

The 71st Education Equipment Industry Conference

17—20 (21) November 2016 Nanning, Guangxi,
China.

a joint WMEA / CEEIA event.

Introducing WMEA & CEEIA

———WMEA———

Presently the organization is an official Non-for-Profit Organization registered within the USA, Washington State (Seattle), as the World Maker Education Alliance (WMEA).

The global WMEA's activities intend to be aimed at education-only information-sharing opportunities. This in turn is to be nurtured among its international participants. The sharing of information is to distribute attributes (techniques, insights, other support) to educators around the world in public schools which are aimed at increasing the human capital of K-12 students with 21st century skills learning and this with a main focus on creative processes that can have positively developmental outcomes within contextualization of science, engineering, "making" and the (inter)national drive towards (technological) innovation while answering larger communal, social and

environmental needs.

Here in the China chapter of the WMEA considerations and developments have been continuous in regards to the exploration of links between Science & Technology, ICT, STEM, STEAM, and learning-by-doing under the somewhat "popularizing" banner of Maker Education, and this within China's public K-12 schooling system which found its historical roots in the national (extra-)curriculum entitled "General Technology."

The latter brings us to the driving academic forces behind the initiative: Professor Cha and Professor Gu.

* Dr. Cha, Jianzhong (查建中), who is a professor at the Beijing Jiaotong University and a Member of the Governing Board of the UNESCO Institute for Information Technologies in Education, the Chair holder and Chairperson of the Board of Directors of the UNESCO Chair on Cooperation between Higher Engineering Education and Industries, is also a member of the faculty at the University of Leuven, Belgium (Groep-T). Dr. Cha is the Chairperson of the WMEA.

* Professor GU, Jianjun (顾建军) who is the dean of the Education Science Department at the Nanjing Normal University, is also the director of the ITEEA China Chapter, which is well known to many around the world and this possibly also via shared contacts with ITEEA's Dr. Barbato and Dr. Dugger. Besides having been the group leader of the General High School Technology Curriculum Standards Committee at China's Ministry of Education, professor Gu has also presided over the drafting of China's first General High School Technology Curriculum Standards. Professor Gu is Vice-Chairperson of the Educational Equipment Research Institute at the China Education Equipment Industry Association (CEEIA). Dr. Gu is the vice-chairperson of the WMEA.

During the last WMEA event we invited experts in the areas of STEM, STEAM, Science & Technology, and Maker Education from more than 20 countries. From the USA we have strong ties with ITEEA (Dr. Dugger attended last time and will attend this time; the vice-chairperson of WMEA, Dr. GU, Jianjun (顾建军), is as mentioned above, the director for the ITEEA's China Chapter). From these participants Country Representatives were elected globally; this is a continued process.

Besides the USA we also continue to gradually build good relations with the UK (via The Design & Technology Association) and with France via the Science & Technology representative at the French embassy and hopefully soon also via Dr. Taddei at the Parisian Center for Interdisciplinary Research

(CRI). We have (and are working on) academic and non-for-profit relations with Jamaica, Nigeria, The Netherlands, Russia, South-Korea, Mongolia, Canada, Chili, Argentina, Kosovo, Finland, as well as with the regions of Taiwan and Hong Kong and a growing number of countries.

Besides this first-hand exposure to who-is-doing-what today in public K-12 education surrounding science, technology and making in China, it is possible to explore that the STEM program at NASA has access to receiving an exhibition section as part of the USA area within the larger WMEA booth (of about 300m²), and its associated booths (totaling a possible additional 200 m²; exact area to be confirmed) where one's non-profit or in some cases for-profit initiatives within the realms of Science & Technology, Design & Technology, STEM, STEAM, ICT or maker support could potentially be showcased to tens of thousands of Chinese like-minded education-professionals visiting the event.

— — — — CEEIA — — — —

China's Educational Equipment Industry Association, and WMEA's partner, CEEIA, is a national non-for-profit organization bringing together educational professionals from the areas of education equipment, pedagogy, curriculum & standards as well as policy-making and school administration and budgeting from the whole country. With the support of WMEA it also adds international value and intellectual diversity in interaction to the larger educational experience to the attending education-professionals.

It's website, and this with my apologies for its singular Chinese content, is <http://www.ceeia.cn/> and here is some information on the last conference, the 70th conference — although that too is in Chinese an online service might perhaps offer some translated insights as well as my summary here below: http://www.ceeia.cn/news/detail_1955.htm .

