

HIGHER EDUCATION

and Scholarships Fair

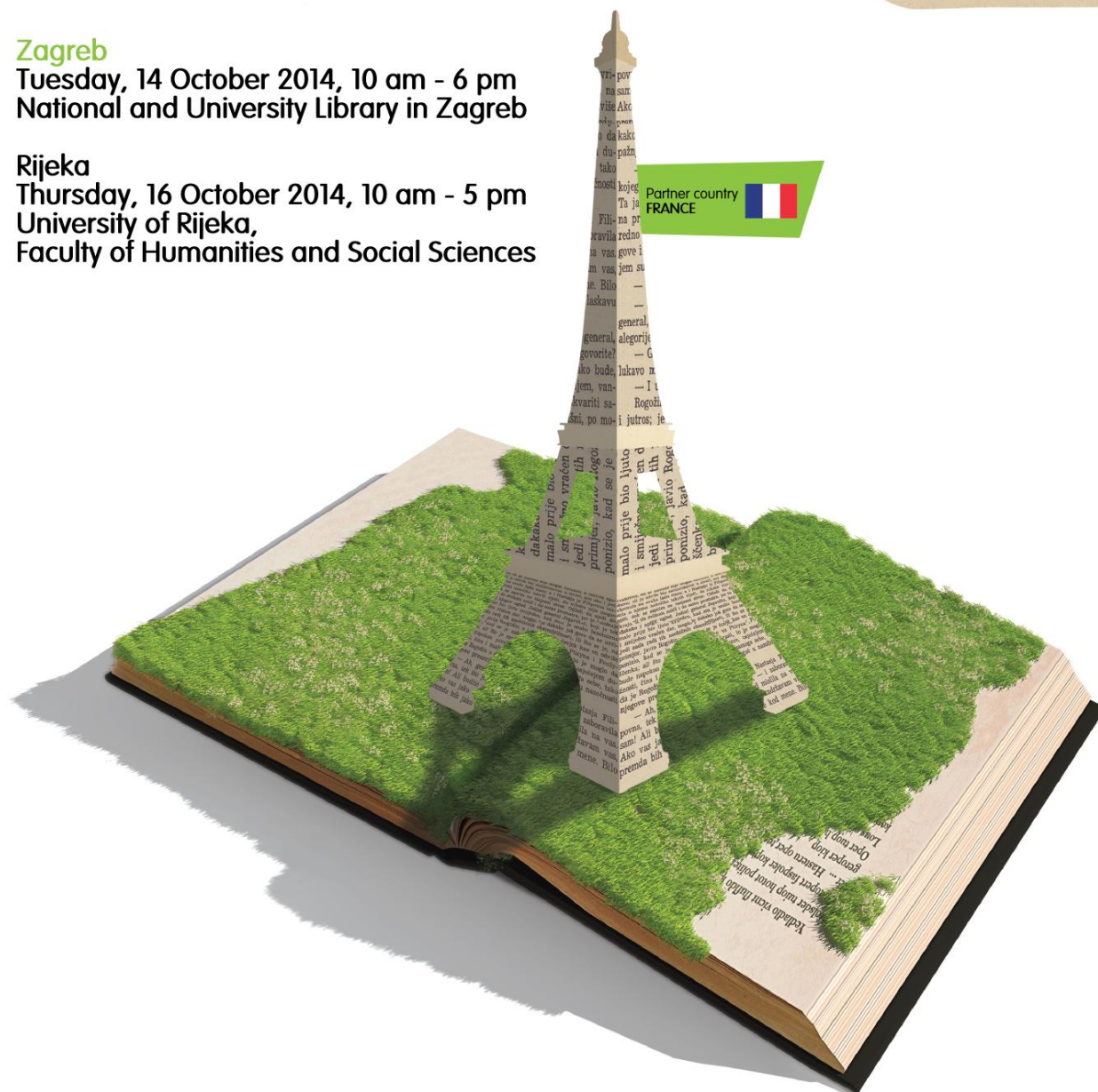
Zagreb

Tuesday, 14 October 2014, 10 am - 6 pm
National and University Library in Zagreb

Rijeka

Thursday, 16 October 2014, 10 am - 5 pm
University of Rijeka,
Faculty of Humanities and Social Sciences

