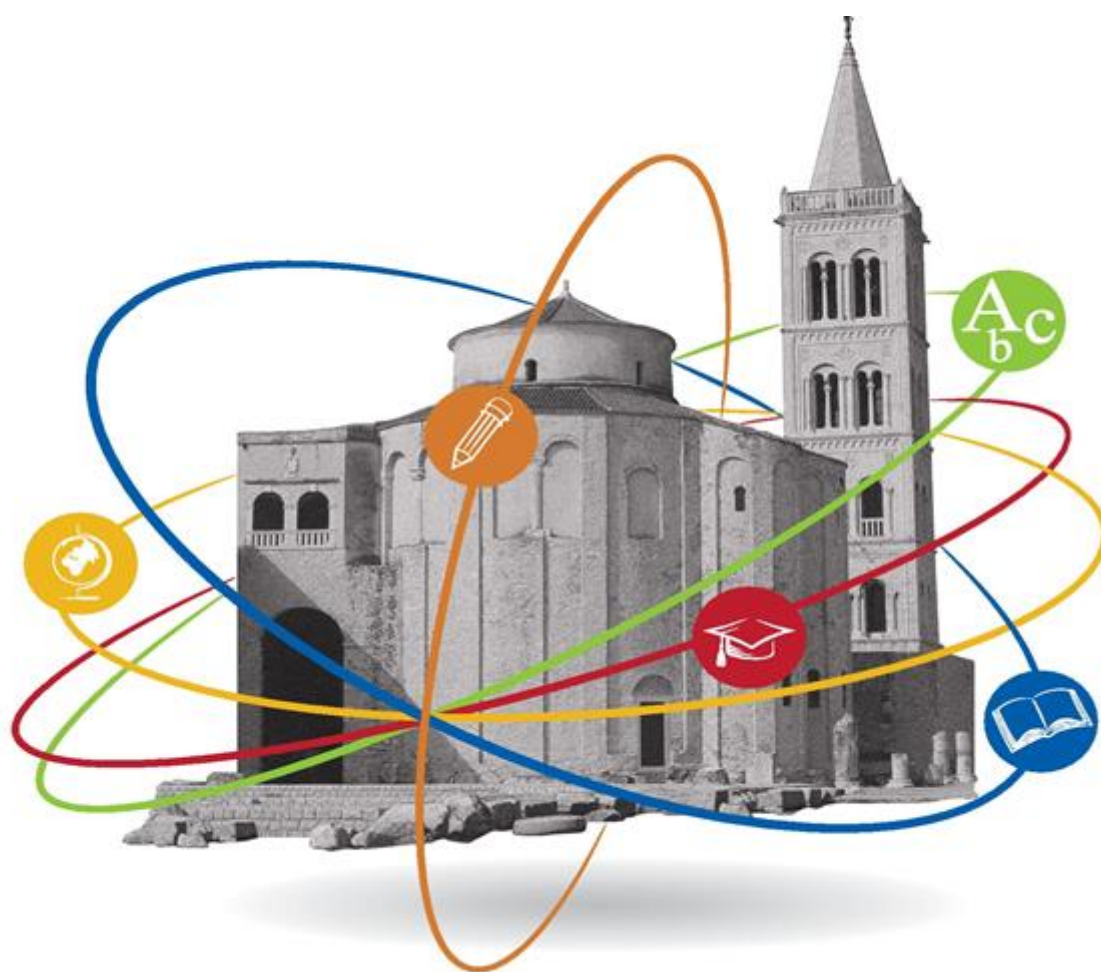




# HIGHER EDUCATION AND SCHOLARSHIPS FAIR



Zadar, May 16, 2017

RESULTS AND STATISTICS



## Organizer

Institute for the Development of  
Education



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## FOREWORD AND ACKNOWLEDGMENTS

The Institute for the Development of Education successfully organized the **Higher Education and Scholarships Fair** in Zadar, which was held on Tuesday, 16 May 2017 at Arsenal Hall.

The Higher Education and Scholarships Fair is a unique event that has been held in Zagreb for thirteen years, in Rijeka for six consecutive years, and this year was held for the first time in Zadar. **More than 25 exhibitors from Croatia and 8 from Europe and North America** participated in the Zadar Fair: Austria, USA, Germany, France, Italy, Switzerland, Slovenia and the United Kingdom of Great Britain and Northern Ireland.

The first Higher Education and Scholarships Fair in Zadar, as well as all the previous ones in Zagreb and Rijeka, 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 50 institutions as well as the engagement of many volunteers.

- **Main Partners of the Fair:**

To our great satisfaction, for the first time this year we successfully established cooperation with the main partner of the Fair, **City of Zadar**.

