



Institute for the
Development of Education

20
years



**HIGHER
EDUCATION**
AND SCHOLARSHIPS FAIR



Higher Education and Scholarships Fair Zadar 2019
Thursday, April 4 2019
University in Zadar



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Results and statistics



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**HIGHER
EDUCATION**
AND SCHOLARSHIPS FAIR

Organizer:



Institute for the
Development of Education



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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.

The Fair is supported by:

Glavni partner



Glavni pokrovitelj



Pokrovitelji i donatori



Sponzor



institucionalni pokrovitelji



Medijski pokrovitelji





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SUMMARY

The Institute for the Development of Education successfully organized the third **Higher Education and Scholarships Fair in Zadar**, which was held on Thursday, 4 April 2019 at the University of Zadar.

The Higher Education and Scholarships Fair is a unique event that has been held in Zagreb for fifteen years, in Rijeka for eight consecutive years, and this year was held for the third time in Zadar - at a new location which is the University of Zadar. More **than 20 exhibitors from Croatia and several countries from Europe and North America** participated in the Zadar Fair. The Higher Education and Scholarships Fair in Zadar would not have been possible without the response of a large number of domestic and international exhibitors, as well as the support of partners, sponsors, donors and partners from various sectors: state institutions, higher education institutions, companies, local and regional government, associations and foundations, student associations and the media. The successful organization of the Fair is the result of partnerships with more than 20 institutions as well as the engagement of many volunteers.

- **Main Partner of the Fair:** City of Zadar
- **Main sponsor:** University of Zadar
- **Donators:** Agency for Mobility and the European Union Programs, Croatian Chamber of Economy and Zadar County.
- **Exhibitors:**
More than **20 exhibitors from Croatia and four countries from Europe and North America** participated at the Fair: **Austria, USA, Germany and the United Kingdom.**
- **Visitors:**
The third Fair in Zadar had about **1000 visitors**, most of them students, high school students and their parents as well as high school teachers.
- **Brojni institucionalni i medijski pokrovitelji**

We would like to thank all the partners, donors, supporters, exhibitors and visitors on cooperation in the organization of the Higher Education and Scholarship Fair in Zadar and we are looking forward to continuation of cooperation on future Fairs.

Ninoslav Šćukanec Schmidt

Executive Director
Institute for the Development of Education



I. EXHIBITORS

Number and type of exhibitors at the Fair

More than **20 exhibitors from Croatia and several countries in Europe and North America participated at the Fair**. Exhibitors are various institutions and organizations such as state institutions, regional and local self-government units (counties, municipalities and cities), Croatian and foreign public and private universities, polytechnics and colleges, embassies and foreign cultural centers, private companies and non-governmental organizations and foundations. The aforementioned exhibitors at the Fair have presented study programs, foreign language courses and exams, education consulting services, scholarships and financial support programs for study in Croatia and abroad.

Number of countries at the Fair

The fair presented the possibilities of studying and scholarships for Croatian students in Croatia as well as in **4 different countries of Europe and North America**:

- Austria
- Germany
- United States of America
- United Kingdom of Great Britain and Northern Ireland

I.I. Special features at the Fair: MiG Flight Simulator and the Innovation Corner

The visitors of the Fair had the opportunity to try out a flight simulator with the MiG aircraft, which was presented by the long-time exhibitor of the Fair, **Ministry of Defense of the Republic of Croatia**. It is a computer flying simulator of the Croatian Air Force and Air Defense. The simulator consists of the original airplane seat connected to the computer and the screen on which the flight is displayed.



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Department of Geography of the University in Zadar presented a very interesting @geospatial_lab. The stand was visited by the city mayor Branko Dukić who was filmed by 3D scanner, which was also presented at the Fair. The students could try out the VR glasses.



The stand of Department of Physics of the University of Rijeka had two intriguing experiments- acoustic levitator which captures particles of styrofoam using sound, and makes those particles float in the air.

Besides the levitator, the stand had on display a home made mini CERN \bar{D} small, transferable detector for cosmic rays which are fueled by alcohol, hot water and carbon dioxide at -76 degrees Celsius.



I. VISITORS

3rd Higher Education and Scholarships Fair in Zadar was visited by more than 1000 visitors. The Institute for the Development of Education conducted a survey among visitors in order to find out the visitor profile, their interests and the quality of the Fair.

The survey was conducted on a sample of **41 visitors**, and the survey results are given below.

