



HIGHER EDUCATION AND SCHOLARSHIPS FAIR



Zagreb, October 17, 2017
Rijeka, October 19, 2017
RESULTS AND STATISTICS

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FOREWORD AND ACKNOWLEDGMENTS

The Institute for the Development of Education successfully organized the **13th Higher Education and Scholarships Fair** in Croatia, which was held on Tuesday, 17 October 2017 at the National and University Library in Zagreb and on Thursday, 19 October 2017 at the University departments building of the University of Rijeka.

As we will show in this report, this year's Fair was the most successful to date, with **over 70 exhibitors from 12 countries and over 10 000 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:

- **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**.
- **Donors:** It is a great honor that the importance of our Fair is recognized by our faithful donors, who enable the Fair each year with their support. We would especially like to thank the **Agency for Mobility and EU Programmes, the City of Rijeka and Primorje-Gorski Kotar County**.
- **Partner Country – Austria:**
This year, the Fair presented opportunities for studying, scholarships and professional training in the partner country – **Austria**. Austrian higher education institutions at the international level have a great reputation, and the Austrian higher education system offers a wide range of study programs: international bachelor, master and doctoral programs as well as an increasing number of programs in English. During the central presentation of **Fair Live, Study & Work in Austria – Scholarships, study programs and professional internships in Austria**, visitors had the opportunity to find out everything they wanted about life, study and work in Austria. In addition to presenting exhibitors from Austria, they could also talk to representatives of educational institutions from Austria on the possibilities of studying at their institutions and finding internships in the Austrian IT industry. The participation of Austria as a Partner Country at the Fair was made possible under the sponsorship of **Austria's Foreign Trade Office – Advantage Austria**.
- **Exhibitors:**
In addition to **22 exhibitors from Croatia**, this year's Fair presented **48 institutions from 12 countries in Europe, North America and Asia**.
- **Visitors:**
This year's Fair attracted **over 10,000 visitors** to two cities, Zagreb and Rijeka, of which the largest number of visitors were students and secondary school pupils.

- **Croatian Corner:**

For the second time there was a **Croatian Corner** at the Fair, i.e. the spatially separated part of the fair, where non-profit institutions and organizations granting scholarships for studying in Croatia were exhibiting. The aim of the Croatian Corner was to enable students to find out all the key information about scholarships available to them in Croatia.

At the Fair in Rijeka, we established the **Rijeka Corner**, a special, visually prominent and centrally located exhibition area of the Fair, where visitors had the opportunity to learn about the scholarships awarded by the University of Rijeka, the City of Rijeka and the Primorje-Gorski Kotar County.

- **Panel Discussion:**

The panel discussion featuring **7 600 new socio-economic and STEM scholarships for studying in Croatia** was attended by speakers from the Ministry of Science and Education, Croatian Telecom as well as students from the Faculty of Electrical Engineering and Computing, the Academy of Dramatic Art and the Faculty of Law of the University of Zagreb. The speakers spoke about the improved social dimension of higher education, increased completion in higher education in Croatia, and the impact of higher education on economic development. There was a debate about why socio-economic and STEM scholarships are important for higher education in Croatia. The panel also presented the basic conditions and criteria for awarding the scholarships for the academic year 2017/2018.

- **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 **12 student organizations**.

- **Online Fair**

The Online Fair was launched on the www.stipendije.info portal, where exhibitors present themselves through articles and multimedia content.

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 sponsors from various sectors: state institutions, higher education institutions, companies, local and regional institutions, foundations, student associations 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

Executive Director

Institute for the Development of Education

I. PARTNER COUNTRY: AUSTRIA

This year we presented opportunities for studying, scholarships and professional training in the partner country – **Austria**. According to UNESCO data, **Austria is ranked third among the number of Croatian students** who spend part of their studies abroad, making it an extremely popular destination for exchange of students and teachers. The participation of Austria as a Partner Country at the Fair was enabled under the sponsorship of **Austria's Foreign Trade Office – Advantage Austria**. Austrian higher education institutions at international level have a high reputation and the Austrian higher education system offers a wide range of study programs: international undergraduate and graduate programs, doctoral programs as well as an increasing number of programs in English.

As an educational destination, Austria offers:

- accredited, internationally oriented universities, faculties and educational institutions,
- practically oriented programs as well as international research networks,
- excellence in teaching and research,
- social peace and the unique quality of life,
- rich culture and intercultural openness.