- **Donors:**

We are very pleased to see the importance of the Fair recognized by our loyal donors who enable the Fair to be held year after year. Donors of the Zadar Fair were the **Agency for Mobility and the European Union Programs and the Ministry of Science and Education of the Republic of Croatia**.

- **Exhibitors:**

More than 25 exhibitors from Croatia and 8 countries from Europe and North America participated at the fair: **Austria, USA, Germany, France, Italy, Switzerland, Slovenia and the United Kingdom**.

- **Visitors:**

The first Fair in Zadar was visited by about **600 visitors**, most of them students and high school pupils.

- **Institutional sponsors:**

We are extremely grateful for the support provided by 14 institutions at the national, regional and local level. The support of important and key institutions in Croatia makes an important contribution and strengthens the Fair from year to year.

- **Media Sponsors:**

Special thanks to the media sponsors for the support they have provided for the Fair. Given that it was the first year of the Fair in Zadar, the role of 22 media sponsors in promoting the Fair to visitors and the general public was crucial.

Ninoslav Šćukanec  
Executive Director  
Institute for the Development of Education

## I. EXHIBITORS

### Number and type of exhibitors at the Fair

More than **25 exhibitors from Croatia and 8 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 8 different countries of Europe and North America:

- Austria
- France
- Germany
- United States of America
- Slovenia
- Italy
- Switzerland
- United Kingdom of Great Britain and Northern Ireland.

### Presentation of Student Associations

As every year so far, at the Scholarships and Higher Education Fair part of the exhibition space was given to student associations and their representatives. In Zadar visitors were presented to the **Association of Students of History - ISHA Zadar**, who was also a partner in the promotion of the Fair. The association exhibited numerous programs and activities for students.

### Innovation Corner

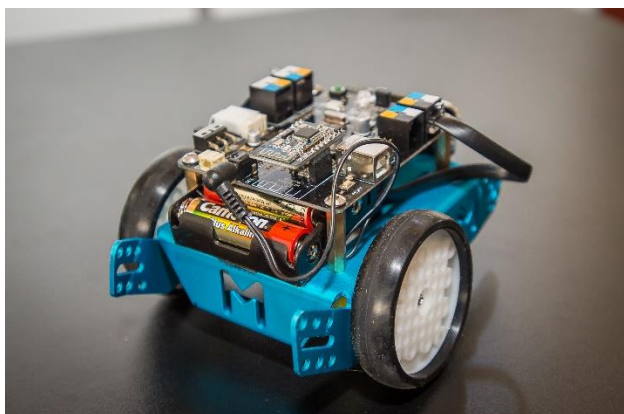
A special part of the first Fair in Zadar was the Innovation, that is, a special part of the Fair, where visitors had the opportunity to find out which projects were taken by the students of the **Vice Vlatković Vocational School in Zadar**. The following projects are presented in the Innovation Corner; **hologram, 3D printer, robots, unmanned aircraft and smart locks**.

## I.1. 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 simulator of flying with Croatian Air Force and Air Defense aircraft. The simulator consists of the original airplane seat connected to the computer and the screen on which the flight is displayed. Visitors to the Fair could have tried a flight with the PC-9 and the MiG-21 fighter plane.



Pupils from School Vice Vlatkovic Vocational from Zadar in presented their projects; **holograms, 3D printers, robots, unmanned aids and smart locks in the Innovation Corner.**



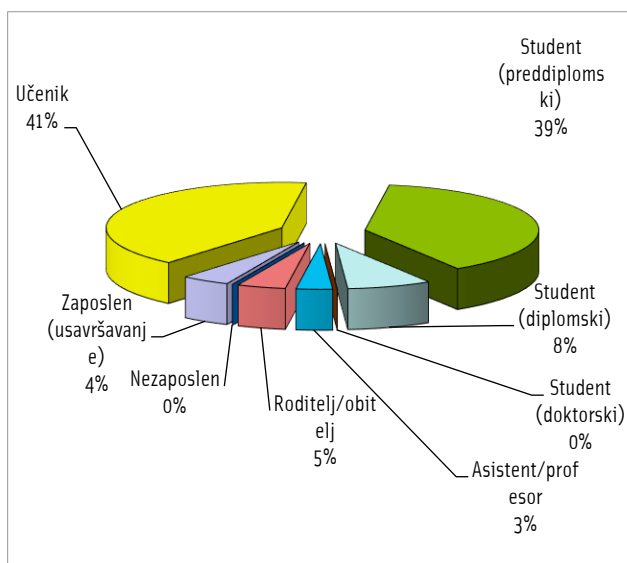
## II. VISITORS

**1st Higher Education and Scholarships Fair in Zadar was visited by more than 600 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 **113 visitors**, and the survey results are given below.

