



Zagreb • 16th October 2018 • National and University Library in Zagreb

Rijeka • 18th October 2018 • University of Rijeka

Main partner



Sponsor



Donor and supporting institution



Results and statistics

Organiser



Institute for the Development of Education

Trg Nikole Zrinskog 9/1

HR-10000 Zagreb

Croatia

+385 1 4817195

+385 1 4555151

www.stipendije.info

iro@iro.hr

facebook.com/trazim.stipendiju

facebook.com/studiranje.u.inozemstvu

Supported by

Main partner



Sponsor



Donor and supporting institution



Supporting institution



Media sponsor



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.



Table of Contents

I. EXHIBITORS	3
II. VISITORS	5
III. PROGRAM	8
IV. ONLINE FAIR	14
V. MEDIA COVERAGE	15
APPENDIX I: LIST OF EXHIBITORS.....	Error! Bookmark not defined.18
APPENDIX II: Organizer and partners of the Fair	20
APPENDIX III: PHOTO GALLERY - Fair in Zagreb.....	21
APPENDIX III: PHOTO GALLERY - Fair in Rijeka	Error! Bookmark not defined.

FOREWORD AND ACKNOWLEDGMENTS

The Institute for the Development of Education successfully organized the **14th Higher Education and Scholarships Fair** in Croatia, which was held on Tuesday, 16 October 2018 at the National and University Library in Zagreb and on Thursday, 18 October 2018 at the University departments building of the University of Rijeka.

As this report will show, this year's Fair was very successful, with **over 55 exhibitors from 16 countries and over 7 000 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, City of Zagreb** and the **National and University Library in Zagreb**.
- **Donors and Sponsors of the Fair:**
 - 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 **Ministry of Science and Education, Agency for Mobility and EU Programmes, the City of Rijeka and Primorje-Gorski Kotar County**. We would also like to thank our institutional sponsors: **Ministry of Demographics, Family, Youth and Social Policy, Ministry of Economy, Entrepreneurship and Crafts, Ministry of Labour and Pension System, Ministry of Maritime Affairs, Transport and Infrastructure, Ministry of Tourism, Croatian Chamber of Economy, Hrvatski Telekom** and **RIT Croatia**.
- **Exhibitors:**

In addition to **24 exhibitors from Croatia**, this year's Fair presented **31 institutions from 15 countries in Europe, North America and Asia**.
- **Visitors:**

This year's Fair attracted **over 7,000 visitors** to two cities, Zagreb and Rijeka, of which the largest number of visitors were students and secondary school pupils.
- **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 **8 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 50 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. EXHIBITORS

Number and type of exhibitors

A total of **55 exhibitors** participated in the Fair. Among the above mentioned, **24** were **Croatian** and **31** were **international** institutions.

Exhibitors include HE institutions, ministries, local government institutions, embassies and foreign cultural centers, companies, foundations and associations. 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 **15 countries** in Europe, North America and Asia:

- Austria
- Bosnia & Herzegovina
- Denmark
- France
- Croatia
- Italy
- Japan
- Canada
- Netherlands
- Germany
- Russia
- United States of America
- Slovakia
- Slovenia
- Switzerland
- United Kingdom of Great Britain and Northern Ireland

Student associations

A total of **8 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

This year again we organized the **Croatian Corner**, a separated part of the fair, where non-profit **institutions and organizations** granting scholarships **for studying in Croatia** exhibited.

Croatian Corner comprised of faculties, state institutions and non-profit associations from Croatia.

Exhibitors of this year's Croatian Corner were (in alphabetical order)

- Agency for Mobility and EU Programs
- British Council Croatia
- Erste&Steiermarkische bank
- City of Rijeka
- City of Zagreb
- Croatian Bank for Reconstruction and Development
- LIDL Croatia
- Polytechnic of Međimurje in Čakovec
- Ministry of Defense of the Republic of Croatia
- Ministry of Science and Education
- National Foundation for Support of Pupil and Student Standard
- Primorje-Gorski Kotar County
- RIT Croatia
- University of Rijeka
- University "North"
- Prsten Foundation
- Zagreb School of Economics and Management