There were more than **18 exhibitors from Austria** present at the Fair. In addition to presentations from the exhibitors, visitors had the opportunity to speak with representatives of higher education institutions from Austria on the possibilities of studying at their institutions and to familiarize Croatian students with studying in Austria. For the first time at the fair, besides Austrian higher education institutes, the renowned **Austrian companies from the IT sector** also presented the possibility of professional training in the STEM area. During the central presentation of Fair **Live, Study & Work in Austria – Scholarships, study programs and professional practice in Austria**, students had the opportunity to find out everything they wanted about life, study and work in Austria.



II. EXHIBITORS

Number and type of exhibitors

A total of **69 exhibitors** participated in the Fair. Exhibitors include both Croatian and foreign HE institutions, ministries, local government institutions, embassies and foreign cultural centers, companies, foundations and associations. Among the above mentioned, **22** were **Croatian** and **34** were **international** institutions.

Exhibitors presented their study programs, foreign language courses and exams, educational advising services and scholarships programs.

Number of countries presented at the Fair

The Fair presented both national higher education systems and study and scholarship opportunities at specific institutions in **12 countries** in Europe, North America and Asia:

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

Student associations

A total of **12 student associations** participated in Fairs in Zagreb and Rijeka, that were also partners in promoting the Fair. 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.

Rijeka Corner

At the Fair in Rijeka, we established the **Rijeka Corner**, a special, visually prominent and centrally located exhibition area of the Fair where visitors had the opportunity to learn about the scholarships awarded by the University of Rijeka, the City of Rijeka and the Primorje-Gorski Kotar County.

Croatian Corner

Due to positive reactions at the last year's Fair, for the second time there was a **Croatian Corner** at the Fair, i.e. the spatially separated part of the fair, where non-profit institutions and organizations granting scholarships for studying in Croatia were exhibited.

Non-profit organizations and foundations seek to facilitate access to higher education to under-represented and vulnerable social groups by awarding scholarships often. For this reason, the Institute for the Development of Education (IDE), as the organizer of the Fair, provided free exhibition sites for all non-profit organizations offering scholarships for studying in Croatia. The core idea for the IDE is that studying should be accessible to everyone and that everyone should have the opportunity to enroll and successfully complete higher education regardless of social status. The aim of introducing the Croatian Corner at the Fair was to enable students to find out all the key information about scholarships available to them in Croatia at one place and to support and contribute to the presentation of initiatives that advocate equal access to higher education for all students.

Exhibitors of this year's Croatian Corner were:

- Foundation for scholarships for Croatian veterans from the Homeland War and children of Croatian veterans from the Homeland War
- National Foundation for Support of Pupil and Student Standard
- Foundation New Tomorrow
- Rotary club Zagreb - Sesvete
- Soroptimist International Club Zagreb Center
- Confucius Institute at the University of Zagreb
- Humanitarian organization Dora
- Organization of Bosnian Croats „Prsten“