Partner country
FRANCE



Institute for the
Development of Education

Results and statistics

TABLE OF CONTENTS

Foreword and acknowledgments	1
I. Exhibitors and featured programs	2
II. Visitors.....	4
III. Round table and guest speakers.....	7
IV. Lectures and workshops; student organizations	9
V. Online Fair and webinars	10
VI. Media coverage.....	11
Appendix I: List of exhibitors in Zagreb and Rijeka	13
Appendix II: Organizer and partners of the Fair	15

Foreword and acknowledgments

The Institute for the Development of Education organized the 10th Higher Education and Scholarships Fair in Croatia, which was held on Tuesday, 14 October 2014 at the National and University Library in Zagreb and on Thursday, 16 October 2014 at the Faculty of Humanities and Social Sciences of the University of Rijeka.

As we will show in this report, this year's Fair was the largest to date, with 70 exhibitors and as many as 11,000 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 - France:** This year's Fair presented France as its Partner country. France is one of the world's most popular study destinations, attracting more than 278.000 international students and with as many as 21 universities that are ranked among the world 500 top universities according to the Shanghai rankings.
- **International exhibitors:** In addition to 17 exhibitors from Croatia, this year's Fair presented 53 institutions from 17 countries in Europe, North America, Middle East and Asia.
- **Distinguished guest speakers:** A popular science lecture was held by prof. Stanislav Duško Ehrlich (National Institute for Agronomy Research, INRA), an internationally renowned Croatian-French scientist, while prof. Christiane Keriél, representative of the French Ministry for Higher Education and Research, held a lecture on the benefits of the French system of higher education.
- **Round table on education policy:** Entitled "*Increasing the Accessibility of Higher Education through Student Support - Achieving the Goal of the New Strategy of Education, Science and Technology*", the round table focused on improving the Croatian student standard and the implications of student support system on access to higher education in Croatia. The panel was attended by representatives of the Ministry of Science, Education and Sports, universities and other experts.
- **Student organizations:** Student organizations offer many opportunities for international mobility and a variety of activities to develop skills and competencies that are important for students' careers. At the fairs in Rijeka and Zagreb, 22 student organizations presented their diverse programs.
- **Online Fair and webinars:** Following the Fairs in Zagreb and Rijeka, the Online Fair was launched on the Fair's official web site which allowed 8 exhibitors from 4 countries to present their study programs and financial support opportunities and as well as the participants from all regions of Croatia to ask questions and participate in discussions.

The organization of this year's Fair, like all previous ones, would not be possible without the support of the Fair's partners, sponsors and donors. The organization of the Fair is a result of partnership with more than 60 institutions, as well as the involvement of many volunteers, which we hereby thank for their support and cooperation.

Ninoslav Šćukanec
Executive Director
Institute for the Development of Education

I. EXHIBITORS AND FEATURED PROGRAMS

Number of exhibitors and featured programs

A total of **70 exhibitors** participated in the Fair (56 exhibitors in Zagreb and 37 in Rijeka). Exhibitors encompassed both local and international higher education institutions, ministries, local government institutions, embassies and foreign cultural centers, companies, foundations and associations. Among the above mentioned, 17 were Croatian and 53 were international institutions.

Exhibitors presented their study programs, foreign language courses and exams, educational advising services and scholarships programs. More than **5,500 scholarships** will be awarded through programs presented at the Fairs: more than 2,000 for study abroad (including scholarships for more than 1,900 students and professors through the ERASMUS program), and more than 3,500 for study in Croatia (including more than 3,000 through two Government 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 **17 countries** in Europe, North America, Middle East and Asia:

- France (Partner Country)
- Austria
- Belgium
- Canada
- Croatia
- Denmark
- Estonia
- Germany
- Hungary
- Italy
- Japan
- Netherlands
- Slovenia
- Switzerland
- United Arab Emirates
- United Kingdom
- United States of America



Partner country: France

France represents the 5th most developed economic market and one of the most popular study destinations in the world. It attracts more than 278,000 international students, which makes France the fourth most attractive country in the world for international students according to OECD data on student mobility. According to the *Academic Ranking of World Universities* (the so-called Shanghai rankings) France has as many as 21 universities that are ranked among the top 500 in the world, with four universities ranked among the top 100 in the world.