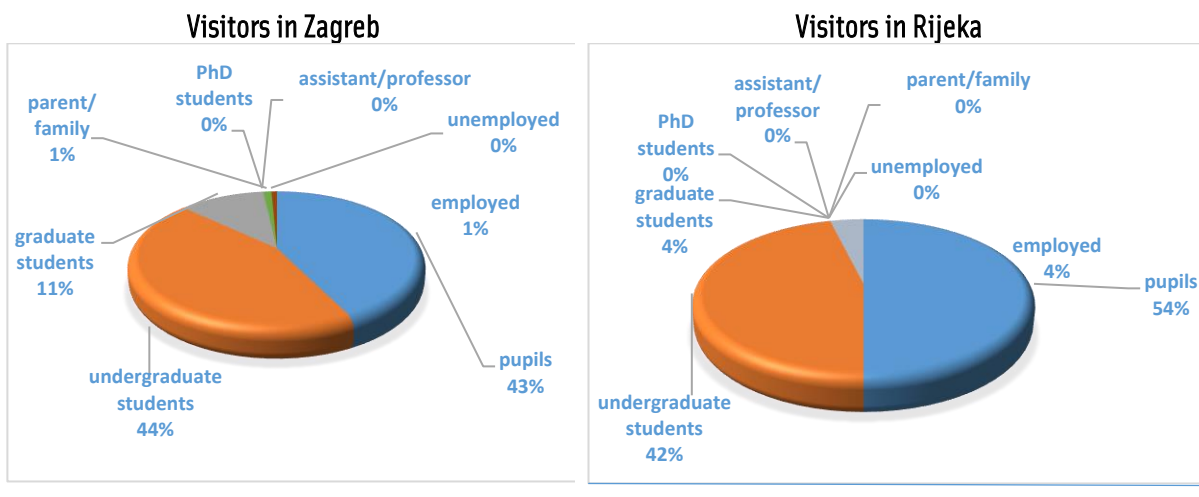


II. VISITORS

Around **7 000 visitors** attended this year's Fair (**5 000 in Zagreb** and **2 000 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.

297 visitors participated in the survey and the results are listed below.

Visitors' profile

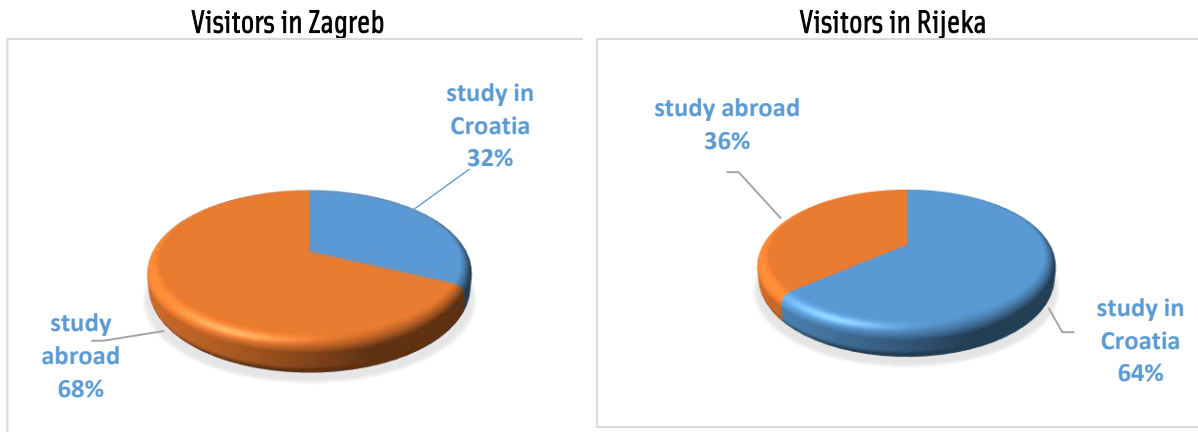


University students comprised more than half of all surveyed visitors; mostly undergraduate students (**44%**) and graduate students (**11%**). **High school pupils** constituted around **54%** of the total number of Fair visitors in Rijeka and **43%** of visitors in Zagreb.

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 slightly overrepresented (40%) and technical sciences students being slightly underrepresented.