Visitors' profile

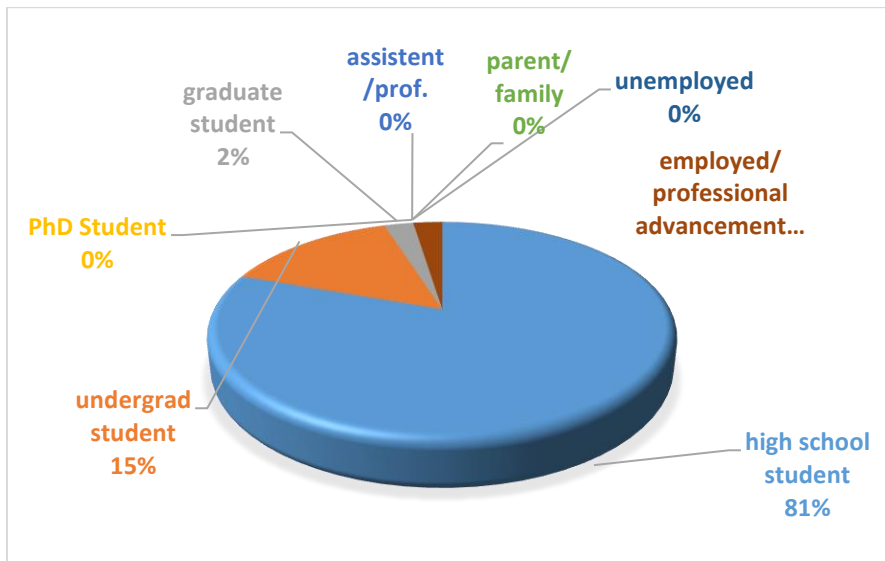
A noticeable group of students were the **high school students** which make **81%** of the total visitor number at the Fair. There were 17% of students at the Fair; **15%** of undergraduate students and **2%** of graduate students.



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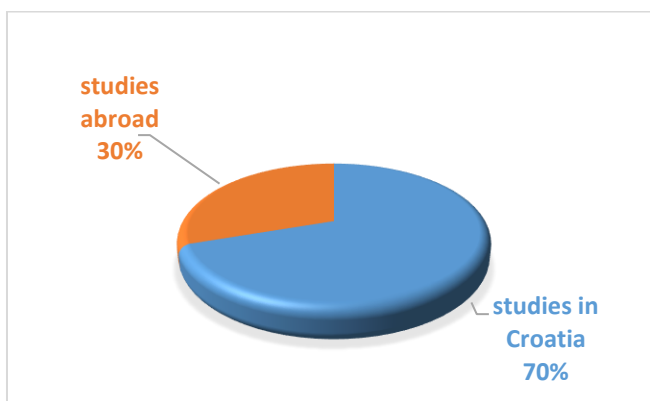


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Visitors' interest according to place of study

According to the survey, most visitors of the fair were interested in **study programs and scholarships in Croatia** (around **70%**), while about **30%** of visitors expressed interest in the **study opportunities and scholarship abroad**.



Visitors' interest according to study level

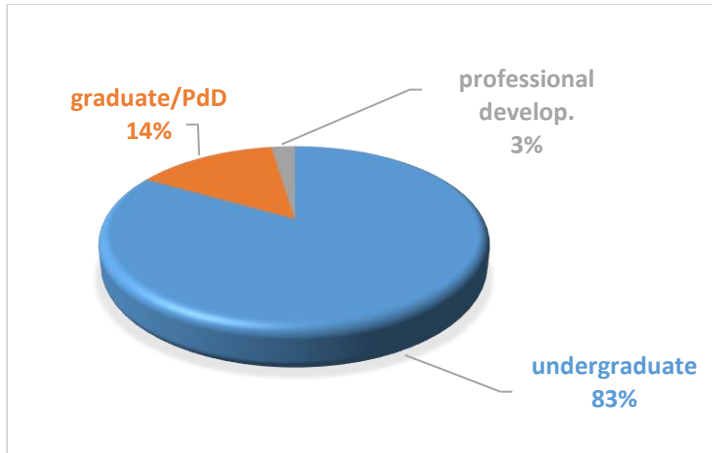
Most of the visitors was interested in scholarships for **undergraduate studies** (**83%** of visitors to Zadar are interested in this opportunity). Approximately **14%** of visitors were looking for **scholarships for graduate and doctoral studies**, while **3%** of them looked for opportunities for professional development (about **15%**).