As Partner country of the Fair, France was presented through a diverse program that consisted of:

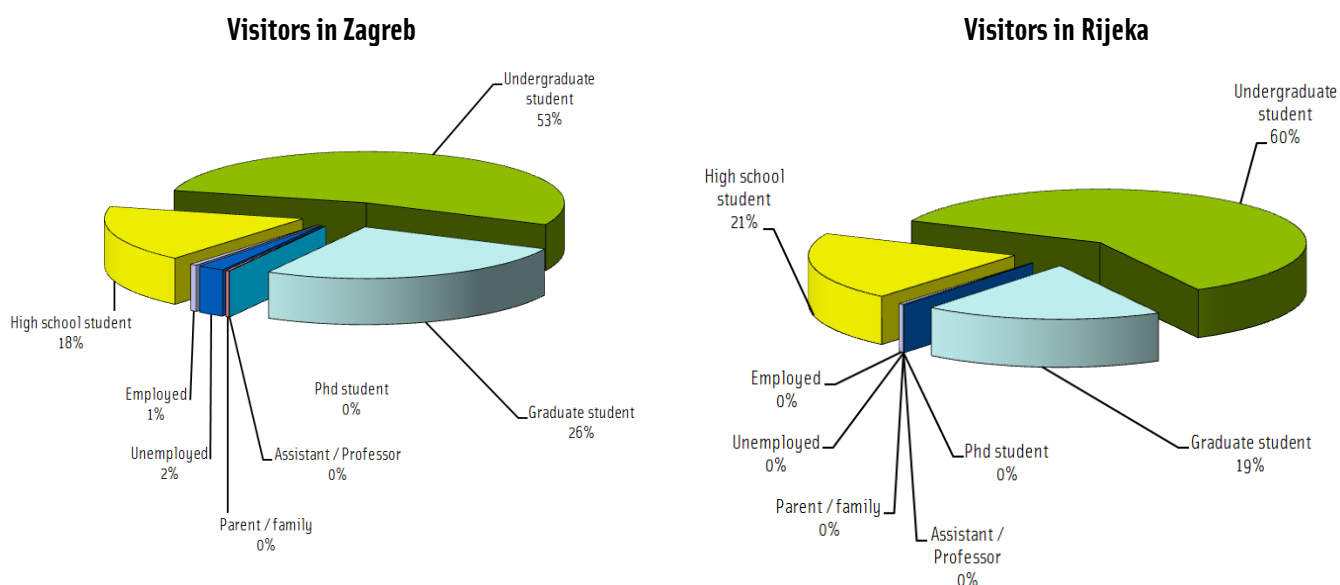
- **Exhibitor institutions:** The Fair was attended by 10 French exhibitors that presented information on study opportunities in France, including study programs, scholarships and language learning opportunities:
 - *Audencia Nantes Ecole de Management*
 - *CIFE Centre international de formation européenne* (exhibitor of the Online Fair only)
 - Embassy of the French Republic
 - *Espace Campus France Croatie*
 - *Groupe ESA, Ecole Supérieure d'Agriculture*
 - *Institut d' Etudes Politiques de Paris, Sciences Po*
 - *Institut Français de Zagreb*
 - *MOD'ART International*
 - *Université de Toulouse, Jean Jaurès*
 - *Université d'Orléans*
- **Partner Country Pavillion:** Representatives of the Embassy of the French Republic and Institut Français de Zagreb provided information on study opportunities and scholarships in France to the visitors of the Fair. Visitors also had the opportunity to speak with the alumni of the scholarships program of the French government, as well with the representatives of Alliance française.
- **Guest speakers:** Lectures on top study opportunities and scientific achievements in France were held by two distinguished guest speakers, prof. Stanislav Dusko Ehrlich (National Institute for Agronomy Research - INRA), an internationally renowned Croatian-French scientist, and prof. Christiane Kerial (Advisor to the Director General for Higher Education, Ministry for Higher Education and Research). *More information about these events is available as a separate chapter of the report.*



II. VISITORS

11,000 visitors attended this year's Fair (8,000 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. 609 visitors participated in the survey and its results are listed below.