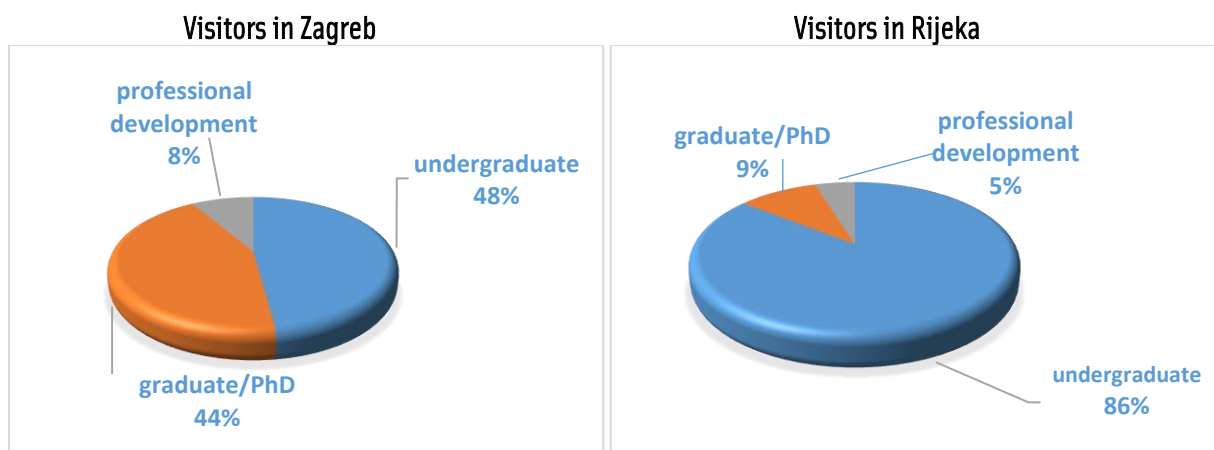
The profile of the visitors by academic field was the following: humanities and social sciences (40%), technical sciences (17%), natural sciences (18%), biotechnical sciences (16%), biomedicine and health studies (around 2%) and art (around 7%).

Visitors' interest according to place of study



According to the survey results, most visitors in Zagreb are interested in studying and scholarships abroad (around 68%), while in Rijeka there are less than half that number (38%). It is the other way around when it comes to studying in Croatia. Most visitors in Rijeka want to study in Croatia (64%), while the same is true for only 32% of visitors in Zagreb.

Visitors' interest according to study level

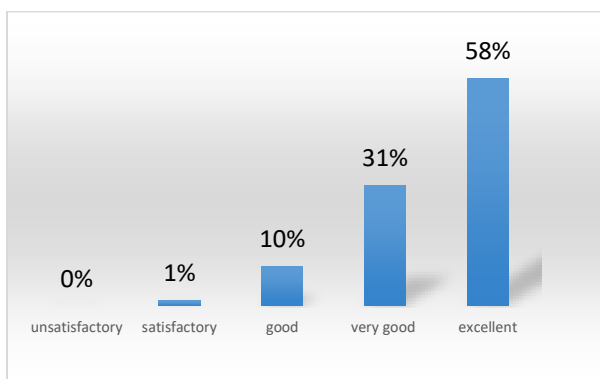


Since secondary school pupils visited the Fair in Rijeka in large numbers and made almost half of the visitors in Zagreb, most visitors were looking for **scholarships for undergraduate studies (48% of visitors to Zagreb and 86% of visitors to Rijeka)**. However, there is certainly an interest in both **graduate and doctoral studies (44% of visitors in Zagreb and 9% of visitors in Rijeka)**, as well as for **professional development (5% in Rijeka and 8% in Zagreb)**.

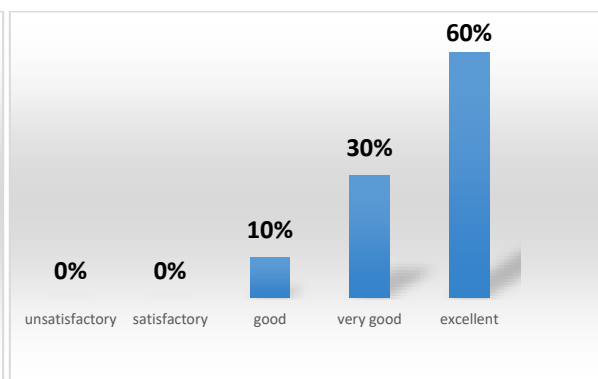
Visitors' assessment of the quality of the Fair

The results of the visitor survey confirm the significance of the Higher Education and Scholarships Fair for the academic community and general public. The Fair is recognized as the key event for the development of higher education in Croatia and the majority of surveyed visitors pointed out high quality of its organization.

