



Institute for the  
Development of Education

20  
years



**HIGHER  
EDUCATION**  
AND SCHOLARSHIPS FAIR



**Zagreb** • Tuesday, 15 October 2019. • 10 a.m. – 6 p.m. • National and University Library

**Rijeka** • Thursday, 17 October 2019. • 10 a.m. – 4 p.m. • University departments building

## Results and Statistics

## Organizer:



## Contact:

Institute for the Development of  
Education

Trg Nikole Zrinskog 9, 10000 Zagreb

Phone: +385 1 4817195, +385 1 4555151

[www.stipendije.info](http://www.stipendije.info) [iro@iro.hr](mailto:iro@iro.hr)

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The Higher Education and Scholarships Fair is a non-profit event and participation fees for exhibitors, donations and sponsorships are collected in order to cover organization costs.

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## SUMMARY

The Institute for the Development of Education together with the partner country Russian Federation successfully organized the **15th Higher Education and Scholarships Fair** in Croatia, which was held on Tuesday, 15 October 2019 at the National and University Library in Zagreb and on Thursday, 17 October 2019 at the University departments building of the University of Rijeka.

As we will show in this report, this year's Fair was very successful, with **over 60 exhibitors from Croatia and 15 other countries of Europe, North America and Asia, and over 6,000 visitors**. Every year we strive to ensure that the Fair is innovative, relevant and attractive to all stakeholders in higher education. From the rich program of this year's Fair, we would like to highlight the following aspects:

- **Partner country:** the Embassy of the Russian Federation to the Republic of Croatia, Rossotrudničestvo in Croatia, Eureka- Institute for Educational Policy Problems, Moscow, Russia
- **Main Partners of the Fair:**  
To our great satisfaction, we continued the successful cooperation with our long-term Fair partners, the **University of Rijeka** and the **National and University Library in Zagreb**.
- **The main supporter of the Fair:** the City of Zagreb
- **Donors, supporters and sponsors of the Fair:**

It is a great honor that our faithful donors, who enable the Fair each year with their support, recognize the importance of our Fair. We would especially like to thank the **Agency for Mobility and EU Programs, the City of Rijeka and Primorje-Gorski Kotar County**. We would also like to thank our institutional supporters: **Ministry of Science and Education, Ministry for Demography, Family, Youth and Social Policy, Ministry of Economy, Entrepreneurship and Trade, Ministry of Labor and Pension System, Ministry of Maritime Affairs, Transport and Infrastructure, Ministry of Tourism, Croatian Chamber of Economy, Croatian Telecom** and our sponsor **RIT Croatia**.

- **Exhibitors:**  
In addition to **30 exhibitors from Croatia** who presented scholarships and study programs available in Croatia, at this year's Fair **30 institutions from 15 countries of Europe, North America and Asia** presented their scholarships and possibilities for studying.
- **Visitors:**  
This year's Fair attracted **over 6,000 visitors** in two cities, Zagreb and Rijeka, mainly students and secondary school students.
- **Presentation of student organizations:**  
Student organizations presented numerous opportunities for international mobility and various activities for the development of skills and competencies that are important for career success. At the Fair, activities, projects and programs were presented by **8 student organizations**.

- **Online Fair and e- brochure**

The **Online Fair** is available at [www.stipendije.info](http://www.stipendije.info) where the exhibitors at the Fair present themselves through articles and multimedia content. The digital brochure of the Fair is available at the same portal: [http://www.stipendije.info/hr/sajam/on-line\\_sajam](http://www.stipendije.info/hr/sajam/on-line_sajam)

This year's Fair, like all previous ones, would not have been possible without a large number of domestic and international exhibitors, as well as the support of partners, sponsors, donors and institutional supporters from various sectors: state institutions, higher education institutions, companies, local and regional institutions, foundations, student organizations and the media. The successful organization of the Fair is the result of partnerships with more than 60 institutions as well as the engagement of many volunteers. We are grateful to all of those mentioned above and we hope to continue the cooperation on future Fairs.

**Ninoslav Šćukanec Schmidt**

Executive Director

Institute for the Development of Education

## I. EXHIBITORS

### Number and type of exhibitors

A total of **60 exhibitors** participated in the Fair, **30** of which **from Croatia** and **30 international** institutions and organizations.

Exhibitors at the Fair are various institutions and organizations like state institutions, local and regional government units (counties, municipalities and towns), Croatian and international public and private higher education institutions, embassies and international cultural centers, private companies and non-governmental organizations and foundations. These exhibitors presented their study programs, foreign language courses and exams, education consulting services, scholarships and financial aid programs for studying in Croatia and abroad.