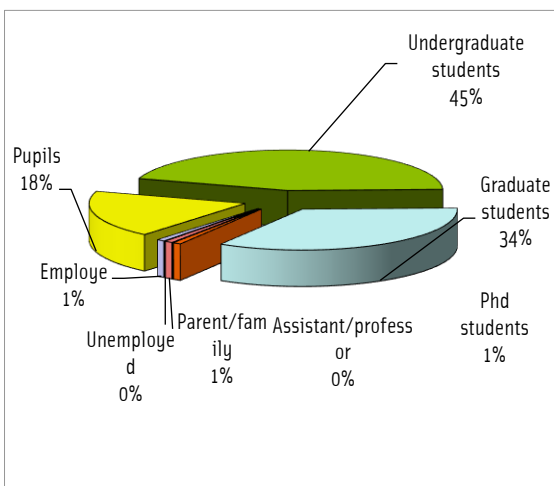


III. VISITORS

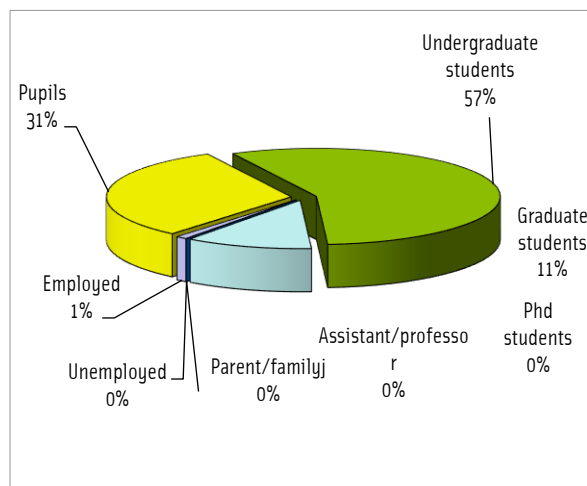
Around **10 000 visitors** attended this year's Fair (**7 000 in Zagreb** and **3 000 in Rijeka**). The Institute for the Development of Education conducted a survey among the visitors of the Fair to determine the visitors' profile and their interests, as well as their evaluation of the Fair's quality. **506** visitors participated in the survey and the results are listed below.

Visitors' profile

Visitors in Zagreb



Visitors in Rijeka



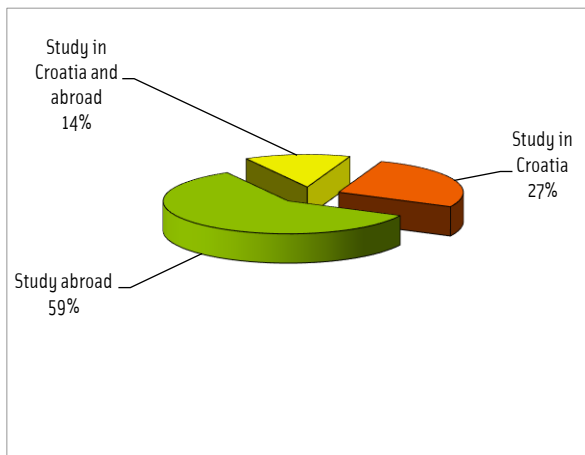
University students comprised around **68%** of all surveyed visitors; mostly undergraduate students (**50%**) and graduate students (**34% in Zagreb** and **11% in Rijeka**). **High school students** constituted around **30%** of the total number of Fair visitors in Rijeka and **20%** of visitors in Zagreb.

It should be noted that the Fair **attracted students from all fields of study** and that the visitors' profile corresponds closely to the actual structure of the student body in Croatia by academic field, apart from students from humanities and social sciences being underrepresented and technical sciences students being slightly overrepresented.

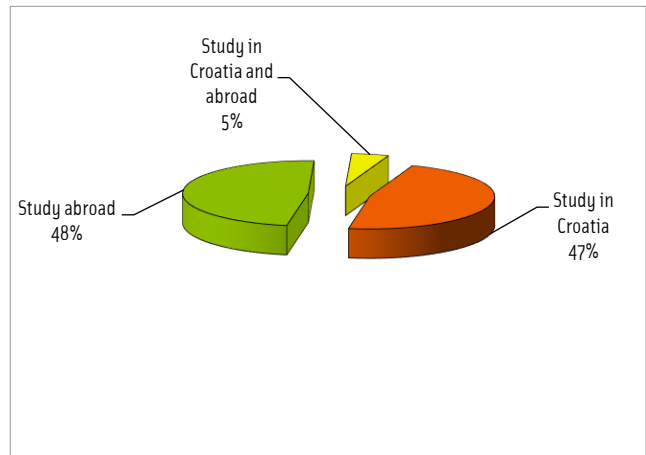
The profile of the visitors by academic field was the following: humanities and social sciences (21%), technical sciences (39%), natural sciences (4%), biotechnical sciences (14%), biomedicine and health studies (around 3%) and art (around 2%).

Visitors' interest according to place of study

Zagreb



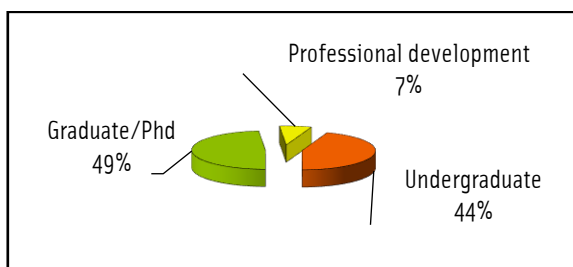
Rijeka



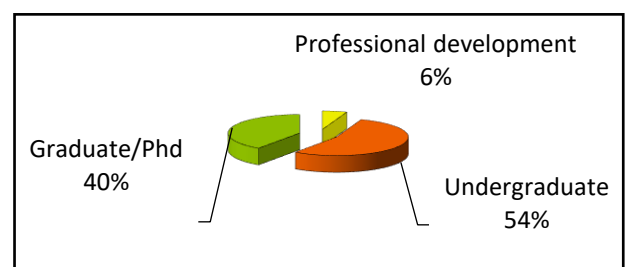
According to the survey results, most visitors are interested in studying and scholarships abroad (around 54%), but more than 37% of visitors are interested in studying and scholarships in Croatia.