Quality Assessment in Zagreb

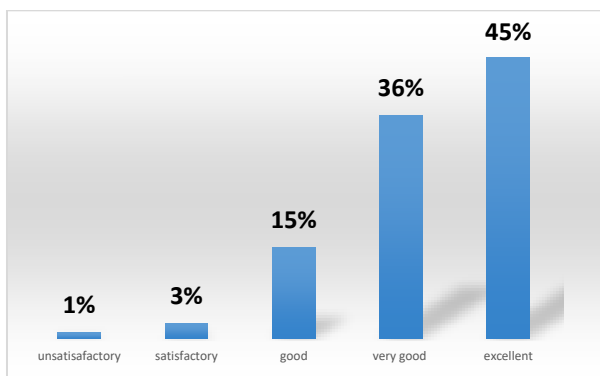


Quality Assessment in Rijeka

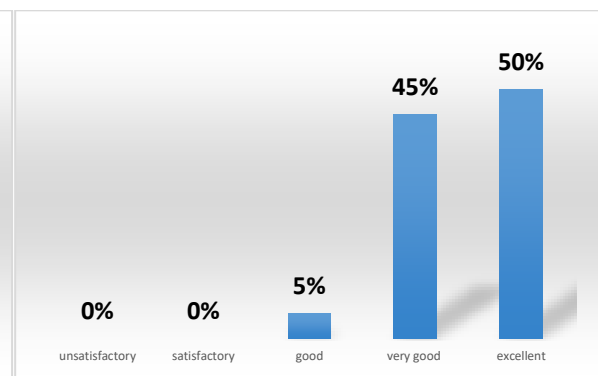


89% of visitors in Zagreb and 90% in Rijeka described the Fair as "Excellent" or "Very good".

Usefulness Assessment in Zagreb



Usefulness Assessment in Rijeka



When asked about the usefulness of the Fair, 81% of visitors in Zagreb and 95% visitors in Rijeka described the Fair as "Excellent" or "Very good".

III. PROGRAM

In addition to presenting opportunities for studying and scholarships in Croatia and abroad for visitors, the aim of the Fair was to **launch a professional and public debate on current issues of education policy in Croatia.**

Panel discussion in Zagreb: „Which knowledges does Croatia need for the Future?“

Participants in the panel were guests who have key functions in the areas of education and labour market. They shared with the visitors their vision of knowledges that will be needed in the future:

- **Full Professor Blaženka Divjak, PhD**, Minister of Science and Education
- **Marko Pavić, PhD**, Minister of Labour and Pension System
- **Jelena Pavičić Vukičević, PhD**, Vice-mayor of the City of Zagreb
- **Ninoslav Šćukanec Schmidt, MA**, Executive Director of the Institute for the Development of Education and organizer of the Fair
- **Branimir Spajić**, Director of User Experience Department at Hrvatski Telekom (joined by the intelligent humanoid robot Pepper).

Panel discussion in Zagreb was moderated by Thomas Farnell (expert for higher education policies at the Institute for the Development of Education). Panelists talked about increasing the percentage of highly educated population and decreasing the discrepancy between supply and demand when it comes to relevancy of study programmes. Initiatives and good practices on the national education policy and labour market policy levels were presented, as well as good practices by local governments and the economy sector in preparing the youth for jobs of the future.



Panel discussion in Rijeka: „Which knowledges does Rijeka need for the Future?“

While the panel discussion in Zagreb had a national focus, the panel in Rijeka was focused on local and regional needs (present and future) for knowledges at the City of Rijeka and Primorje-Gorski Kotar County level. The panelists were:

- **Full Professor Sanja Barić, PhD**, prorector for study programmes and students at the University of Rijeka
- **Sanda Sušanj**, Head of Education and Schools Department at the City of Rijeka
- **Vedran Kružić**, Director of Regional Development Agency of the Primorje-Gorski Kotar County
- **Marina Stanojević Večerina**, Global Brand Manager, Jadran Galenski Laboratory
- **Ninoslav Šćukanec Schmidt, MA**, Executive Director of the Institute for the Development of Education

During the discussion, topics of regional importance were addressed, such as the problem of emigration of highly educated youth or graduate students employability. Initiatives for connecting the University of Rijeka with local and regional community needs and for increasing the relevance of graduate study programmes were presented, as well as examples of local companies which are globally competitive and have built a cooperation with the University.