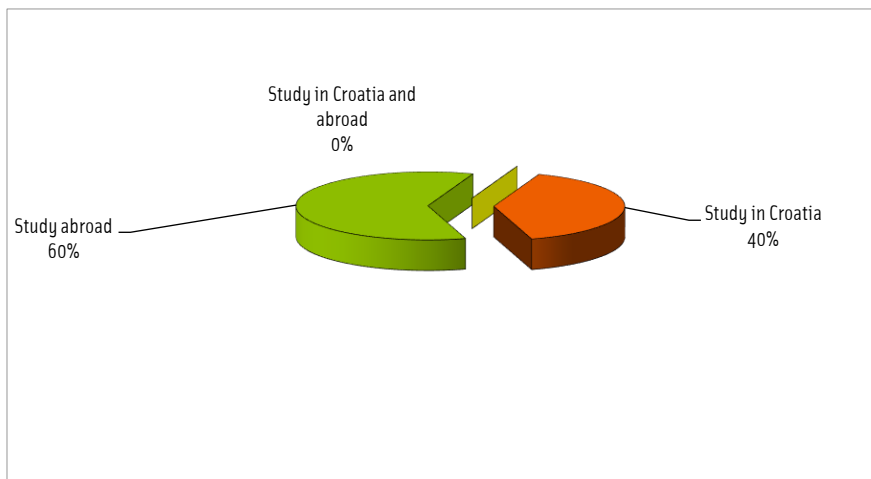
### Visitors' profile

**University students comprised around 47% of all surveyed visitors;** mostly undergraduate students (**39%**) and graduate students (**8%**). **High school students constituted around 41%** of the total number of Fair visitors.



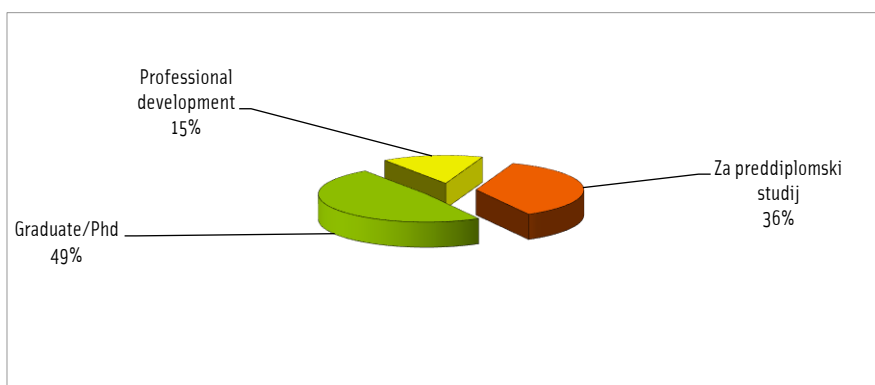
## Visitors' interest according to place of study

According to the survey, most visitors of the fair were interested in study programs and scholarships abroad (about 60%), while about 40% of visitors expressed interest in the study opportunities and scholarship in Croatia.



## Visitors' interest according to study level

Most of the visitors was interested in scholarships for **graduate and / or doctoral studies** (49% of visitors to Zadar are interested in this opportunity). **Approximately 36% of visitors were looking for scholarships for undergraduate and doctoral studies**, while 15% of them looked for opportunities for professional development (about 15%).

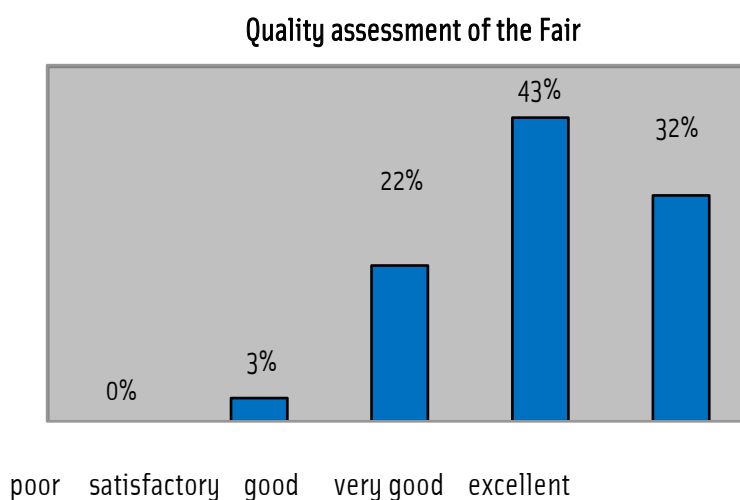




## Visitors' assessment of the quality of the Fair

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.