Visitors' profile

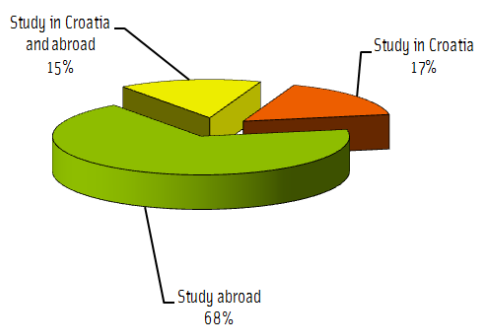


University students comprised around 80% of all surveyed visitors, and high school students around 20%. It should be emphasized that the visitors' profile corresponds closely to the actual structure of the student body in Croatia by academic field. The profile of the visitors by academic field was the following: **humanities and social sciences** (58%), **technical sciences** (24%), **biomedicine and health studies** (around 5%), **natural sciences** (6%), **biotechnical sciences** (6%) and **art** (around 1%).

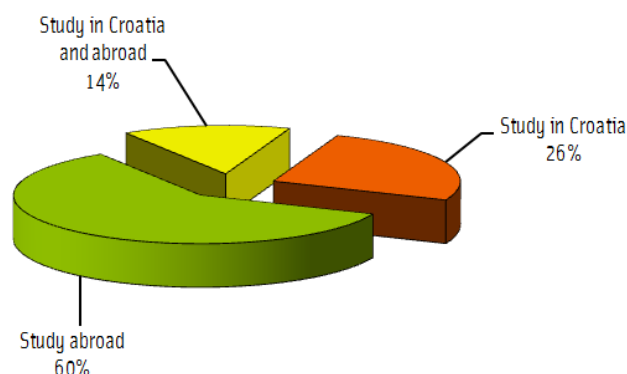


Visitors' interest according to place of study

Visitors in Zagreb



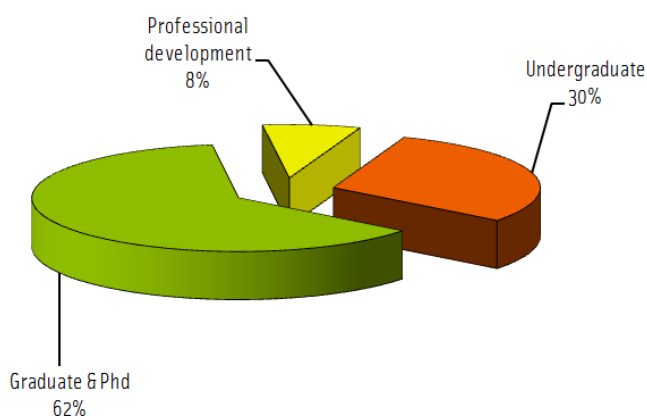
Visitors in Rijeka



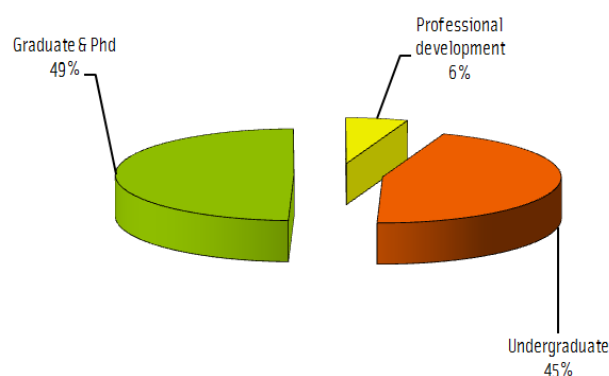
According to the survey results, the majority of visitors were interested in study abroad (65%), while more than 35% of visitors were also interested in study opportunities in Croatia.