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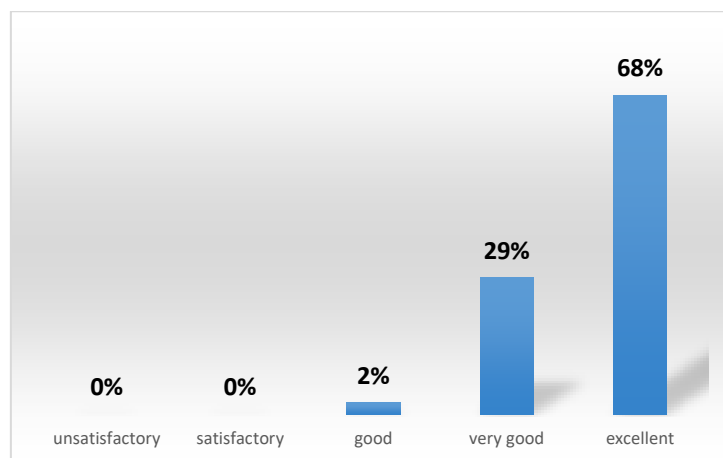


Visitors' assessment of the quality of the Fair

The survey results show a great need for the Fair in Zadar and its importance for the academic community and the general public. Visitors recognize the Fair as a key event at the national level for the development of higher education, and the need to maintain the fair by expressing satisfaction of its quality of the vast majority of respondents.

95% of visitors in Zadar rated the fair "excellent" or "very good" in terms of quality.

Quality assessment of the Zadar Fair





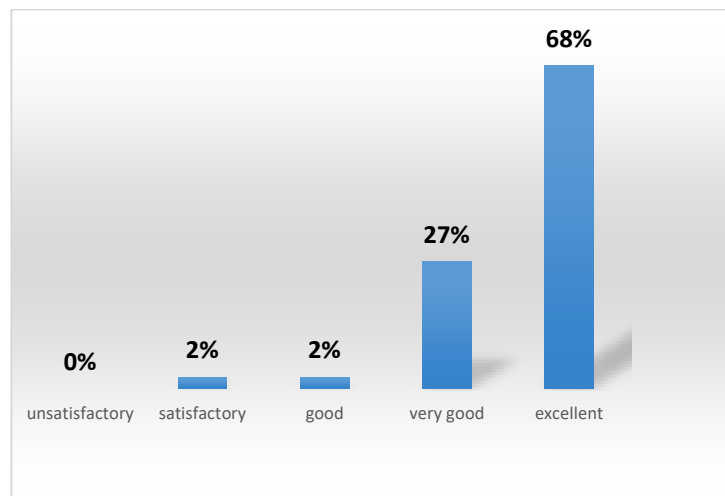
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When asked about the usefulness of the Fair, 95% of visitors in Zadar rated the Fair as „Excellent“ or „Very Good“

Usefulness assessment of the Zadar Fair



III. PROGRAM

Besides presenting the possibilities of studying and scholarships in Croatia and abroad for high school students, students and others interested, the goal of the Fair was to onset **an expert and public discussion on the current topics in Croatian education system.**

Panel dicussion: „Which knowledges for the future does Zadar need?“

The panel discussion was held as a part of the opening of the Higher Education and Scholarships Fair in Zadar. The panelists were **prof. Dijana Vican, Ph.D. (rector of the Univeristy in Zadar), Joso Nekić, prof. (Head of the Department for Education and Schooling of the City of Zadar) and Ivan Šimunić, prof. (Head of the Department of Education, Culture and Sport of the Zadarska County).** A part of the panel was a humanoid intelligent robot Pepper form Croatian Telecom. The panel discussion was moderated by **Thomas Farnell**, Higher Education Policy Expert at the Institute for the Development of Education.

The main conclusions from the panel were the following:



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- All panelists emphasized Higher education is crucial not only for the economic and social development of the community but also for the personal development as well as better employability and better life quality of an individual.
- All panelists emphasized scholarships were a important part of higher education system and can have different goals and focus groups: from ensuring equal access for socially vulnerable groups; to awarding excellence and encouraging interest for scarce occupations and future occupations (especially in STEM field), as well as for encouraging international mobility.
- Cooperation of all participants is crucial for achieving a higher number of highly educated people as well as for encouraging social and economic development of the community – the panel discussion gave numerous examples:
 - The City of Zadar has numerous programs for encouraging excellence, creativity and new skills in pretertiary education
 - The City of Zadar and the University in Zadar have their own scholarship programs;
 - University includes different local and regional participants in the design of university strategy
 - Zadarska County works on connecting univerities, public sector and economy using „triple-helix“ cooperation model for the development of innovations



Ceremony of awarding the scholarships of the City of Zadar

The City of Zadar is an example of proactive local management which invests in the education of its citizens by awarding scholarships to high school students and students. In this way it facilitates their enrollment and completion of the education process and studying. The Higher Education and Scholarships Fair hosted the **ceremony of awarding the scholarships of the city of Zadar** where **100 scholarships were awarded to high school students and students** in categories of excellence, scarce occupations and lower income status.



