



MOSCOW INTERNATIONAL EDUCATION FAIR CONCEPT

Moscow International Education Fair to be hold under the auspices of the Russian Federation Government

Date: 12–15 April 2017

Venue: VDNH, pavilion 75. Moscow, Prospekt Mira, 119.

Moscow International Education Fair is the mega-event in education.

- It is the most popular education show of the year in Russia with more than 50,000 visitors;
- Exhibition area is over 20 thousands of square meters;
- The program comprises more than 1,000 events.

Goals of the Fair:

- . To gather experts in the field of education and provide opportunities for, sharing experiences, and professional communities development;
- . To improve the ground designed for introduction of advanced technologies and infrastructure and smart solutions with the educational process in mind;
- . To help both students and parents in their conscious choice of educational and career path.

Fair Objectives:

- . To develop the platform for dialogue between the educational community, state, and business
- . To organize the ground for showing best practices, products, services, and technologies, as well as for interaction between manufacturers, suppliers, and customers
- . To integrate the Russian education agenda and the international market of educational services
- . To demonstrate educational and career opportunities to schoolchildren, university students, young professionals, and parents
- . To develop communities of education professionals
- . To encourage dialogue within special education needs area
- . To build relations between the educational system and the labor market.

Exhibitors:

- . Educational organizations of elementary, secondary, vocational, supplementary, and higher education in Russia;
- . Russia's federal and regional ministries and departments;
- . Non-governmental educational institutions of all educational stages;

- . Businesses dealing with the production of hardware, software, learning materials, furniture for the education sector;
- . Non-governmental organizations and NPOs;
- . Organizations and institutions within special education needs area;
- . International educational organizations;
- . Companies focusing on the summer learning / implementation of summer learning programs

Visitors:

- . Decision makers and specialists within the systems of preschool education, secondary education, vocational education, higher education and lifelong learning from Moscow, regions of Russia, and the ones from abroad.
- . Decision makers from the corporate universities, training companies,
- . HR professionals;
- . Businessmen / businesswomen;
- . Schoolers and students;
- . Parents;
- . Journalists.

Global Participation. The MIEF makes provisions to bring together the Russian education agenda and the international market of educational services, opens up the unprecedented opportunities for the participants in the context of cooperation and promotion, sharing experiences and market development. The Fair's key partners in 2016 are UNESCO, DIDACTA (Germany), the "Salon européen de l'éducation" (France), BETT (UK).

Fair Concept. Central focus of the year: *New Educational Ecosystem*

Today's education belongs to one of the most dynamically changing industries. It provides a variety of solutions using one's mobile phone both in remote locations and a megalopolis center, and raises the up-to-date demands to all participants. Urban and community development, emergence of the new industries and professions, expansion of the private suppliers of educational solutions, invention and implementation of technologies have resulted in building new connections between all the participants of the educational process. These complex multilateral systems of cooperative connections have emerged from the modern forms of interaction between the educational institutions, business, students, and state and represent the new educational ecosystem developing on the spot, for all to see.

It is this system of the new connections that one can examine and consider within each of 9 clusters devoted to education areas and stages, and also in the context of the Fair in general. In 2017, the MIEF will become a map of the educational sphere, that includes individual navigation aids for all participants. The exhibition, the program, the Fair's routes and special projects are meant to show best practices, learning aids, products, and services for the professional and business communities.

Building the new educational ecosystem based on the interconnections between the participants and developing the professional communities are among the aims of the professional dialogue in the context of the Fair in 2017.

MIEF-2017 layout arrangement. All Fair's components reflect the concept: the educational ecosystem is comprised as the community of equal participants in the educational process and the system of interconnections between them.

The Fair includes 9 clusters, each being devoted to the correspondent education area or stage. Each cluster covers the ecosystem elements of the correspondent education area or stage. The space and interaction scenarios between the participants are established within the cluster. International partners can participate in the clusters in accordance with their areas of interest.