Visitors' interest according to study level

Visitors in Zagreb



Visitors in Rijeka



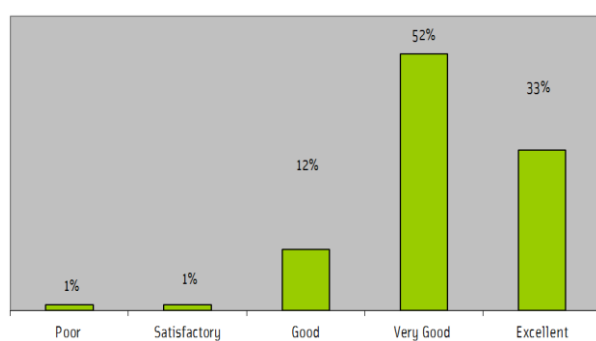
Since current university students represented the largest number of visitors, the majority of visitors were interested in programs at the graduate and doctoral level. However, there was also a significant interest for undergraduate studies (30% of visitors in Zagreb and 45% of visitors in Rijeka), as well as professional development opportunities (around 7%).



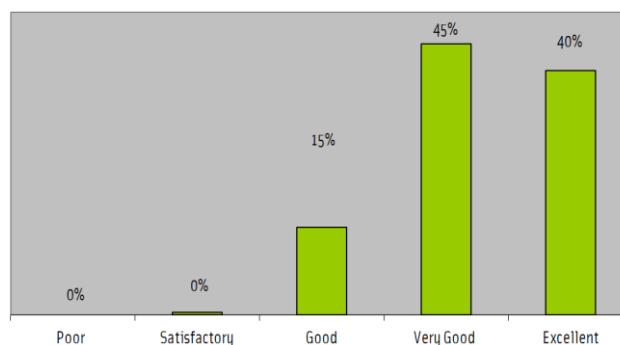
Visitors' assessment of the quality of the Fair

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**, with 85% of visitors in Zagreb and in Rijeka describing the Fair as "Excellent" or "Very good".

Visitor Assessment in Zagreb



Visitor Assessment in Rijeka



III. ROUND TABLE AND GUEST SPEAKERS

Apart from presenting study opportunities in Croatia and abroad, the second objective of the Fair was to open a debate among experts and the broader public on current issues related to higher education policies in Croatia. The central theme of this year's Fair was the improvement of the student standard in Croatia through measures foreseen by the latest Strategy of Education, Science and Technology of Croatia.

Round table "Increasing the Accessibility of Higher Education through Student Support - Achieving the Goal of the new Strategy of Education, Science and Technology"

The round table discussion at the Higher Education and Scholarships Fair focused on the measures for improvement of the system of student support in light of the passing of Croatia's new Strategy for Education, Science and Technology in October 2014. The speakers at the round table included representatives of the Ministry of Science, Education and Sports, University of Zagreb and Rijeka, student representatives as well as representatives of the Institute for the Development of Education, who discussed the role of direct (scholarships, loans) and indirect financial support mechanisms (subventions) in increasing access to higher education, as well as means to reform the student support system that would ensure the social dimension and equal access to higher education in Croatia.

The round tables held in Zagreb and Rijeka were attended by the following speakers:

- Luka Juroš, Head of Sector for Higher Education Operations and Student Support, Ministry of Science, Education and Sports
- Deniza Drusany, Head of the Student Counselling and Support Center, University of Zagreb
- Željka Nenadić Tabak, Head of Sector for Student Standard, Ministry of Science, Education and Sports
- prof. dr. sc. Snježana Prijic Samaržija, Vice Rector for Students and Studies at the University of Rijeka
- Hana Grubišić, Vice President of Student Council, University of Rijeka
- mr.sc. Ninoslav Šćukanec, Executive Director, Institute for the Development of Education
- Thomas Farnell, Programme Manager, Institute for the Development of Education



Keynote Speaker of the Fair: prof. Stanislav Dusko Ehrlich, National Institute for Agronomy Research



The keynote speaker of the Fair, Professor Stanislav Dusko Erlich (National Institute for Agronomy Research, INRA), one of the leading Croatian scientists in France, gave a lecture on the latest scientific developments in the field of intestinal microorganisms, their influence on human health and diseases.

Stanislav Dusko Ehrlich was trained in Organic Chemistry at the University of Zagreb, Croatia and obtained PhD degree in Biochemistry at the University Paris VII, France. He founded and directed Microbial Genetics Research Unit and the Microbiology Department at the National Institute for Agricultural Research (INRA). He is Research Director Emeritus at INRA, Professor and Director of the Center for Host Microbiome Interactions at King's College London and Chief Scientific Officer of Enterome. He is laureate of the career INRA Excellence of the Agricultural Research Award and winner of the Grand Prix de la Duca of the French Academy for microbiome research, member of the Croatian Academy of Sciences and Arts, French Academy of Agriculture, the European Molecular Biology Organisation and the American Academy of Microbiology and is Chevalier de l'Ordre National du Mérite and Légion d'Honneur.