For your convenience, here is some data for your contextualization in English:

During the last and 70th 3-day conference there were 6100 booths covering an area of 120'000m², some of which housed multinational representatives. There were more than 1200 organizations or enterprises that attended. More than 100'000 visitors were counted of which 10'000 governmental, educators, administrators of the province within which the conference was held (Liaoning in Shenyang). The 35 provinces and municipalities of China were represented, some of which were represented by the provincial heads of the provincial

education departments. During this event a number of simultaneous forums were held.

During this upcoming 71st Conference it is so arranged that the key governmental representatives from all provinces (about 30) will pass through the WMEA area at the conference (and so too will principals or similar heads of schools (about a 1000) and then, of course, there are an estimated other 50'000 or so education-professionals whom run a high chance to be attracted by the WMEA booth as well.

Across the conference 5000 education technology/equipment companies and others are said to showcase their work/product/services in their respective booths. There will be three or more forums during the five days.

During the conference, on the 19th of November, there will be the Maker Education forum bringing together all the WMEA participants and which should also attract the Chinese education and education technology government officials.

As mentioned, the above-mentioned education officials of all provinces shall be directed to the WMEA booth as well as to the Maker Education forum held on the 19th which is part of the larger event and where the school principles will also attend. Thus *The Maker Education Forum* is estimated at its peak to have an audience of about 1030 or more.

— — The Event & Logistics — —

Time:

The event will be held from 17 until 20 (21) November 2016

Location:

Nanning, Guangxi, China at the Nanning International Convention and Exhibition Center located at 106 Minzu Ave, Qingxiu Qu, Nanning Shi, Guangxi Zhuangzuzi zhiqu, China, 530000 [Chinese name and its address to show a local taxi driver: 广西南宁国际会展中心 ; 中国广西南宁市民族大道延长线106号]



The hotel: t.b.a.

A preliminary schedule:

- 17th arrival (airport, hotel, etc)**
- 18th arrival and last-minute organisation and setup (there should be local support by students; also for translation on the floor)**
- 19th opening ceremony (in the morning)**
- 19th exhibition & Chinese teacher competition about teaching (whole day)**
- 19th WMEA internal meeting & Forum (1:30PM till 4:30PM). There will be simultaneous translation**
- 20th exhibition & Chinese teacher competition about teaching (whole day)**
- 20th Safe Energy Campus Forum (in the morning)**
- 20th Smart Campus Forum (in the afternoon)**
- 20th Forum on Reading / Literacy (in the afternoon)**
- 20th WMEA members leave in the evening**
- 21st Exhibition round-up & Chinese teacher competition about teaching round-up**

Key activities

Exhibit. Mainly on 18, 19 and 20 November, the work by WMEA participants and Country Representatives is exhibited within the WMEA booth at the allocated country areas. The event also runs on the 21st though the WMEA will most likely leave on the 20th.

Talk. Some talks are offered with simultaneous translation) and are about 15 minutes long on the 19th of November, 2016 during the "Maker Education Forum" within the CEEIA' 71st Conference, in the afternoon between 1:30PM

and 4:30PM, local time. In general these are allocated to for-profit entities who sponsor the event by paying for their keynote slot. Some might be uniquely assigned to a high-profile non-for-profit as well. Most slots are soon to be filled.

Greeting & Meeting. The participants will be able to meet and greet the officials passing through the WMEA booth. Local support by students for translation or relevant support are being considered to be available within the WMEA booth.

During these days the WMEA participants will also be able to visit the other 5000 or so booths of Education Equipment providers.

For consideration:

For the duration of the event, all accommodations and meals for its international WMEA members and participants will be covered by the organizers. Flights might be reimbursed for non-for-profit participants following a process of considerations.

— — FURTHER INFORMATION — —

Similar information as above and below with a few additional details can be studied in the following two online promotional articles:

<https://www.linkedin.com/pulse/transnational-gathering-via-world-maker-education-alliance-hauters?trk=prof-post>

<https://www.linkedin.com/pulse/what-world-maker-education-alliance-jan-hauters?trk=prof-post>

CEEIA:

<http://www.ceeia.cn/>
http://www.ceeia.cn/news/detail_1955.htm

WMEA:

<http://wmea.makermembers.org> (under construction)

Event venue information:

<http://www.ceeia.com/zt/71/index.php?menu=news&typeid=157>

--CONTACT INFORMATION--

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