SAS Inspiration: from idea to local community engagement

The session included speakers whose experience could be an example to young people while deciding to enroll in and finish higher education, as well as launching projects and initiatives which have a positive impact on the community. The panelists were: **Marko Matijević** (founder and editor-in-chief at srednja.hr and mirovina.hr portals), **Kaja Pavlinić** (Benjamin Franklin alumna and founder of the Integritas project) and **Tea Zavacki** (blogger, coach and motivational speaker).



Kaja Pavlinić



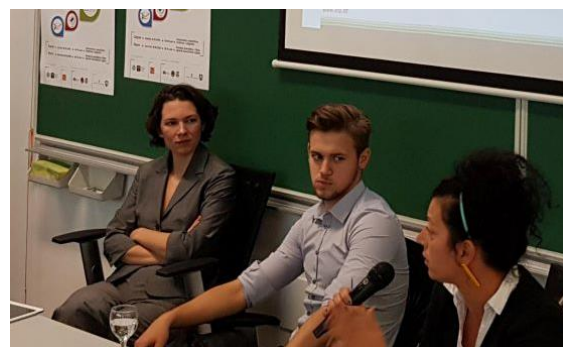
Marko Matijević



Tea Zavacki

SAS Inspiration: studying, living and working in Rijeka

The goal of this session was inspiring visitors to continue their education in Rijeka as well as taking initiative for realization of their own ideas, more active engagement in their communities during and after their studies, and staying in Rijeka. Panelists at the session were three successful young people from Rijeka who started or participated in innovative initiatives from various sectors: **prof. Bojana Ćulum, PhD** (University of Rijeka, Faculty for Humanities and Social Sciences, Department of Pedagogy); **Ante Toni Debelić** (GrowCity start-up) and **Marija Katalinić** (Rijeka 2020, European Culture Capital). During the discussion panelists talked about their experiences and successes, with emphasis on possibilities and advantages of living and working in Rijeka.



Lectures and workshops on studying and scholarship opportunities

Ministry of Science and Education scholarships

Workshops on the topic of STEM and state scholarships were held in both Zagreb and Rijeka, as well as an online simulation of the state scholarships application process which was open for visitors of the Fair.



Kristina Ferara Blašković

Panel: Alumni experiences from Erasmus exchanges and student traineeships

Representative of the Agency for Mobility and EU Programmes, **Petra Srblijinović** and Erasmus program alumni: **Matea Hrvoić**, **Filip Crikvenčić** and **Ivan Vesel** presented their positive experiences and shared useful advice to visitors regarding the opportunities for academic mobility in Italy, Portugal and Austria.



Lecture: Maja Balen, educational advisor at the Institute for the Development of Education held a lecture titled „You want to study abroad? IDE knows how!“

During the lecture visitors could receive useful information and advice on the possibilities for studying and scholarships in Europe and the United States. Some of the topics covered during the session were how and where to find information, when to apply and how to prepare for application at foreign universities and scholarship tenders.



Maja Balen

SAS Challenge: Presentation of the innovative project „Sound of Rijeka“

Project „Sound of Rijeka“ was developed by **Damir Martinović Mrle** from the rock band Let3 and **Ivanka Mazurkijević**. Together with project partners, **prof. Vanja Travaš, PhD** (Faculty of Civil Engineering, University of Rijeka) and illusionist **Andrej Škedel** they presented the project idea about the sound of Rijeka which will be remembered in history as the first sound which will also be seen.

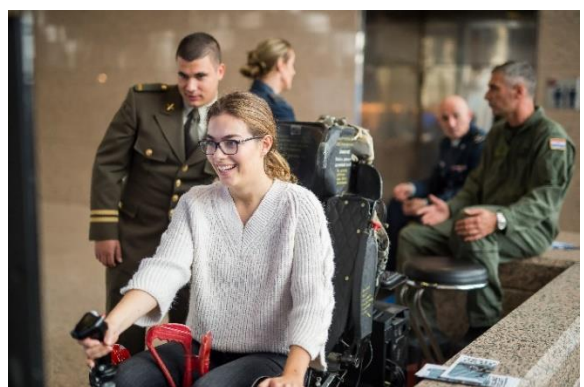


Special features of the Fair: MIG aircraft flying simulator and Speed dating with alumni

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.