### Number of countries presented at the Fair

The Fair presented national higher education systems and study and scholarship opportunities for Croatian students in **Croatia**, but also in **14 countries** of **Europe, North America and Asia**:

- Austria
- Canada
- Croatia
- Denmark
- France
- Germany
- Italy
- Japan
- Netherlands
- Russian Federation
- Slovenia
- Switzerland
- United Kingdom of Great Britain and Northern Ireland
- United States of America

### Student Associations

A total of **8 student associations** participated in the Zagreb and Rijeka fairs, and they were partners in promoting the Fair. Student associations presented numerous programs and activities for students, including the possibility of participating in international exchange programs, conferences and internships abroad, as well as numerous actions and initiatives in Croatia.

## Career Corner

This year we introduced the Career Corner where student work placements and business opportunities for young professionals were presented by **Infobip**, **Tele2**, **Privredna banka Zagreb**, **Erste & Steiermärkische bank** and the **Croatian Bank for Reconstruction and Development (HBOR)**.

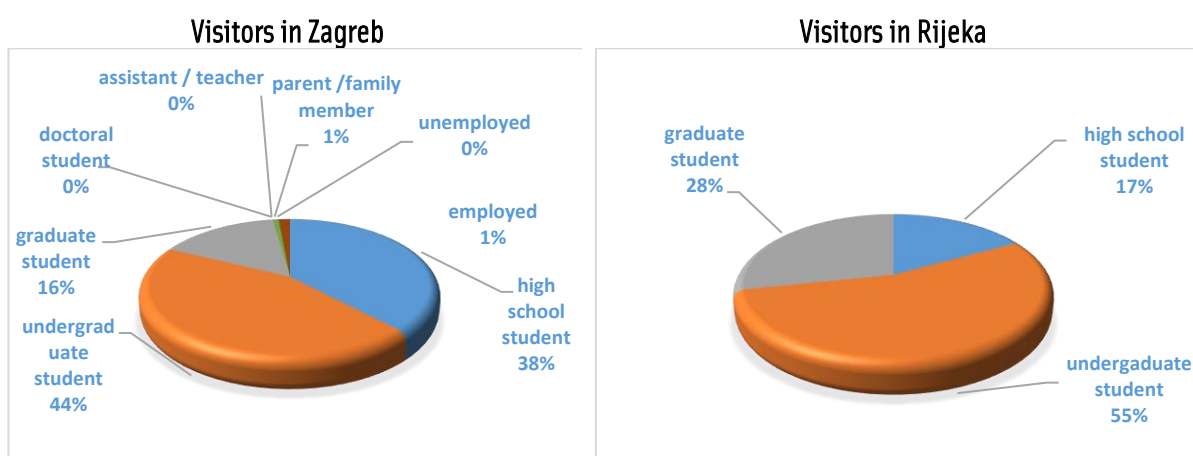


## II. VISITORS

More than 6,500 visitors attended this year's Fair (4,000 in Zagreb and 2,500 in Rijeka). The Institute for the Development of Education conducted a survey among the visitors of the Fair to determine the visitors' profile and their interests, as well as their evaluation of the Fair's quality

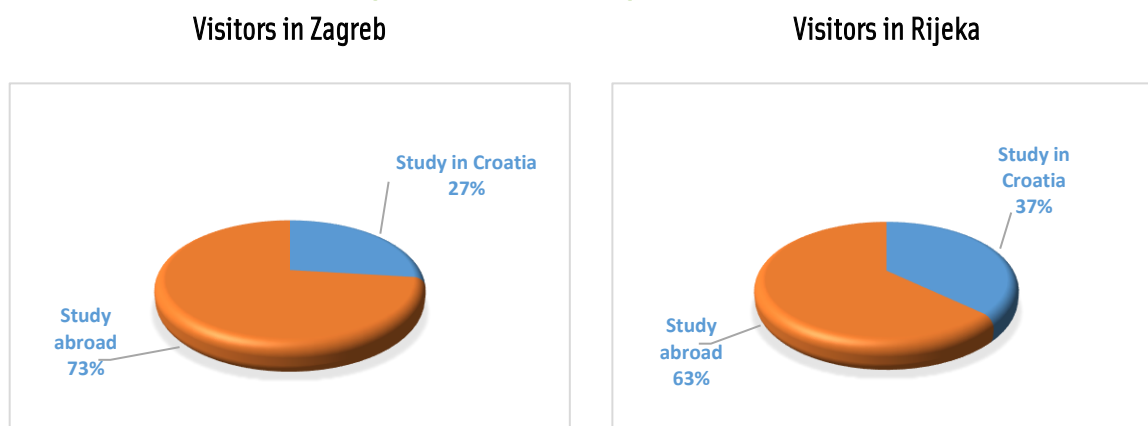
A total of 188 visitors participated in the survey and the results are listed below.