Central Lecture of the Fair: Higher Education and Research in France and Scholarships of the French Government

The central lecture of the Fair was held by Professor Christiane Keriél, Advisor to the General Directorate of Higher Education at the French Ministry for Education and Research. Her lecture focused on the benefits and scholarships of the French higher education system for students and researchers. Professor Keriél represented the reform measures undertaken in the French education system with the aim of advancing excellence and the autonomy of universities, developing clusters of excellence, increasing investment in higher education and infrastructure of the universities as means of attracting international students and encouraging international cooperation of the French higher education institutions.



Christiane Keriél graduated in Biology at the University of Grenoble, where she also obtained her Phd in 1987. The area of her scientific interest include General Biology and Physiology, cell nerves, Muscle and Cardiac Physiology and Bioenergetics. She served as the Head of the Biology Department as well as Vice-Rector of the University of Grenoble. Since 2007 she has been serving as the Advisor to the General Directorate of Higher Education at the French Ministry for Education and Research. She is member of the Administrative Council of the Institute of Research for Development (IRD) as well as of the higher education institution Mines-Paris-Tech.

IV. LECTURES AND WORKSHOPS; STUDENT ORGANIZATIONS

Exhibitors' presentations

The program of the Fair featured sponsor and partner presentations on study opportunities and scholarships in France, scholarships and exchange programs of the University of Zagreb and the University of Rijeka, scholarships of Dukat Dairy Industry Inc. for postgraduate study in France, as well as the opportunities to study at RIT campuses in Dubrovnik, Zagreb, Dubai and Rochester. 350 visitors attended the presentations in Zagreb and Rijeka.



Workshops on standardized tests (TOEFL, SAT/ACT, GMAT/GRE)

Free workshops on standardized test necessary for enrollment into universities worldwide were held at the Fair in Zagreb. A preparatory courses teacher at the Institute for the Development of Education held three 30-minute workshops on TOEFL, SAT/ACT and GMAT/GRE test for all interested visitors. The workshops were attended by 90 high school and university students.

Student organizations

22 student organizations exhibited at the Fair in Zagreb and Rijeka, presenting numerous programs and activities for students including opportunities for participation in international student exchanges, conferences and internships abroad, as well as numerous initiatives and actions organized in Croatia.

V. ONLINE FAIR AND WEBINARS

Online Fair

The Online Fair provides an interactive virtual representation of study programs, scholarships, and other services related to studying in Croatia or abroad. The Online Fair presents detailed information about all the programs and institutions presented during the Fairs in Zagreb and Rijeka, and lasts from 1 November 2014 to 30 April 2015 at the web portal http://www.stipendije.info/en/fair/on-line_fair.



Online lectures (webinars)

Eight exhibitors from France, Slovenia, Croatia and the United States will present their study and financial aid programs through webinars at the web portal www.stipendije.info during the Online Higher Education and Scholarships Fair.

Webinars provide a simple and free-of-charge access to visitors from all regions of Croatia to information about international universities and Croatian organizations that offer study or financial aid programs, and other educational services. Through the webinars, exhibitors can also directly interact with and answer questions from participants.

VI. MEDIA COVERAGE

Media coverage (TV, radio and press)

Every year, the Fair achieves a great success in terms of media coverage. This year, the Fair continued this positive trend, and eight press releases that were sent to announce the Fair resulted in **59 articles, reports and announcements** published in the Croatian press, TV and radio stations.