**75% of visitors in Zadar** rated the fair "excellent" or "very good" in terms of quality.



When asked about the usefulness of the Fair , **81% of visitors in Zadar** rated the Fair as „Excellent“ or „Very Good“



### III. ONLINE FAIR AND WEBINARS

#### 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 screenshot shows the website for the 'SAJAM STIPENDIJA I VISOKOG OBRAZOVANJA' (Fair and Scholarships of Higher Education). The header includes the logo and the text 'SAJAM STIPENDIJA I VISOKOG OBRAZOVANJA'. Below the logo, there are three columns listing events: ZADAR (16.05.2017., 11-17h), ZAGREB (17.10.2017., 10-18h), and RIJEKA (19.10.2017., 10-16h). A language selector shows 'Hrvatski | English'. A navigation menu includes: O Sajmu, Zemlja partner, Izlagači, Sponzori, Program, On-line sajam, Donirajte, and Kontakt. The main content area is titled 'Zemlja partner' and features a green background with cloud graphics. It contains the text: 'Kao Zemlja partner na 12. Sajmu stipendija i visokog obrazovanja 2016. godine predstavila se Njemačka!' and a button labeled 'Opširnije'. A quote box on the right says: '“ Dodite na Sajam i saznajte sve o studiranju u Hrvatskoj i inozemstvu i stipendijama! ”'.

#### Online lectures (webinars)

Exhibitors have presented their study and financial aid programs through **interactive virtual presentations (webinars)** at the web portal [www.stipendije.info](http://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.

## IV. MEDIA COVERAGE

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

Although this was the first year of the Fair in Zadar, 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. **Five press releases were published about the Fair held which were the basis of over 50 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 reported on **Regional News of the HRT (national television station)**, as well as in the HRT regional informative show **County panorame**. Announcements and contributions on the Fair were present at radio stations such as **HR Radio Zadar** and **Novi radio**.
- **Internet portals:** In total, more than **40 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: **Srednja.hr, Škole.hr, X-ica, Studentski.hr**. Importantly, the news of the fair was also transmitted by numerous regional and local portals, towards which we especially give our thanks for the excellent cooperation in the first year of the fair. Some of them are **Radio Dalmacija, Antena Zadar, eZadar, 057info, Zadar List, Zadarski.hr**.
- **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.

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

### Visibility on social media

The media campaign, aimed at informing about the Fair, has also been held through the **Facebook Tražim stipendiju** page ([www.facebook.com/trazim.stipendiju](http://www.facebook.com/trazim.stipendiju)) which is followed by more than 18,300 fans.

In the period from **26.4.2017. to 16.5.2017.** 2 to 3 postings per day 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 portals, such as Antena Zadar, eZadar.hr portal and Youth Info Center in Zadar, Facebook cooperation was established through the sharing of useful and interesting announcements about the Fair on their official Facebook sites.

## APPENDIX I: List of exhibitors

### Austria

- Embassy of the Republic of Austria, Trade Department
- Webster Vienna Private University

### France

- French Embassy in Zagreb

### Croatia

- Agency for Mobility and EU Programs
- British Council Croatia
- Effectus Studies Finance and Law
- City of Zadar
- Ministry of Defense of the Republic of Croatia
- Ministry of Science and Education
- Rochester Institute of Technology Croatia
- University of Zadar
- Baltazar Zaprešić Polytechnic
- "Marko Marulić" Knin Polytechnic
- Business School PAR
- Zagreb School of Economics and Management

### Italy

- Università Iuav di Venezia

### Germany

- DAAD – German Academic Exchange Service

### USA

- Diablo Valley College
- EducationUSA

### Slovenia

- University of Maribor
- University of Nova Gorica

### Switzerland

- Hotel and Tourism Management Institute
- BHMS Business & Hotel Management School

### United Kingdom

- Coventry University
- UniWorld

## APPENDIX II: ORGANIZER AND PARTNERS OF THE FAIR

### Organizer

- Institute for the Development of Education

### Donors and supporting institutions

#### Main partners

- City of Zadar

#### Donors

- Ministry of Science and Education
- Agency for Mobility and EU Programs

#### Golden sponsor

- Rochester Institute of Technology

### Other sponsors and partners

#### Institutional sponsors

- The President of the Republic of Croatia
- Ministry for Demography, Family, Youth and Social Policy
- Ministry of Science and Education
- Ministry of Economy, Entrepreneurship and Trade
- Ministry of Labour and Pension System
- Ministry of Maritime Affairs, Transport and Infrastructure of the Republic of Croatia
- Council of Polytechnics of the Republic of Croatia
- City of Zagreb
- Zagreb County
- Croatian Employers Association
- Croatian Employment Service
- Hrvatski zavod za zapošljavanje

- Foundation for scholarships for Croatian veterans from the Homeland War and children of Croatian veterans
- Libraries of the City of Zagreb

#### Media sponsors

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

#### Partners in promotion & Students Associations

- Association of Students of History - ISHA Zadar
- Student's Committee of the University of Zadar

**APPENDIX III: PHOTO GALLERY**





# HIGHER EDUCATION AND SCHOLARSHIPS FAIR



Institute for the  
Development of Education





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