### Visitors' profile



University students comprised over a half of all the surveyed visitors, mostly undergraduate students (44%) and graduate students (16%). In Rijeka, there were even more students, i.e. 55% undergraduate students and 28% graduate students. An important population are high school students making up as much as 38% of the total number of visitors of the Fair in Zagreb, while in Rijeka there were only 17% of them.

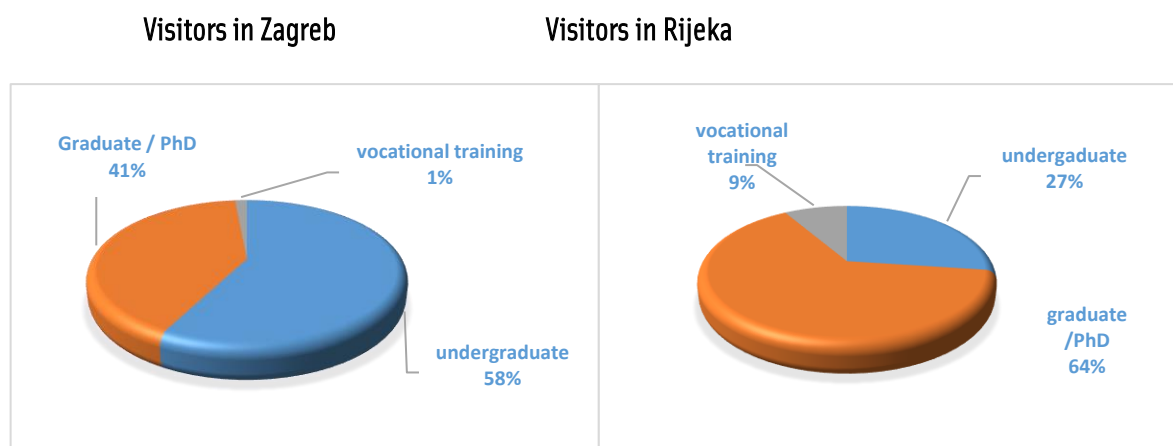
### Visitors' interest according to place of study





According to the survey results, most visitors are interested in **studying and scholarships abroad**, 73% in Zagreb and 63% in Rijeka. The interest for **studying and scholarships in Croatia** has decreased, in Rijeka from 64% to 37%, while in Zagreb it decreased from 32% to 27%.

## Visitors' interest according to study level

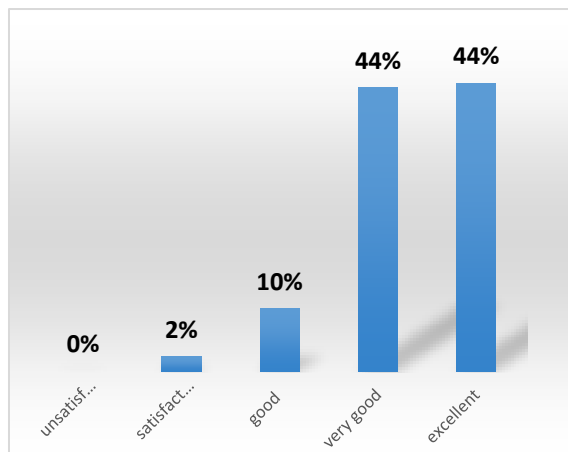


Since the majority of visitors in Zagreb were high school students, most of them were interested in **scholarships for undergraduate studies** (58%), followed by graduate and doctoral studies (41%). The visitor structure was slightly different in Rijeka and therefore the majority of visitors were interested in **graduate and doctoral studies** (64%), while 27% were interested in **undergraduate studies**. The interest for **vocational training** increased in Rijeka to 9%, while in Zagreb it fell from 8% to only 1%.

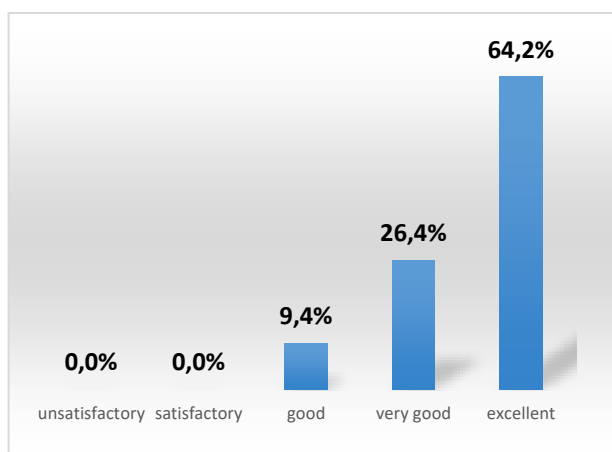
## Visitors' assessment of the quality of the Fair

The results of the visitor survey confirm the significance of the Higher Education and Scholarships Fair for the academic community and the general public. The Fair has been recognized as the key event for the development of higher education in Croatia and the majority of surveyed visitors expressed the high quality of its organization.