- **Television:** 16 reports were broadcast on Croatian TV stations. The biggest media success of the Fair was the featuring of reports about the Fair in the central news programs of the national TV stations *HTV1* and *Nova TV*. The Fair was also covered through reports on popular programs on the *HTV 1* television station, including on the daily shows *Hrvatska uživo* and *Dobro jutro Hrvatska*. Overall, media coverage of the Fair was extensive and included, apart from the above mentioned, reports on the following local and regional TV stations: *Jabuka TV*, *Mreža TV*, *Z1TV*, *Kanal RI* and others.
- **Radio:** 27 reports were broadcast on Croatian radio stations, including *Otvoreni Radio*, *Croatian Radio 1* and *Croatian Radio 2* (national stations), as well as *Radio Sljeme*, *Radio Rijeka* and *Antena Zagreb* (regional stations).
- **Press:** 16 articles were published in the national newspapers such as *Večernji list*, *Slobodna Dalmacija*, *Jutarnji list* and *Novi list*, as well as in numerous regional and local newspapers.

Videos of all TV reports are available online (from 30 November 2014) at: <http://vimeo.com/channels/425130> and all radio reports are available at: <http://vimeo.com/channels/425133>. All press clippings are also available at: www.iro.hr/hr/o-nama/odnosi-s-javnoscu/isjeci-iz-medija/.



Visibility on the Internet

The Institute for the Development of Education ensured high visibility of the Fair on the web sites of relevant institutions. **80 announcements and articles** were published on Internet portals and web sites, thereby making the Internet the key media for dissemination of information about the Fair. The most significant results are listed below:

- **Internet portals:** 40 articles and announcements were published on popular news portals, such as *T-portal*, *Index.hr*, *Srednja.hr* and *H-Alter*, as well as on web sites of national media such as *HRT*, *Večernji list*, *Lider* and *Novi List*.
- **Institutions' web sites:** It is important to note that all of the Fair's sponsors promoted the event on their respective web sites, as well as the majority of Croatian universities. An extensive information campaign ensured the announcements were published on a large number of web sites of university departments and units in Zagreb and Rijeka.

Visibility on social networks

An extensive promotional campaign was also carried out through Facebook page *Tražim stipendiju* ("I'm Looking for a Scholarship") (www.facebook.com/trazim.stipendiju) which has **13,640 fans**.



APPENDIX I: LIST OF EXHIBITORS IN ZAGREB AND RIJEKA

Partner Country: France

- Audencia Nantes School of Management
- CIFE Centre international de formation européenne
- Embassy of the French Republic
- Espace Campus France Croatie
- Groupe ESA, Ecole Supérieure d'Agriculture
- Institut d' Etudes Politiques de Paris, Sciences Po
- Institut Français de Zagreb
- MOD'ART International
- Université d'Orléans
- Université de Toulouse , Jean Jaurès

Austria

- Austrian Embassy, Austrian Trade Commission
- Fachhochschule Salzburg
- Fachhochschule des BFI Wien
- Fachhochschule Wiener Neustadt
- FH JOANNEUM, University of Applied Sciences
- INNES - International Network for Educational Support ITM - International College of Tourism & Management
- MODUL University Vienna
- New Design University
- The Cool Tool
- Wirtschaftsuniversität Wien, WU Executive Academy

Belgium

- Vrije Universiteit Brussel

Canada

- Global TESOL College
- Embassy of Canada / Ambassade du Canada

Croatia

- Adris Foundation
- Agency for Mobility and EU Programs
- ARANEA agencija za savjetovanje i marketing

- City of Rijeka
- Dukat Dairy Industry Inc.
- Erste&Steiermarkische bank
- Faculty of Tourism and Hospitality Management, University of Rijeka
- Institute for the Development of Education
- LIDL Croatia
- Ministry of Defence of the Republic of Croatia
- Ministry of Science, Education and Sports
- Primorje-Gorski Kotar County
- RIT Croatia
- University College of AGORA
- University of Rijeka
- University of Zagreb
- Zagreb School of Economics and Management

Denmark

- Study in Denmark
- University of Southern Denmark

Estonia

- Dream Foundation

Germany

- Committee on Eastern European Economic Relations, Berlin and German-Croatian Chamber of Industry and Commerce
- DAAD - German Academic Exchange Service
- Jacobs University Bremen

Hungary

- Central European University

Italy

- MIB School of Management
- Università degli Studi di Trieste

Japan

- Embassy of Japan in the Republic of Croatia

Netherlands

- NHTV Breda University of Applied Science
- VU University Amsterdam

Slovenia

- University Area of Novo Mesto
- University of Primorska
- University of Nova Gorica