Visitors' interest according to study level

Zagreb



Rijeka

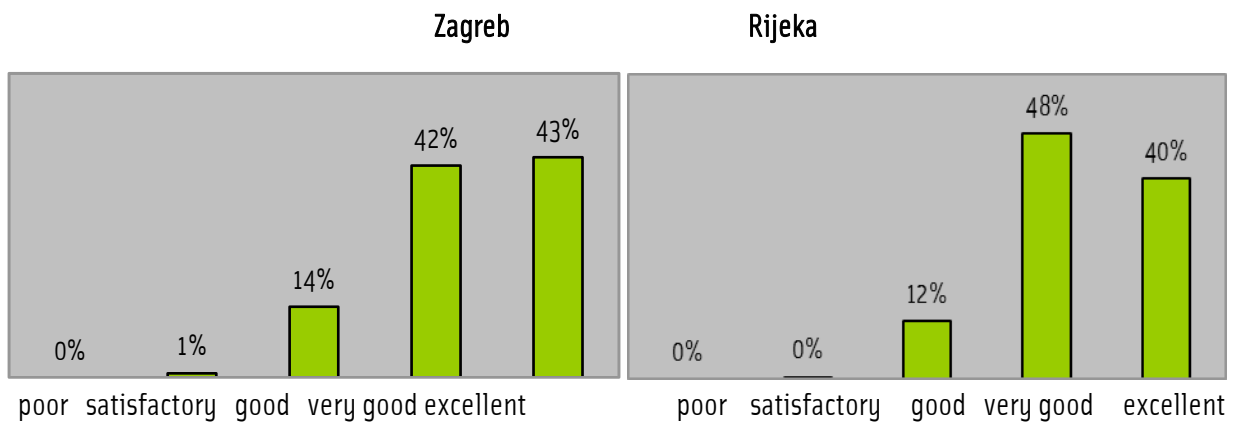


Since students were the majority of visitors, most visitors are looking for **scholarships for undergraduate studies (44% of visitors to Zagreb and 54% of visitors to Rijeka)**. However, there is certainly an interest in both graduate and doctoral studies (49% of visitors in Zagreb and 40% of visitors in Rijeka), as well as for vocational training (about 7%).

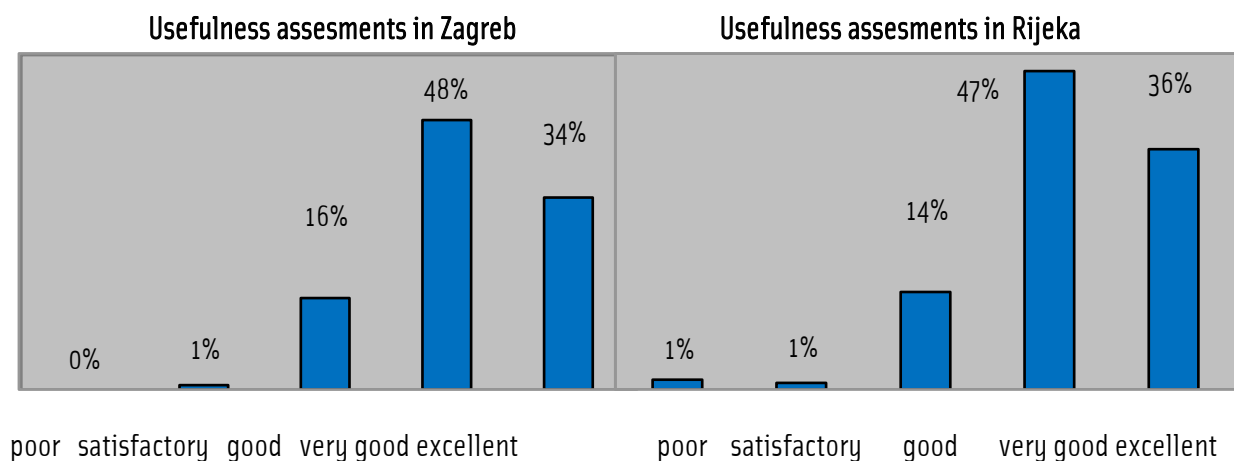
Visitors' assessment of the quality of the Fair

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 is recognized as the key event for the development of higher education in Croatia and the high quality of its organization was expressed by the majority of surveyed visitors.