Fair Quality in Zagreb

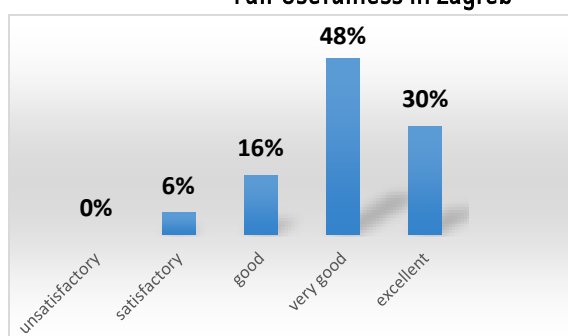


Fair Quality in Rijeka

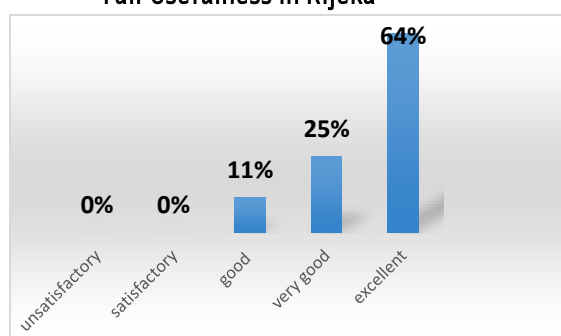


As many as **88% of visitors in Zagreb**, i.e. **90% of visitors in Rijeka** described the Fair as "Excellent" or "Very good" in terms of quality. The attitude of the visitors in Rijeka stands out, where over 60 % of visitors described the Fair with the highest grades.

Fair Usefulness in Zagreb



Fair Usefulness in Rijeka



When asked about the usefulness of the Fair, **78% of visitors in Zagreb** and **89% of visitors in Rijeka** consider the Fair a useful source of information regarding the possibilities of studying in Croatia and abroad. Here also the attitude of the visitors in Rijeka stands out, as they consider the Fair a highly useful event for gathering information about higher education.

### III. PROGRAM

In addition to presenting scholarships and opportunities for studying in Croatia and abroad for high school students, students and other interested visitors, the aim of the Fair was to emphasize **specific topics connected with trends in education and the labor market, as well as to share expert knowledge, experience and perspectives regarding current educational topics in Croatia.** The contribution of the partner country – the

Russian Federation - was considerable because the aim of the Fair was to show the similarities and the differences between educational systems of the two countries. It also allowed **international guests to present examples from various sectors - from art to science, to show their own examples of best practice and consider the possibilities of connecting them with Croatian ones.**

### Panel discussion in Zagreb: "Brain drain or brain circulation?: Quality education for the future of the youth in Croatia"

The panel featured speakers who hold key functions in the area of education and labor market development. They shared their experience, knowledge and predictions about the possible future of higher education with the visitors of the Fair, having in mind great demographic changes and mobility issues. The panel included the following speakers:

- **prof. Branka Ramljak, Ph.D.** State Secretary, Ministry of Education and Science
- **Irena Cajner Mraović, Ph.D.** Member of the Zagreb City Assembly and Chair of the Committee on Education and Sport
- **Antonija Gladović**, Director of the Agency for mobility and EU programs
- **Victorija Klujeva**, representative of doctoral studies at the Bauman Moscow State Technical University (BMSTU)
- **Ninoslav Šćukanec Schmidt, M.A.** Executive Director of the Institute for the Development of Education

The panel in Zagreb was moderated by **Thomas Farnell** (Higher Education Policy Expert at the Institute for the Development of Education). The speakers covered topics such as the opening of borders after Croatia's joining the European Union and the consequential access to possibilities that had not been available prior to that. **It was concluded that *brain circulation* was extremely important for the development of a society, for the economy, openness, acceptance and tolerance of the differences but also for benchmarking. The panel emphasized the benefits of incoming and outgoing mobility, and pointed out that it was necessary to secure the life and work conditions in Croatia so that the young can return at a certain point.** Also, the initiatives and best practices leading to securing the conditions for the young to continue their professional path in Croatia were pointed out, both at the level of the national education policies and labor market policies, and at the level of local and regional government units and the economy.