Panel discussion: „Importance of technology in education and on the labour market“

The panel participants were humanoid robot Pepper, a successful entrepreneur from Zadar **Marko Mišulić, creator of Rentlio application**, as well as professors from the University in Zadar, **Jurica Bosna, Ph.D.** and **assistant professor Ante Panjkota, Ph.D.** The panel discussion was moderated by **Nina Vranešević Marinić**, Assistant Executive Director of the Institute for the Development of Education. The dynamic discussion touched upon the topics of local and national importance, such as key competences needed for better employability of graduate students, changes on the labour market, but also in education related to technology and potential to strengthen cooperation between local entrepreneurs and the University.





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Presenting the University in Zadar

Students and prospective students could within the program of the Fair and the presentation of study programs and projects find out useful information on the possibilities to study at different Departments of **the University in Zadar**. The following departments has presentations: **Department of Psychology, Etnology and Anthropology, Hispanics and Ibero-Romance Studies, Geography, Sociology and Croatian Studies Department.**

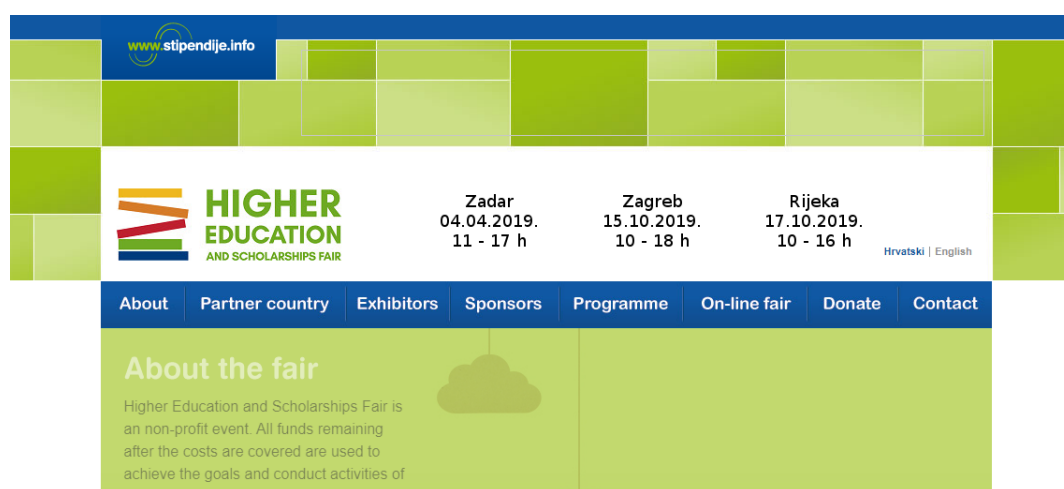


IV. ONLINE FAIR AND WEBINARS

Online Fair

The **Online Higher Education and Scholarships Fair** at the web portal www.stipendije.info provides an interactive virtual representation of study programs, scholarships, student loans, language courses, professional development and other services related to studying in Croatia or abroad to foreign exhibitors and visitors from Croatia and abroad.

The Online Fair will be available in the period from April 4, 2019 to April 4, 2020 to all those who did not have an opportunity to visit this year's Zadar Fair.



IV. MEDIA COVERAGE

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

The Fair has achieved remarkable success in media coverage thanks to our media sponsors, as well as to a large number of regional and local media who have recognized the importance of this event. **Three press releases were published about the Fair held which were the basis of 77 articles**, contributions and announcements in various media, on the internet portals and pages, and on internet portals and websites of key institutions. Among the important results we highlight the following:

- **TV and radio:** The Fair was featured on Croatian National Television HRT 2 in the central news, as well as on Diadora TV. Announcement and specials on the Fair were a part of radio shows at some of the key radio stations: **HR radio Zadar, Novi radio Zadar and Radio Antena Zadar.**
- **Internet portals:** In total, more than **63 announcements, articles and contributions** on the Fair were published on the national, regional and local media websites, as well as on the webpages of various institutions in the education sector. The fair was also accompanied by all major student portals: **Global, x-ica, Škole.hr, Studentski.hr and rivaon.com.** Importantly, the news of the fair was also transmitted by numerous regional and local portals, towards which we especially give our thanks for



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the excellent cooperation in the first year of the fair. Some of them are **057info, zadarski.hr, Radio Zadar, Grad Zadar, Zadarski list, Slobodna Dalmacija, ezadar.rtl.hr, Antena Zadar, Novi radio Zadar.**

- **Institutions websites:** It is significant that the sponsors of the Fair promoted the event on its web pages and thus further and significantly promoted the Fair.
- **Print media:** local and regional newspapers, such as **Slobodna Dalmacija, Narodni list and Zadar list,** have also reported on the Fair in **6 articles.**



All video footage which was taken at the Fair can be found at <https://vimeo.com/irohr>

Visibility on social media

The media campaign, aimed at informing about the Fair, has also been held through **the Facebook page of the Institute for the Development of Education and Facebook Želim stipendiju page (www.facebook.com/iro.hr i www.facebook.com/stipendije.info)** which is followed by more than 18,700 fans.