Fair Clusters:

1. State Policy
2. Preschool Education
3. Secondary Education
4. Vocational Secondary Education
5. Higher Education
6. Special Education Needs
7. Lifelong Learning
8. Corporate Education
9. Supplementary Education

Four main tools of work / methods to represent the ecosystem are created within each cluster: **program, exhibition, special projects, and communication scenarios.**

- . **Exhibition.** The aim of the exhibition in 2017 is to present educational ecosystem by way of involving exhibitors and sponsors into the correspondent clusters, to form the extended industry agenda within each cluster. It can be implemented using the possibilities which allow the participants to solve the full range of tasks from marketing to image promotion.
- . **Program.** The Fair Program Directorate and the MIEF Task Force are responsible for the Program development. The program is focused at sharing experiences, practice, and development of communities. The program is developed with due consideration of professional communities and groups involved in the educational process. The substantive task of the program is to offer a fresh look at the urgent issues with education in mind.
- . **Special Projects.** The special projects are focused at extending the professional and business communities' agenda in education and deepening interconnections between the Fair clusters, sharing experiences and practice.
- . **Communication scenarios** are designed to maintain the existing connections between the ecosystem elements and to create the new ones. Here two levels are involved, the macrolevel covering the connections between all the elements of the Fair, and the microlevel, where one has to do with the connections between the participants of professional communities. The scenarios are created through the formats, spaces, routes and other ways meant for communication within professional communities.

To a wide range of visitors, the Fair can offer:

- . Information on the new educational services;
- . Showing of the application and technological tools used in the educational processes;
- . Assistance in building approaches to professional identity and vocational guidance options as a start to a successful career;
- . A platform for a dialogue with the State within the open receiving office of the Ministry of Education and Science of the Russian Federation (MES).

To the business structures and organizations, the Fair can offer:

- . A ground for business interaction between manufacturers, suppliers and customers;
- . Information on the products and services;
- . Promotion of the world best practices, translation of best Russian and international practices in education;
- . Provision of cooperation between corporate and nongovernmental educational organizations and state education sector;
- . Grounds to conduct business negotiations;
- . Making personal business routes when visiting the Fair.

The MIEF special projects:

Vocational Guidance is organized with contributions from vocational guidance and psychological counselling providers, testing and counselling centers for the adolescents, and customized to provide services to schoolchildren both during individual and group visits.

- The special project is focused on: the connections between the educational clusters and the whole educational ecosystem including the labor markets; personalized companion to education and career, opportunity to put urgent questions relating to education and labor markets, getting sight of various opportunities and scenarios, getting insight into how modern professions develop and what skills one should have.

Advanced training is organized with the participation of higher education institutions, training and retraining centers for the education specialists and geared to train teachers, both on individual and group basis.

- The special project is focused on: modern requirements to teacher competencies at all stages and areas of education; opportunity to gain new knowledge and skills during the Fair, getting sight of high demand development directions, sharing experiences.

International Education. International education opportunities.

- The special project is focused on: the international relations and opportunities, modern requirements to profession; grants; bilateral education, international educational exchange, internship in labs and other forms of state-funded education.

School for Parents. The special project is organized in partnership with the *Education Experts Club*. It is focused on provision of the required knowledge to parents in the context of contemporary pedagogics, and also on provision of tools designed for further development.

- The special project is focused on: a place of parents within the new educational ecosystem; a knowledge guide for a modern parent: what can parents of the various age children learn and where can they do it?

Summer education programs in partnership with *Artek International Children Centre*. Summer education belongs to an integral part of the new educational ecosystem.

- The special project is focused on: the opportunities for the students of different ages during summer period, connections of summer programs to secondary, vocational, higher, supplementary education, and advanced training.

STCY Competition (Scientific-Technical Creativity of Youth Competition) is notable for advancements of the Russian higher education institutions in the field of scientific-technical creativity of youth and is student-oriented.

- The special project is focused on interconnections between secondary and higher education and vocational guidance through scientific-technical creativity.

Organizers:

- Ministry of Education and Science of the Russian Federation
- Education Technological Support Foundation *Education Technology Companion*
- International Alliance of Lifelong Learning

Organizing Committee

- Ministry of Industry and Trade of the Russian Federation
- Ministry of Agriculture of the Russian Federation
- Ministry of Culture of the Russian Federation
- Ministry of Sport of the Russian Federation
- Ministry of Communications and Mass Media of the Russian Federation
- Ministry of Healthcare of the Russian Federation
- Moscow Oblast Government
- Moscow Government
- JSC VDNH