

## DIDACTA ITALIA 2026: A record-breaking edition. Next appointment from March 10 to 12, 2027

Florence, March 13, 2026. The 13th edition of DIDACTA ITALIA closes its doors this afternoon, having recorded a record attendance of over **25,000 participants across the three days**.

In addition to the already rapidly growing initial figures compared to 2025 (**3,081 events in total and more than 700 exhibitors, +35% compared to last year's edition**), large crowds of visitors—including teachers, school principals, operators, journalists, and influencers—filled the entrances from the early hours of the fair, visiting stands and actively participating in seminars and workshops included in the scientific program, as well as in events organized by exhibitors.

“We are closing DIDACTA ITALIA 2026,” said **Lorenzo Becattini**, President of Firenze Fiera, “with great satisfaction for the very high attendance recorded throughout all three days of the fair. The extraordinary success of this edition and the atmosphere of great energy and satisfaction among all participants demonstrate how much the school of the future needs an event like this. It represents a platform for growth for the entire educational system and the most important national event capable of bringing together institutions with the world of education, research, and business. It is here in Florence that every year, thanks to the consolidated teamwork with INDIRE, Didacta International, the entire organizing committee, and the exhibitors, training takes place, and the Fortezza da Basso represents the ideal venue for showcasing the full range of new tools and methodologies for the school of the future.”

“Didacta Italia continues to strengthen its role as a national reference point for the school system, as demonstrated by the many events that animated this edition’s scientific program,” explained **Francesco Manfredi**, President of INDIRE. “This year the event was dedicated to the bicentenary of the birth of Carlo Collodi, an occasion that INDIRE wanted to highlight through an exhibition dedicated to his figure, interpreted not only from a historical but also from a pedagogical perspective. The story of Pinocchio tells a path of growth that begins with mistakes and leads to awareness and maturity. For this reason, he learns that freedom means choosing consciously and responsibly. Only when he stops being a ‘puppet’, guided by external forces, does he become authentic and free to be himself. It is a message that is still relevant for today’s young people, who—through knowledge, particularly by learning to critically engage with artificial intelligence, respect others, and gender equality—can build their own future and face the challenges of our time with greater awareness.”

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“In this edition of Didacta we presented a public awareness campaign on eating disorders, and we observed great interest among students,” commented **Alessio Nardini**, Director of the Directorate-General for Lifestyles of the Italian Ministry of Health, which participated in Didacta Italia for the first time this year, together with the Ministry of the Environment and Energy Security. “This is an important signal because eating disorders represent one of the most critical and growing emergencies among young people. In this context, schools represent a fundamental ally—not only to inform and raise awareness, but also to identify and recognize these complex conditions early, activating pathways of professional help and support.”

Exhibitors and sponsors were also satisfied, such as **Simone Berti**, sole administrator of Berti Simone Hi Tech Smart Solutions, who reported full attendance at the more than 200 seminars organized at his stand. “I would say this has been the best edition ever, especially due to the more qualified target audience that visited the fair this year, participating in our events and appreciating our products, such as the AI-based app used to support verbal communication.”

“Didacta Italia represents for us not only a stimulating moment of exchange with other organizations in the education sector but also an irreplaceable opportunity to directly hear and understand the needs and new directions of teachers and everyone working within the national education system,” added **Stefano Ghidini**, founder of C2 Group, a company that for 30 years has been offering technological and innovative solutions for schools, public administrations, businesses, and universities. “Compared to previous editions,” Ghidini concluded, “we have noticed a widening of interest in our products and services, attracting new institutions as well, such as ITS institutes and private schools of all levels.”

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