85% of visitors in Zagreb and 88% in Rijeka described the Fair as "Excellent" or "Very good".



When asked about the usefulness of the Fair, **82% of visitors in Zagreb and 83% visitors in Rijeka** described the Fair as "Excellent" or "Very good".

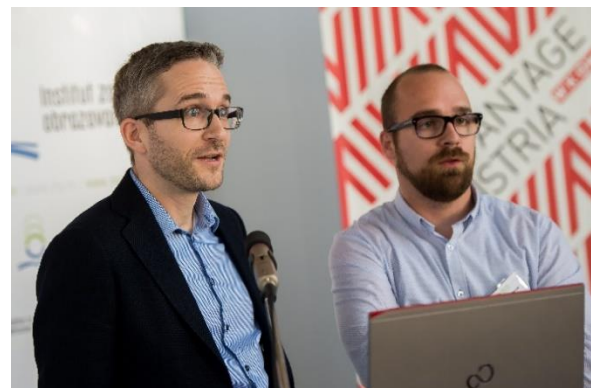


*Central presentation of the Fair: **Live, Study & Work in Austria - Scholarships, study programs and professional internships in Austria***

The central presentation of the Fair in Zagreb and Rijeka was devoted to presenting the **possibilities of studying in Austria**, the Partner Country of this year's Fair.

Representatives of the Partner Country presented **study programs and scholarship programs**, as well as opportunities for conducting **student professional practice** in Austrian IT companies. In addition to presentations from exhibitors, visitors had the opportunity to speak with representatives of higher education institutions from Austria on the possibilities of studying at their institutions and to familiarize themselves with studying in Austria.

For the first time at the fair, besides Austrian higher education institutes, renowned **Austrian companies from the IT sector** also presented to students of Croatian higher education institutions the **possibilities of professional training in the STEM area**.



Presentations and workshops

As part of the program in Zagreb and Rijeka, presentations were held by the **organizers, partners and sponsors** presenting the possibilities for studying and getting financial support in Croatia and abroad.

Students and pupils were able to get information on scholarships, exchange programs and application requirements, as well as study costs and financial planning during the lecture **"How to plan study costs on time"**, held by Institute for the Development of Education's educational advisor Maja Balen.

Representatives from the **Agency for Mobility and EU Programs** had a lecture entitled **"Europass and Euroguidance - your allies in getting a scholarship"**, where students could find out more about the tools in the application process for scholarships.

Representatives from the **Office for Mobility/Erasmus at the University of Rijeka** held a lecture where students could find out more about available Erasmus scholarships and applications. For all students who were thinking about studying and student internships abroad, there was an interesting and useful workshop on **"Study and Practice Abroad - Experiences and Tips?"** held by the Rochester Institute of Technology (RIT).



Workshops on standardized tests (TOEFL, SAT and GMAT)

Free workshops on standardized test necessary for enrolment into universities worldwide were held at the Fair in Zagreb. A preparatory courses teacher at the **Institute for the Development of Education Željka Gorički, prof.** held workshops on TOEFL, SAT and GMAT tests for all interested visitors in Zagreb. The workshops were attended by more than **50 high school and university students**



Special features of the Fair: MIG aircraft flying simulator and Speed dating with alumni

Special novelty of this year's program at the Fair was „Speed dating with alumni“, during which visitors had the opportunity to talk to Croatian alumni who studied abroad. Through their experiences, the visitors had the chance to get a detailed insight into studying possibilities, as well as practical advice on student life in different parts of the world.



Visitors of the Fair also had the opportunity to try out the **MIG aircraft flying 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. Visitors could try flying with the PC-9 training aircraft and the MiG-21 fighter aircraft.