## Panel discussion in Rijeka: "Rijeka today and tomorrow: Education for the town of the future"

The panel discussion in Zagreb had both a national and an international focus, while the panel discussion held during the Fair in Rijeka was focused on local and regional needs of current and future practices at the level of the City of Rijeka and Primorje-Gorski Kotar County, again taking into consideration the best practices of the partner country - Russia. The panel included the following speakers:

- **prof. Marta Žuvić, Ph.D.** Vice-Rector for Quality Assurance at University of Rijeka
- **Sanda Sušanj**, Head of the Education and Schooling Department of the City of Rijeka
- **Liliya Kovtun**, Head of the Department of Russian as a Foreign Language, Moscow State University of Food Production
- **Ninoslav Šćukanec Schmidt, M.A.** Executive Director of the Institute for the Development of Education

During the discussion, numerous accomplishments of the University of Rijeka were mentioned regarding quality assurance and improving study quality, student work placement possibilities and co-operation with the economy and the civil society in the Primorje-Gorski Kotar County. Topics of regional and national importance were discussed, such as the **issue of emigration of young well-educated people, the quality of life at the local level and the issue of graduate employability**. At the same time, inspiring initiatives of the **Moscow State University of Food Production** were presented, such as connecting alumni with current students in order to increase study programs' relevance, practical training for the students and examples of strategic partnerships this university develops worldwide.



## SAS Chat: „STEM vs. SOCIAL: The system of continuous education in the field of IT and telecommunications“

This session included representatives of eminent employers, such as **Monika Ivanović** (Senior Employer Branding Specialist, **Infobip**), **Davor Kulušić** (HR manager, **Lukoil Croatia**), **Igor Modino** (Embedded Software Development ECU Team Lead, **Rimac Automobili**), **Martin Žagar, Ph.D.** (associate and teacher, **RIT Croatia**) and **Željka Košanski**, HR director in **Tele 2**. They talked about the knowledge and skills employers need and presented the possibilities of successful transitions from the higher education system to the labor market, with an emphasis on the IT and telecom industry. An innovation at the 15<sup>th</sup> anniversary of the Higher Education and Scholarships Fair was the Career Corner, a meeting point for students and employers, such as Privredna Banka Zagreb, Erste&Steiermärkische Bank, Croatian Bank for Reconstruction and Development (HBOR), Infobip and Tele2.



## SAS Chat: „Making an impact: Collaboration of universities and companies in community engagement“

The aim of this session was to inspire the visitors and inform them about various practices regarding community engagement of the University, about social responsibility and sustainable development – in the Primorje–Gorski Kotar County but also in the Russian Federation. The speakers were representatives of various organizations who have initiated and/or participate in different social initiatives aimed at community needs, and included: **Monika Ivanović** (Senior Employer Branding Specialist, Infobip), **Vedran Kružić** (director of the Development Agency of the Primorje–Gorski Kotar County), **prof. Damir Zec, Ph.D.** (Faculty of Maritime Studies, University of Rijeka) and **Alena Chaplygina** (director of the Foreign Languages and Cultures Centre, Tula State Pedagogical University L. N. Tolstoy). During the discussion, speakers shared their experience, with a special focus on the need for co-operation between the public and the private sector, and the numerous possibilities that arise in the context of dealing with different problems of the society.



## SAS Class: “Student Council in Rijeka: Student International Co-Operation and Activism in Croatia” and “Rijeka 2020: European Capital of Culture”

After the two introductory panels, two lectures were held: „Student Council in Rijeka: Student International Co-Operation and Activism in Croatia“, and “Rijeka 2020: European Capital of Culture“. The speakers were **Tea Dimnjašević** and **Borna Nemet**, representatives of the Student Council of the University of Rijeka, and they presented the great efforts students of the Primorje–Gorski Kotar County are investing in activism, community engagement and local actions. **Iva Sušić**, associate for strategic partnerships from the RIJEKA 2020 project gave an inspiring talk about the rich cultural and social program, which the City of Rijeka will provide as the European Capital of Culture in 2020, which is a project of exceptional national importance.

## Lectures, workshops and master classes on scholarships and studying possibilities in the Republic of Croatia and the Russian Federation

### Scholarships of the Ministry of Science and Education

Workshops on STEM and state scholarships were held in Zagreb and Rijeka, which included an online simulation of state scholarship application. Visitors could apply at the Fair.