In the period from **5 March 2019 to 11 April 2019** 35 postings with information about exhibitors, the program of the Fair, as well as the visitor's interests were published.

Also, in cooperation with selected and important institutions and Facebook portals **cooperation was established** through the sharing of useful and interesting announcements about the Fair on their official Facebook sites.



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Sveučilište u Zadru shared an event.
April 3 at 1:20 PM



THU, APR 4

Sajam stipendija i visokog obrazovanja u Zadru

Sveučilište u Zadru - Obala kralja Petra Krešimira IV, 2 - Svečana dvorana Sveučilišta u Zadru
38 Went · 122 Interested



Studentsko savjetovište Sveučilišta u Zadru shared an event.
March 25 at 1:05 PM

Preporučamot



THU, APR 4

Sajam stipendija i visokog obrazovanja u Zadru

Sveučilište u Zadru - Obala kralja Petra Krešimira IV, 2 - Svečana dvorana Sveučilišta u Zadru
38 Went · 122 Interested



British Council Croatia shared a post.
April 2 at 11:33 AM

Vidimo se u četvrtak u Zadru!



Institut za razvoj obrazovanja
March 27 at 8:33 PM

[Sajam stipendija i visokog obrazovanja u Zadru - predstavljamo izlagače]

Zanima te gdje doživjeti dašak Velike Britanije u Hrvatskoj u akademskom kontekstu...

See More



STIPENDIJE.INFO

Stipendije.info - Sajam stipendija i visokog obr - On-line sajam - British Council

British Council osnovan je u Ujedinjenom Kraljevstvu 1934. kao neprofitna organizacija s ciljem...



DAAD Hrvatska shared a post.
March 28 at 8:58 AM

In a week, the educational and scholarships fair will take place at the university of zadar. Do you have any questions about our studies and research scholarships?

Then look at our Daad booth over!

See original · Rate this translation



Institut za razvoj obrazovanja
March 27 at 3:32 PM

[Sajam stipendija i visokog obrazovanja u Zadru - predstavljamo izlagače]

Zanima vas njemački jezik i njemačka kultura? Jeste li znali da su Nijemci poznati po dobrim stipendijama koje nude? Ako niste, uvjerite se sami u Zadru na štandu DAAD Hrvatska!

APPENDIX I: LIST OF EXHIBITORS

Austria

- Advantage Austria

Croatia

- Agency for Mobility and EU programs
- Centre for Information and Career Advising Zadar
- Erste & Stiermarkische Bank d.d.
- The City of Zadar
- Institute for the Development of Education
- Faculty of Kinesiology of the University in Zagreb
- Ministry of Defence of the Republic of Croatia- Croatian Military Academy „Dr. Franjo Tuđman“
- Ministry of Science and Education of the Republic of Croatia
- RIT Croatia
- Studentski.hr
- Studiram-vani
- University in Dubrovniku
- University in Rijeka
- University in Zadar
- Polytechnic of "Marko Marulić" in Knin
- Polytechnic of Šibenik
- ŽSEM - Zagreb school of economy and management

Germany

- DAAD - German Academic Exchange Service

United Kingdom

- British Council Croatia

USA

- EducationUSA



APPENDIX II: ORGANISER AND PARTNERS OF THE FAIR

Organiser

- Institute for the Development of Education

Institutions which provide financial support to the Fair

Main partner

- The city of Zadar

Main institutional sponsor

- University of Zadar

Donors

- Agency for Mobility and the EU Programmes
- Croatian Chamber of Commerce
- Zadarska County

Other Fair Sponsor

Institutional sponsors

- Croatian Chamber of Commerce- County Chamber Zadar
- Ministry of Science and Education of the Republic of Croatia
- Ministry of Demography, Family, Youth and Social Policy
- Ministry of Economy
- Ministry of Labour and Pension System
- Ministry of Sea, Transport and Infrastructure
- Ministry of Tourism

Local media sponsors

- eZadar
- 057 Radio
- RivaOn

APPENDIX III: PHOTO GALLERY











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