V. ONLINE FAIR

The **Online Higher Education and Scholarships Fair** 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** presents detailed information about all the programs and institutions presented during the Fairs in Zagreb and Rijeka, and lasts from **September 2017 to September 2018** at the web portal http://www.stipendije.info/en/fair/on-line_fair



The screenshot shows the website interface for the Higher Education and Scholarships Fair. At the top, there is a banner for "Priprema i polaganje TOEFL iBT i GMAT testa" with a background image of a student writing. Below the banner, the "SAJAM STIPENDIJA I VISOKOG OBRAZOVANJA" logo is displayed. To the right, the event schedule is listed for three locations: ZADAR (16.05.2017., 11-17h), ZAGREB (17.10.2017., 10-18h), and RIJEKA (19.10.2017., 10-16h). A navigation menu includes links for "O Sajmu", "Zemlja partner", "Izagači", "Sponzori", "Program", "On-line sajam", "Donirajte", and "Kontakt". Below the menu, there is a breadcrumb trail: "Početna stranica > Sajam stipendija i visokog obrazovanja > On-line sajam". The main heading "On-line sajam" is prominently displayed. To the right, there is a section titled "Rezultati i statistike 2016." with a small icon of a building, and the text "Sajam stipendija i visokog obrazovanja".

VI. MEDIA COVERAGE

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

Every year, the Fair has great success in terms of media coverage. This year, the Fair continued this positive trend, and twelve press releases that were sent to announce the Fair resulted in **115 articles, reports and announcements** published in the Croatian press, TV and radio stations, as well as online media and news portals:

- **Television: 10 reports** were broadcasted on Croatian TV stations. The biggest media success of the Fair was the featuring of reports about the Fair 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 the following local and regional TV stations: *Mreža TV, Z1, Kanal RI, TV Istra* and others.
- **Radio:** Total of **25 reports** were broadcast, among which were those at the national radio station Croatian Radio 1, regional stations Enter Zagreb, Antena Zagreb, Soundset Plavi, Radio Sljeme, Laganini FM, Hrvatski Radio - Rijeka, Totalni FM Rijeka and others.
- **Internet portals:** High visibility of the Fair was also ensured on the internet portals and webpages of key institutions. In total, more than **80 announcements** and articles were published on internet portals and sites, which is why the Internet is a very important media for spreading information about the Fair. Among the important results we highlight the following:
- **National media websites such as** HRT, Večernji list, Lider, as well as popular news outlets such as T-portal and H-Alter. The Fair was also excellently covered by students media nad portals: Srednja.hr, Studentski.hr, Global, Škole.hr, X-ica, Moj faks and TV Student. News on the Fair was also covered by regional portals such as Ekvarner.info, Glas -Slavonije.hr, Mojarijeka.hr etc.
- **Institution websites:** It is significant that all sponsors of the Fair promoted the event and its pages as well as a large number of Croatian universities and secondary schools. The Fair's promotion campaign also ensured that numerous members of the University of Zagreb and the University of Rijeka published the news about the Fair.
- **Video footage** of the Fair published on TV and radio will be available at <https://vimeo.com/irohr/videos>, and clips from print and electronic media www.iro.hr/hr/odnosa-odnosi-s-javnoscu/isjecci-iz-medija/.



Visibility on social media

The media campaign aimed at informing the fair was also conducted via **Facebook's Tražim stipendiju page** (www.facebook.com/trazim.stipendiju), followed by **more than 18,800 fans**. In the period from 12 September 2017 until 19 October 2017 3 posts per day were published with exhibitor information and Fair program.



Zagreb • utorak, 17.10.2017. • 10-18 sati • Nacionalna i sveučilišna knjižnica u Zagrebu
Rijeka • četvrtak, 19.10.2017. • 10-16 sati • Kampus Sveučilišta u Rijeci zgrada Sveučilišnih odjela

APPENDIX I: List of exhibitors

Partner Country: Austria

- Alpen-Adria-Universität Klagenfurt
- CAMPUS 02 Fachhochschule der Wirtschaft GmbH
- FH Joanneum GmbH, FH Joanneum University of Applied Sciences
- Fachhochschule Wiener Neustadt für Wirtschaft und Technik GmbH
- FH Kärnten - Carinthia University of Applied Sciences
- University of Applied Sciences Upper Austria
- New Design University - Privatuniversität St. Pölten
- Vienna Publishing
- Tourismusschulen Bad Gleichenberg, SteirischerHotelfachschulverein
- Embassy of the Republic of Austria, Trade Department
- AURIS Consult GmbH
- AviBit GmbH / ADB Safegate
- EBCONT enterprise technologies GmbH
- has•to•be gmbh
- Inandout - Distribution GmbH
- Lakeside Science & Technology Park GmbH
- MIC Datenverarbeitung GmbH
- RadarServices Smart IT-Security GmbH
- STRABAG AG
- BRVZ d.o.o.