Kristina Ferara Blašković

### Special program features: Lectures, workshops and master classes by Russian university representatives and a MIG aircraft flight simulator

This year's Scholarship fairs in Zagreb and Rijeka includes special program features such as a number of panel discussions, lectures and master classes. Eminent Russian teachers and scientists gave a number lectures and covered a wide variety of topics, from social to natural science. Some of the lectures in English which the visitors could attend were the following: **"Your Way to Success"**, **"Master Class in Business and Management"**, **"Why Do You Need a Humanities-Based Education?"**, **"Digital Financial Tools for Personal and Professional Development"**, **"Management in Music as a Value and a Phenomenon of Spiritual Culture"**. Besides the lectures, visitors could attend the music performances by the students of the prestigious **Gnesin Russian Academy of Music**.



Visitors of the Fair also had the opportunity to try out the **MiG aircraft flight simulator**, which was presented by Fair's longstanding exhibitor – Ministry of Defense of the Republic of Croatia. The simulator consists of an original aircraft seat connected to a computer and a screen showing the flight, and is used by the Croatian Air Force and Air Defense. Visitors could try flying with the PC-9 training aircraft and the MiG-21 fighter aircraft.



## IV. PARTNER COUNTRY

This year the partner country of the Higher Education and Scholarships Fair was the Russian Federation. Currently 230,000 international students are continuing their educational path in Russia, while over 100,000 international students visit Russia every year. Russia is the sixth country in the world according to the number of incoming students who attend classes. The Russian Federation offers 15,000 free, completely financed places for international students a year. International students also have free Russian classes during the first year of the study.

Students from all over the world can find programs in a wide variety of disciplines – from engineering and technical sciences, through social sciences, mathematics, science to medicine and healthcare – at over 500 universities in more than 80 Russian towns.

Russia is one of the world leaders in science, IT and telecommunications, an especially arts and design. Croatian students were mainly interested in health and management studies.

Eleven universities from Moscow and one from Saint Petersburg participated in the Zagreb and Rijeka fairs:

- Plehkanov Russian University of Economics
- National research University Higher school of Economics
- The Gnesin Russian Academy of Music (RAM)
- Moscow State University of Psychology and Education (MGPPU)
- Moscow state technical University. Bauman
- National research technological University "MISIS"
- National Research Nuclear University (MEPhI)
- Tula State Pedagogical University
- Moscow Polytechnic University
- Moscow State University of Food Production

