



**HIGHER EDUCATION AND
SCHOLARSHIPS FAIR** Zadar • Thursday,
22nd March 2018 • Arsenal Zadar

Main partner



GRAD ZADAR



Institute for the
Development of Education



**HIGHER
EDUCATION**
AND SCHOLARSHIPS FAIR

Organiser



Institute for the
Development of Education

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AGENCIJA ZA
MOBILNOST I
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ZADARSKA
ŽUPANIJA



H G K
HRVATSKA
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KOMORA
ŽUPANIJSKA
KOMORA ZADAR

Supporting institution



PREDSJEDNICA
RH



H G K
HRVATSKA
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KOMORA



HRVATSKI ZAVOD ZA
ZAPOŠLJAVANJE



Fond za stipendiranje
hrvatskih branitelja iz Domovinskog rata i
dijete hrvatskih branitelja iz Domovinskog rata



VUJEĆE VELEUČLIŠTA
I VISOKIH ŠKOLA

Media sponsor

ZADARPORTAL.COM
31. vama od zero. godine



Higher Education and Scholarships Fair is a non-profit event. All funds remaining after the costs are covered are used to achieve the goals and conduct activities of the organization.



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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, 22 March 2018 at Arsenal Hall.

The Higher Education and Scholarships Fair is a unique event that has been held in Zagreb for fourteen years, in Rijeka for seven consecutive years, and this year was held for the second 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 second Higher Education and Scholarships Fair in Zadar, as well as the previous one, 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, we have successfully continued the cooperation with the main partner of the Fair, **City of Zadar**.

- **Main sponsor**

Our excellent cooperation with the **University of Zadar** has proved, for the second year running, to be fundamental in organisation and execution of the Fair.

- **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, Croatian Chamber of Economy – County Chamber of Zadar and Zadar County**.

- **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 second Fair in Zadar was visited by about **700 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, as well as for the excellent media coverage of our event.



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Ninoslav Šćukanec

Izvršni direktor
Institut za razvoj obrazovanja

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.

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**.



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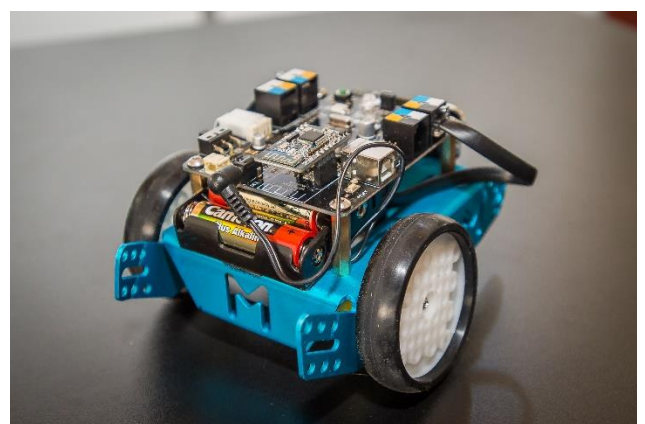
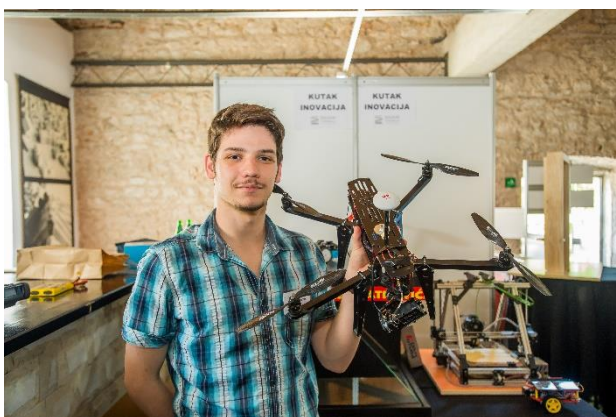
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I.1. Special features at the Fair: MiG Flight Simulator and the Innovation Corner