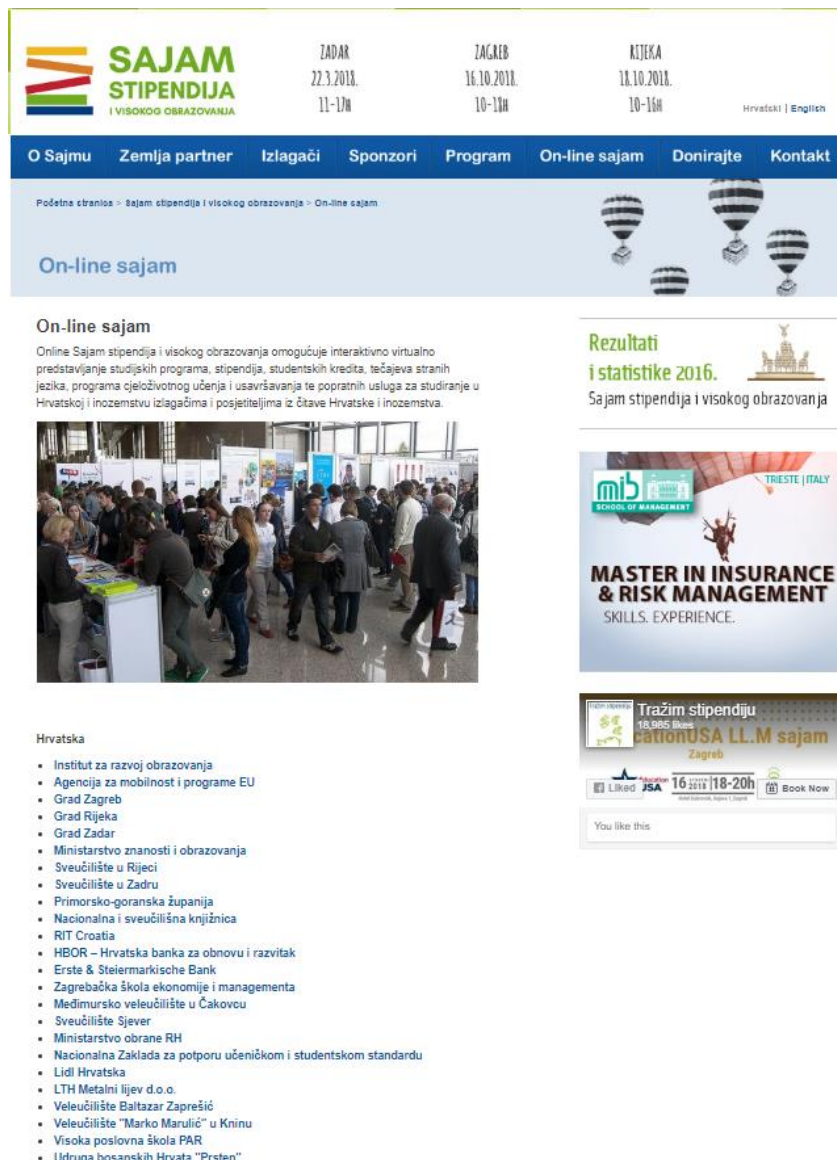


Visitors of the Fair also had the opportunity to try out the **MIG aircraft flying simulator**, which was presented by Fair's longstanding exhibitor - Ministry of Defense of the Republic of Croatia. The simulator consists of an original aircraft seat connected to a computer and a screen showing the flight. Visitors could try flying with the PC-9 training aircraft and the MiG-21 fighter aircraft.



IV. 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 2018 to September 2019** at the web portal http://www.stipendije.info/en/fair/on-line_fair



SAJAM STIPENDIJA
I VISOKOG OBRAZOVANJA

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


Hrvatski | English

O Sajmu Zemlja partner Izlagači Sponzori Program On-line sajam Donirajte Kontakt

Početna stranica > Sajam stipendija i visokog obrazovanja > On-line sajam

On-line sajam

Online Sajam stipendija i visokog obrazovanja omogućuje interaktivno virtualno predstavljanje studijskih programa, stipendija, studentskih kredita, tečajeva stranih jezika, programa cjeloživotnog učenja i usavršavanja te popratnih usluga za studiranje u Hrvatskoj i inozemstvu izlagačima i posjetiteljima iz čitave Hrvatske i inozemstva.