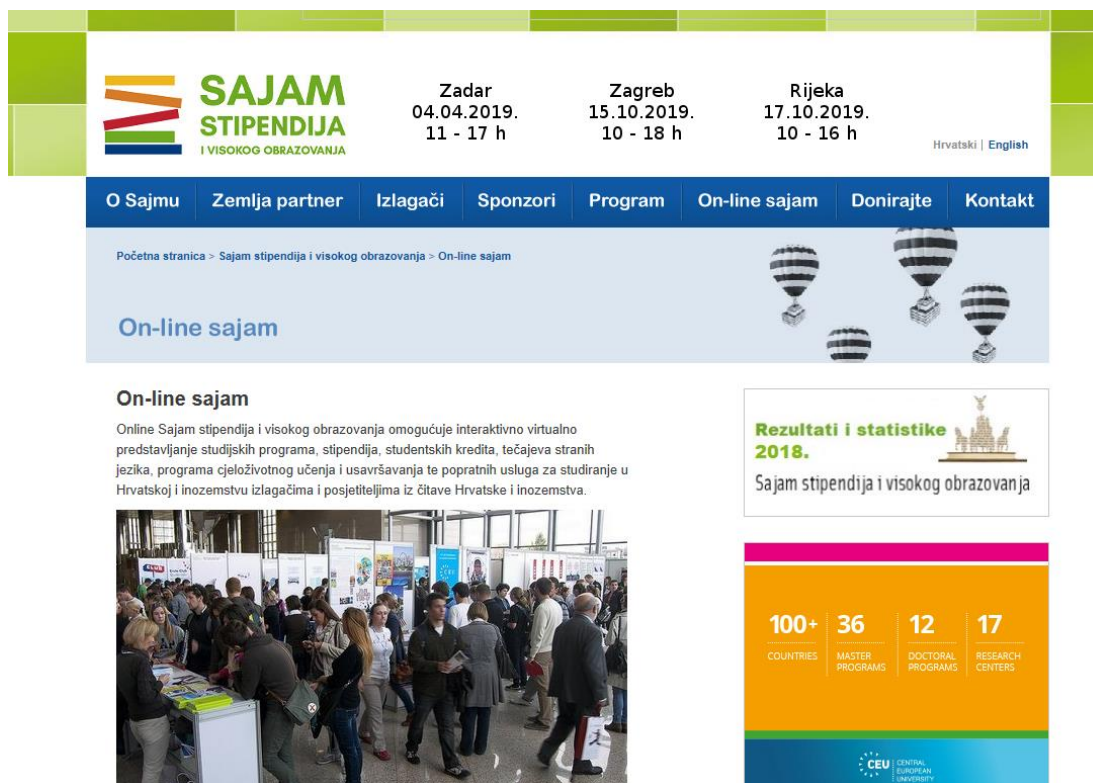


- Federal State Budgetary Institution
- St. Petersburg State University



## V. ONLINE FAIR AND E- BROCHURE

The **Online Higher Education and Scholarships Fair** and the **e-brochure** (also available through a QR code) were launched in early September 2019 at the web portal [http://www.stipendije.info/hr/sajam/online\\_sajam](http://www.stipendije.info/hr/sajam/online_sajam).



**SAJAM STIPENDIJA I VISOKOG OBRAZOVANJA**

Zadar 04.04.2019. 11 - 17 h  
Zagreb 15.10.2019. 10 - 18 h  
Rijeka 17.10.2019. 10 - 16 h

Hrvatski | English

O Sajmu Zemlja partner Izlagачi Sponzori Program On-line sajam Donirajte Kontakt

Početna stranica > Sajam stipendija i visokog obrazovanja > On-line sajam

### On-line sajam

**On-line sajam**

Online Sajam stipendija i visokog obrazovanja omogućuje interaktivno virtualno predstavljanje studijskih programa, stipendija, studentskih kredita, tečajeva stranih jezika, programa cjeloživotnog učenja i usavršavanja te popratnih usluga za studiranje u Hrvatskoj i inozemstvu izlagačima i posjetiteljima iz čitave Hrvatske i inozemstva.

**Rezultati i statistike 2018.**  
Sajam stipendija i visokog obrazovanja

100+	36	12	17
COUNTRIES	MASTER PROGRAMS	DOCTORAL PROGRAMS	RESEARCH CENTERS

CEU CENTRAL EUROPEAN UNIVERSITY



**SAJAM STIPENDIJA  
I VISOKOG OBRAZOVANJA**

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**Zagreb** • utorak, 15.10.2019. • 10 - 18 sati • Nacionalna i sveučilišna knjižnica u Zagrebu

**Rijeka** • četvrtak, 17.10.2019. • 10 - 16 sati • Kampus Sveučilišta u Rijeci zgrada Sveučilišnih odjela

2 Institut za razvoj obrazovanja

## E-brochure of the Higher Education and Scholarships Fair in Zagreb and Rijeka 2019

## V. MEDIA COVERAGE

### Media coverage (TV, radio, press and online media)

The Higher Education and Scholarships Fair has been very successful in terms of media coverage. The organizer of the Fair, the Institute for the Development of Education has issued **7 press releases** about the Fair which resulted in **72 articles, reports and announcements** on TV, radio, in Croatian press, online media and news portals:

- **Television: 6 reports** were broadcast on Croatian TV stations. Among others, the Fair got coverage in news programs and mosaic shows of the national TV station *HTV*, including live coverage in the show *Dobar dan, Hrvatska*. Apart from the above mentioned, there were also reports on local and regional TV stations (HRT, Nova TV, Kanal RI, MrežaTV and others).
- **Radio: 6 reports** were broadcast on national and regional radio stations: Radio Samobor, HRT radio, Radio Kaj, HRT – Radio Rijeka, Radio Antena and Radio Sljeme.
- **Internet portals:** High visibility of the Fair was also ensured on internet portals and webpages of key institutions. In total, **58 announcements and articles** were published on internet portals and sites, which is why the Internet is very important for spreading information about the Fair. Among important results we highlight the following:

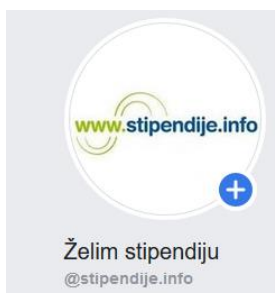
- **National media websites** such as Lider and HRT, as well as popular news outlets such as [poslovnih.hr](http://poslovnih.hr) and H-alter. The Fair was also excellently covered by **all important student web portals**: [srednja.hr](http://srednja.hr), [studentski.hr](http://studentski.hr), Global newspaper, x-ica, [skole.hr](http://skole.hr), itd. News on the Fair was also covered by **regional portals**, such as: [044portal.hr](http://044portal.hr), [mojarijeka.hr](http://mojarijeka.hr), [novilist.hr](http://novilist.hr), [rijecanin.rtl.hr](http://rijecanin.rtl.hr), Teklić etc.
- **Institution websites**: It is significant that all sponsors of the Fair promoted the event on their pages, as well as a large number of Croatian universities and secondary schools.