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



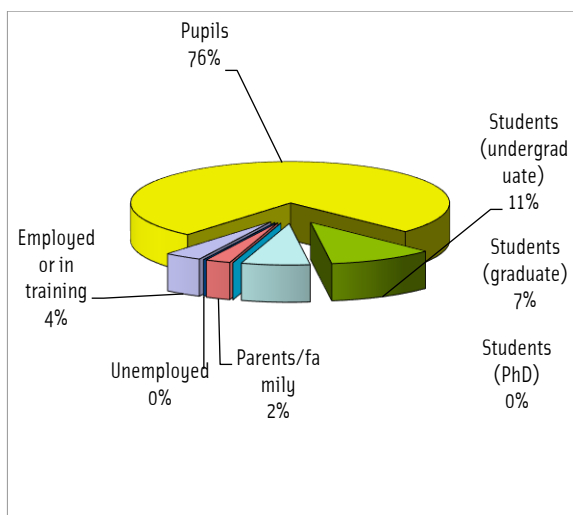
II. VISITORS

2nd Higher Education and Scholarships Fair in Zadar was visited by more than 700 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 **159 visitors**, and the survey results are given below.

Visitors' profile

University students comprised around 20% of all surveyed visitors; mostly undergraduate students (**11%**) and graduate students (**7%**). **High school students constituted around 76%** of the total number of Fair visitors.





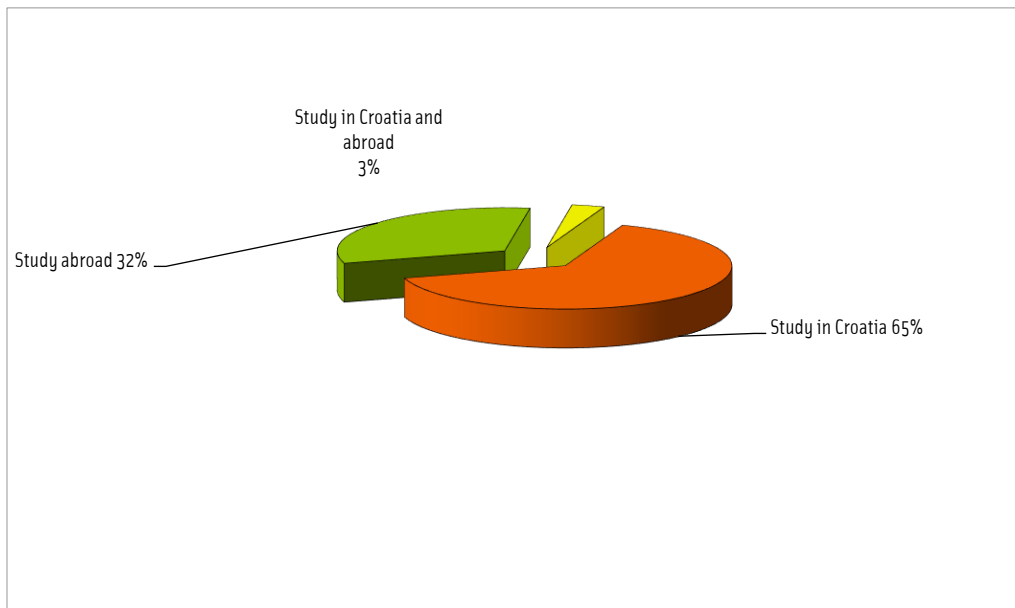
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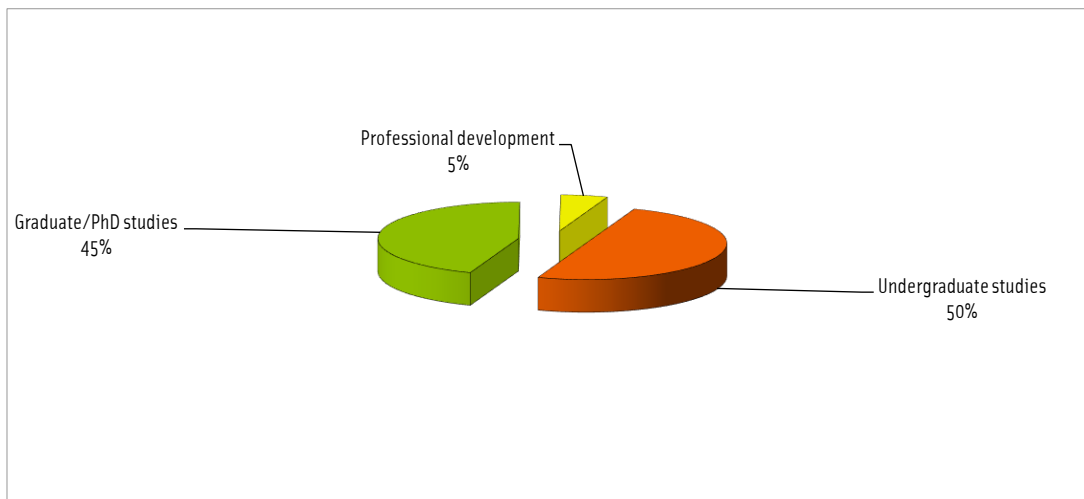
Visitors' interest according to place of study

