 20 years of experience as a benchmark in the educational robotics sector, they present ROBOTIX C360, the solution that gives you the peace of mind to successfully implement robotics in the classroom. Visitors will also be able to learn about their robotics kits and laser cutters from leading brands such as LEGO Education, Makeblock Education and xTool. In addition, they will offer certified teacher training and robotics competitions in collaboration with OpenScientia, which promote students' digital skills. All of this is designed to facilitate teaching and ensure successful learning.

### **SEMIC | ECONOCOM (5C02 / 5E01)**

They will share all the latest developments in the technology sector in terms of devices for students and teachers (laptops, tablets, desktop computers, etc.); software tools, applications, and new platforms and technologies that optimise the work of professionals and personalise learning for our students, such as AI, computational thinking, augmented reality, and robotics, among others. Also audiovisual innovations, new possibilities for teacher training and education, as well as innovative consultancy processes that will help the centre to understand where it is and where it can go, to define the centre's pedagogical and technological transformation project, and to move forward by scheduling stages and changes.

### **SINGLADURA (5B15)**

At this edition, they will present their latest school furniture solutions, designed to adapt to new educational methodologies and promote active learning. During the fair, attendees will be able to discover innovations in collaborative, flexible and sustainable educational spaces that facilitate both face-to-face and hybrid teaching.

### **SMILE AND LEARN (5B15)**

Among other new products, it will present its Programming and Robotics collections, which include a wide range of videos and interactive activities designed to promote holistic learning. In addition, there will be the launch of Alnara, the innovative Generative AI tool developed by Smile and Learn, which allows teachers to create high quality multi-format educational content in a matter of minutes.

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### **SOFTAULA (5E32)**

Educational ERP designed to transform the academic, administrative and financial management of your training centre. In an educational environment where efficiency is key, Softaula stands out as a comprehensive solution that adapts to the specific needs of educational institutions of all kinds, offering unique advantages: time optimisation thanks to the automation of tedious administrative processes; increased enrolments and benefits, facilitating enrolment management and offering tools that help attract and retain more students; improved institutional management by being able to centralise and quickly access all academic and administrative data, improving decision-making and simplifying internal and external communication; and access to real-time data, visualising detailed reports, statistics and real-time analysis to strategically plan the centre's future.

### **TELLFY (5E11)**

Tellyfy is the perfect tool for your school's communication with families. It allows you to send different contents such as press releases, news, authorisations, manage payments and control absences with total security and privacy, improving your school's communication with the students' families, achieving a more fluid communication between both.

### **XENON (5C07)**

Aboard HIS 5C07 ship at SIMO EDUCATION 2024, right in the heart of the fair, get ready for an intergalactic journey powered by AI! Explore the galaxies of innovation with Gemini and Copilot, AI tools designed to guide teachers and students to new frontiers of learning. Plus, our 'star boosters', next-generation processors in Acer devices built exclusively to support the demands of artificial intelligence.

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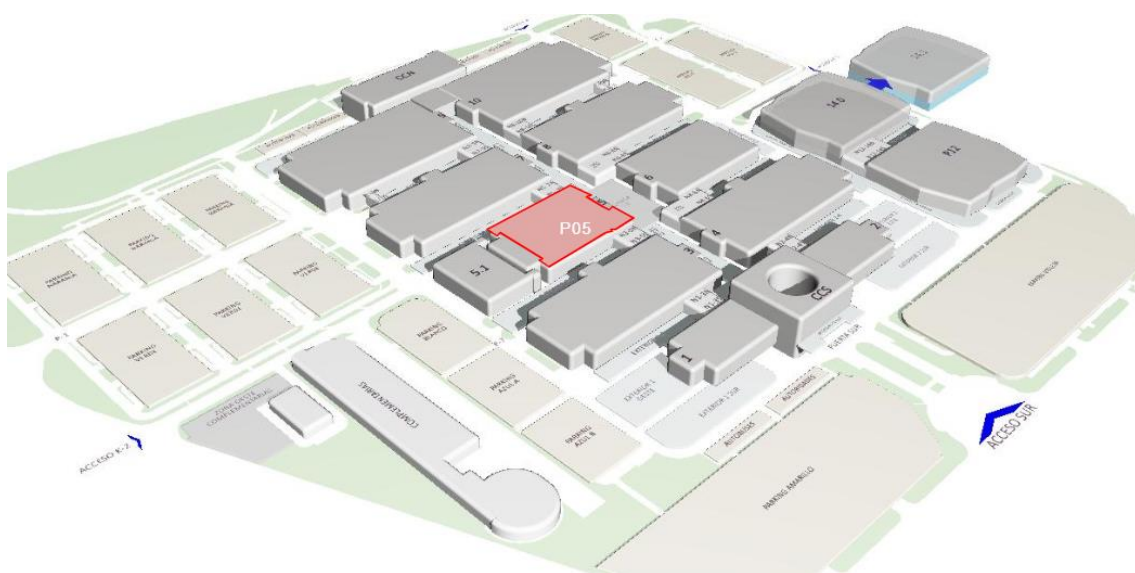
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## Annex. Hall 5

Click on the map to access the new interactive map with all the exhibitors at SIMO EDUCACIÓN 2024.



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