Switzerland

- Hotel and Tourism Management Institute

United Arab Emirates

- New York University Abu Dhabi

United Kingdom

- Aberystwyth University
- British Council Croatia
- King's College London
- University College Birmingham
- University of Essex
- UniWorld

United States

- California International Business University
- Emporia State University
- Florida Institute of Technology
- Mountain Language Institute
- University of California, San Diego
- U.S. Embassy in Zagreb

Student organizations (Croatia)

- AEGEE Zagreb
- AIESEC Croatia
- AIESEC Rijeka
- Anomija, Sociology Students' Association
- BIUS, Biology Students' Association
- Board of European Students of Technology BEST- Zagreb
- CroMSIC (Croatian Medical Students' International Committee) Rijeka
- CroMSIC (Croatian Medical Students' International Committee) Zagreb
- Croatian Council of Students of Universities and University Colleges of Applied Sciences
- Croatian Student Association
- ELSA (European Law Students' Association) Rijeka
- eSTUDENT
- Erasmus Student Network Zagreb
- European Law Students' Association Zagreb
- Financial Club
- FOSS MedRi
- IAESTE Croatia, Rijeka
- IAESTE Croatia, Zagreb
- PRIMUS
- Pravnik, Law Students' Association
- Rijeka University Sports Association
- University of Rijeka Student Union



APPENDIX II: ORGANIZER AND PARTNERS OF THE FAIR

Organizer

- Institute for the Development of Education

Partner country

- Embassy of the French Republic
- Espace Campus France Croatie
- Institut Français de Zagreb

Main partner

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

Gold sponsor

- Dukat Dairy Industry Inc.

Silver sponsors

- RIT Croatia
- UniWorld

Donors and supporting institutions

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

Supporting institutions

- The President of the Republic of Croatia
- Ministry of Economy
- Ministry of Labor and Pension System
- Croatian Rectors Conference
- Croatian Council of Universities and University Colleges of Applied Sciences
- Croatian Chamber of Economy
- Croatian Employers Association

Media sponsors

- Večernji list (daily national newspaper)
- Novi list (daily national newspaper)
- T-portal (news portal)
- Lider (weekly business magazine)
- Radio Rijeka (local branch of Croatian national radio)
- Školske novine (weekly newspaper specialized on education)
- H-alter (web portal on social and current affairs)
- Škole.hr (web portal for schools)
- Srednja.hr (web portal for high school students)
- Studentski.hr (web portal for university students)
- Televizija Student (student TV station)
- Radio Student (student radio station)
- Radio Sova (student radio station)

Promotional partners

- AEGEE (European Students' Forum) Zagreb
- AIESEC (International Association of Students in Economic and Commercial Sciences) Rijeka
- AIESEC (International Association of Students in Economic and Commercial Sciences) Zagreb
- BEST (Board of European Students of Technology) Zagreb
- BIUS (Biology Students Association)
- CroMSIC (Croatian Medical Students' International Committee) Rijeka
- CroMSIC (Croatian Medical Students' International Committee) Zagreb
- ELSA (European Law Students' Association) Rijeka
- ELSA (European Law Students' Association) Zagreb
- ESN (Erasmus Student Network) Rijeka
- ESN (Erasmus Student Network) Zagreb
- eStudent
- European Universities Games Zagreb Rijeka 2016
- FOSS MedRi
- Financijski klub
- Croatian Students Association
- IAESTE (The International Association for the Exchange of Students for Technical Experience) Croatia
- Student Association of the Faculty of Political Science
- Student's Sociology Club "Discrepancy"
- Perpetuum Lab
- PRIMUS (Faculty of Science Students' Association)
- University of Rijeka Debating Society
- Rijeka University Sports Association
- Riteh Racing Team
- Law student association Pravnik
- Student Council of the Faculty of Philosophy Rijeka
- The University of Rijeka Student Union
- Philosophy Students' Association „FURIJA“
- Sociology Students Association Anomija
- Association for project culture promotion "EU club"
- Association of Psychology Students "Psirius"
- USBRI (Association of Students in Biotechnology)
- The Croatian Council of Students of Universities and University Colleges of Applied Sciences



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