Denmark and Netherlands

- Study Abroad: Denmark and Holland

France

- French Embassy in Zagreb
- CESI enseignement supérieur et formation professionnelle

Croatia

- Agency for Mobility and EU Programs
- Effectus Studies Finance and Law
- Erste&Steiermarkische bank
- Experience Education
- Foundation for scholarships for Croatian veterans from the Homeland War and children of Croatian veterans from the Homeland War
- City of Rijeka
- National Foundation for Support of Pupil and Student Standard
- New Tomorrow Foundation
- Foundation „Unity with Knowledge“
- Soroptimist International Club Zagreb Center
- Croatian Foundation for Education of Visually Impaired „Marko Brkić“
- Humanitarian Organization Dora
- Confucius Institute at the University of Zagreb
- LIDL Croatia
- Ministry of Defense of the Republic of Croatia
- Ministry of Science and Education
- Primorje-Gorski Kotar County
- Student Committee of the University of Rijeka
- University of Rijeka
- Zagrebačka banka
- Zagreb School of Economics and Management
- Prsten Foundation

Italy

- Università luav di Venezia

Japan

- Embassy of Japan in Zagreb

Canada

- Embassy of Canada in Croatia

Germany

- DAAD - German Academic Exchange Service
- The Committee on Eastern European Economic Relations and German-Croatian Industrial and Trade Chamber

United States of America

- EducationUSA
- Rochester Institute of Technology

Slovenia

- Alma Mater Europaea
- Graduate School of Government and European Studies
- European Faculty of Law
- University of Ljubljana
- University of Maribor
- University of Primorska
- University of Nova Gorica
- International Postgraduate School Jožef Stefan

Switzerland

- Hotel and Tourism Management Institute
- BHMS Business & Hotel Management School
- Swiss Education Group

United Kingdom

- Uniworld
- British Council Hrvatska
- University of Kent
- University of Essex
- University College Birmingham
- Nottingham Trent University

Student Associations

- AEGEE Zagreb
- AIESEC Zagreb
- AIESEC Rijeka
- BEST Zagreb
- KSS Discrepancy
- ELSA Zagreb
- eSTUDENT
- Financial Club
- IAESTE Zagreb
- USBRi - Biotechnology Students Association
- Student Committee of the University of Rijeka

APPENDIX 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

Donors and supporting institutions

- Ministry of Science and Education
- Agency for Mobility and EU Programs
- City of Rijeka
- Primorje-Gorski Kotar County

Partner Country

- Embassy of Austria

Golden sponsor

- Rochester Institute of Technology

Institutional sponsors

- The President of the Republic of Croatia
- Ministry for Demography, Family, Youth and Social Policy
- Ministry of Economy, Entrepreneurship and Trade
- Ministry of Labour and Pension System
- Ministry of Maritime Affairs, Transport and Infrastructure of the Republic of Croatia
- City of Zagreb
- Zagreb County
- Croatian Employers Association
- Croatian Employment Service
- Foundation for scholarships for Croatian veterans from the Homeland War and children of Croatian veterans
- Agency for Science and Higher Education
- Libraries of the City of Zagreb
- Croatian Telecom

Media sponsors

- Novi list
- T-portal
- Lider
- ENTER Zagreb
- Školske novine
- Global
- Srednja.hr
- Studentski.hr
- Televizija student
- Radio Student
- H-alter
- Škole.hr
- Radio 057 i 057 Info
- X-ica
- MojFaks.com
- Radio Sova
- EduCentar
- Wish.hr
- Profitiraj.hr
- HRT Radio Zadar
- Riva On
- Zadarski portal

Partners in promotion

- B1 PLAKATI
- AEGEE Zagreb
- AIESEC Zagreb
- AIESEC Rijeka
- CroMSIC
- BEST Zagreb
- KSS Discrepancy
- ELSA Zagreb
- eSTUDENT
- FOSS-MedRi Đ Faculty of Medicine at the University of Rijeka Students' Committee
- Lawyer
- ESN Zagreb
- Financial Cklub
- IAESTE Zagreb
- BIUS Đ Biology Students Association
- USBRi - Biotechnology Students Association
- Student Committee of the University of Rijeka

APPENDIX III: PHOTO GALLERY

Fair in Zagreb



APPENDIX III: PHOTO GALLERY

Fair in Rijeka





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