According to the survey, most visitors of the fair were interested in **study programs and scholarships in Croatia** (about **65%**), while about **35%** 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** (**50%** of visitors to Zadar are interested in this opportunity). **Approximately 45%** of visitors were looking for scholarships for **graduate and doctoral studies**, while **5%** 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 Fair



When asked about the usefulness of the Fair , **87% of visitors in Zadar** rated the Fair as „Excellent“ or „Very Good“

Usefulness assessment





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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.

Exhibitors have presented their study and financial aid programs through **interactive virtual presentations (webinars)** at the web portal www.stipendije.info during the Online Higher Education and Scholarships Fair.

	ZADAR	ZAGREB	RIJEKA	
	22.3.2018.	16.10.2018.	18.10.2018.	
	11-17h	10-18h	10-16h	Hrvatski English

About | Partner country | Exhibitors | Sponsors | Programme | On-line fair | Donate | Contact

About the fair

Higher Education and Scholarships Fair is a non-profit event. All funds remaining after the costs are covered are used to achieve the goals and conduct activities of the organization Institute for the Development of Education.

[More](#)

Find out more
You want to be an exhibitor?
Check out our gallery!

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. **Seven press releases were published about the Fair held which were the basis of over 70 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 the section **Imam problem (I have a problem)** as part of the popular mosaic show **Good morning, Croatia** on the **HRT (national television station)**, as well as in the HRT regional informative show **County panorame**. On a regional level, it was also reported on **TV Dalmacija**. 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 **55 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, 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 **Zadar Portal, 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.
- **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 published on the Fair can be found at <https://vimeo.com/irohr/videos>.



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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) which is followed by more than 18,900 fans.

In the period from **13.3.2018. to 22.3.2018.** 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 University of Zadar, Vice Vlatković Vocational School, 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.



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Strukovna škola Vice Vlatkovića Zadar shared your photo.

March 20 · 🌐



Tražim stipendiju

March 20 · 🌐

[PREDSTAVLJAMO IZLAGAČA NA 2. Sajam stipendija i visokog obrazovanja u Zadru]

Fun fact: jeste li znali da je Benkovac prvi grad u Hrvatskoj po broju robota?

A...

[See More](#)

APPENDIX I: List of exhibitors

Austria

- Embassy of the Republic of Austria, Trade Department

France

- French Embassy in Zagreb

Croatia

- Agency for Mobility and EU Programs
- British Council Croatia
- CISOK Zadar
- City of Zadar
- University of Zadar
- Croatian Chamber of Economy - County Chamber of Zadar
- LTH Metalni cast d.o.o.
- Ministry of Defense of the Republic of Croatia
- Ministry of Science and Education
- National Endowment for Support of Pupil and Student Standard
- Rochester Institute of Technology Croatia
- Vocational School Vice Vlatković 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

- EducationUSA

Slovenia

- University of Maribor
- University of Nova Gorica

Switzerland

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

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

Main sponsor

- University of Zadar

Donors

- Agency for Mobility and EU Programs
- Croatian Chamber of Economy - County Chamber of Zadar
- Zadar County

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

Local media sponsors

- Zadar Portal
- Riva On
- 057 Radio
- 057 Info Portal

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
- University of Rijeka
- Council of Polytechnics of the Republic of Croatia
- Croatian Chamber of Economy



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APPENDIX III: PHOTO GALLERY





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