## Visibility on social media

The media campaign aimed at informing the fair was also conducted via **Facebook's Želim stipendiju/ I want a scholarship page** (<https://www.facebook.com/stipendije.info/>) followed by **more than 18,700 fans**.

At the same time, there were campaign-related activities on the official Facebook page of the Institute for the Development of Education, as well as on the IDE Instagram profile. Posts were also shared by various student organizations, portals, HEIs and other organizations.





Institute for the  
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**Institut za razvoj obrazovanja** added 128 new photos to the album: 15. Sajam stipendija i visokog obrazovanja — at NACIONALNA I SVEUČILIŠNA KNJIŽNICA U ZAGREBU.  
Published by Bivši Sic [?] · 22 hrs ·

15. 10. 2019., Zagreb.  
Zemlja partner - Ruska Federacija



## APPENDIX I: List of exhibitors

### Organizer

- Institute for the Development of Education

### Austria

- Embassy of the Republic of Austria, Trade Department

### Belgium

- Wallonie-Bruxelles International

### Denmark

- Copenhagen Business Academy

### France

- French Embassy and French Institute In Croatia

### Croatia

- Agency for Mobility and EU Programs
- AIESEC
- Best Zagreb
- British Council Croatia
- Erasmus Student Network Hrvatska
- Erste&Steiermarkische bank
- The City of Rijeka
- Croatian Bank for Reconstruction and Development
- Infobip
- Ministry of Defense of the Republic of Croatia
- Ministry of Science and Education
- Zagreb School of Business
- Privredna banka Zagreb d.d.
- Primorje-Gorski Kotar County
- Studentski.hr
- University of Rijeka
- University of Zadar
- Tele2
- X-ica.com
- European's Students Forum AEGE
- PRSTEN Foundation
- UHSI - Association of Croatian International Students
- The Polytechnic of Rijeka
- The Zagreb School of Economics and Management

### Italy

- Università Iuav di Venezia

### **Japan**

- Embassy of Japan in Zagreb

### **Canada**

- Embassy of Canada in Croatia

### **Germany**

- DAAD - German Academic Exchange Service
- German-Croatian Industrial and Trade Chamber

### **Russia**

- Rossotrudničestvo in Croatia
- Plehkanov Russian University of Economics
- National research University Higher school of Economics
- The Gnesin Russian Academy of Music (RAM)
- Moscow State University of Psychology and Education (MGPPU)
- Moscow state technical University. Bauman
- National research technological University "MISIS"
- National Research Nuclear University (MEPhI)
- Tula State Pedagogical University
- Moscow Polytechnic University
- Moscow State University of Food Production
- Federal State Budgetary Institution
- St. Petersburg State University

### **USA**

- EducationUSA
- RIT Croatia
- Central European University

### **Slovenia**

- University of Ljubljana
- University of Nova Gorica
- University of Primorska

### **Switzerland**

- HTMi Hotel and Tourism Management Institute

### **United Kingdom**

- University of Essex
- UniWorld
- University of Birmingham
- University of Worcester

## ATTACHMENT II: Organizer and Partners of the Fair

### Organizer

- Institute for the Development of Education

### Donors and supporting institutions

#### Main partners

- University of Rijeka
- National and University Library in Zagreb
- City of Zagreb

#### Donors and Supporters

- Agency for Mobility and EU Programs
- City of Rijeka
- City of Zagreb
- Primorje-Gorski Kotar County

#### Sponsor

- RIT Croatia

#### Institutional supporters

- Ministry for Demography, Family, Youth and Social Policy
- Ministry of Economy, Entrepreneurship and Trade
- Ministry of Labor and Pension System
- Ministry of Maritime Affairs, Transport and Infrastructure
- Ministry of Tourism
- Ministry of Science and Education
- Croatian Chamber of Economy

#### Media sponsors

- X-ica
- Srednja.hr
- Posao.hr
- Global
- Radio student
- Lider media

#### Partners in promotion

- Student Council of the University of Rijeka
- srednja.hr
- Radio student
- TV student



## ATTACHMENT III: PHOTO GALLERY

### The Fair in Zagreb





## ATTACHMENT IV: PHOTO GALLERY

### The Fair in Rijeka





Trg Nikole Zrinskog 9, 10000 Zagreb  
Tel.: 01/4817-195, 4555-151  
Fax: 01/4555-150  
[iro@iro.hr](mailto:iro@iro.hr) / [www.iro.hr](http://www.iro.hr)