Hrvatska

- Institut za razvoj obrazovanja
- Agencija za mobilnost i programe EU
- Grad Zagreb
- Grad Rijeka
- Grad Zadar
- Ministarstvo znanosti i obrazovanja
- Sveučilište u Rijeci
- Sveučilište u Zadru
- Primorsko-goranska županija
- Nacionalna i sveučilišna knjižnica
- RIT Croatia
- HBOR – Hrvatska banka za obnovu i razvitak
- Erste & Steiermarkische Bank
- Zagrebačka škola ekonomije i managementa
- Međimursko veleučilište u Čakovcu
- Sveučilište Sjever
- Ministarstvo obrane RH
- Nacionalna Zaklada za potporu učenikom i studentskom standardu
- Lidl Hrvatska
- LTH Metalni lijev d.o.o.
- Veleučilište Baltazar Zaprešić
- Veleučilište "Marko Marulić" u Kninu
- Visoka poslovna škola PAR
- Udruga bosanskih Hrvata "Prsten"

Rezultati i statistike 2016.
Sajam stipendija i visokog obrazovanja

MASTER IN INSURANCE & RISK MANAGEMENT
SKILLS. EXPERIENCE.

Tražim stipendiju
18,985 likes
ationUSA LL.M sajam
Zagreb

16 Sept 18-20h

You like this

V. 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 **eleven press releases** that were sent to announce the Fair resulted in **117 articles, reports and announcements** published in the Croatian press, TV and radio stations, as well as online media and news portals:

- **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 news programs and mosaic shows of the national TV station *HRT1*, including live coverage in the show *Dobar dan, Hrvatska*, as well as *Z1 television Zagreb, good morning*. Apart from the above mentioned, there were also reports on the following local and regional TV stations: *HRT, Nova TV, Kanal RI* and others.
- **Radio:** Total of **13 reports** were broadcast, among which were those at the Radio Sljeme, Radio Antena Zagreb, Otvoreni radio, Enter Zagreb, Radio Dalmacija, HR1, Kanal RI 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 **84 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** Nacional, Lider, HRT, as well as popular news outlets such as *poput direktno.hr*. The Fair was very well covered by **students media nad portals:** *Srednja.hr, Studentski.hr, srednja.hr, studentski.hr, novine Global, x-ica and škole.hr*. News from the Fair were also covered by **regional portals** such as *035portal.hr, mojarijeka.hr, novilist.hr, ezadar.rtl* 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.

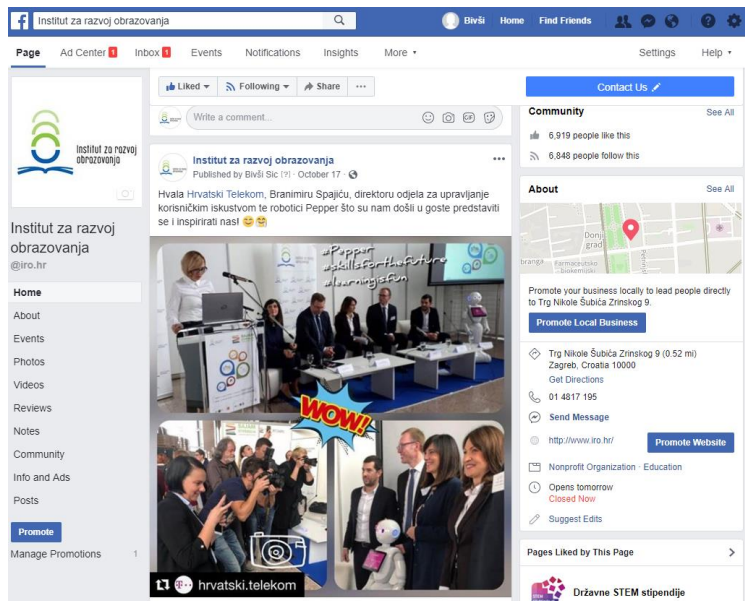
Video **footage** of the Fair and clips from print and electronic media are available at: <http://iro.hr/video-galerija/>



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.

Along with the media campaign there were activities at the official Facebook page of the Institute for the Development of Education, as well as its' Instagram profile. In cooperation with various student organizations, portals, faculties and other organizations we achieved a large number of "shared" posts.



APPENDIX I: List of exhibitors

Organizer

- Institute for the Development of Education

Austria

- Embassy of the Republic of Austria, Trade Department

Bosnia & Herzegovina

- Student center at the University of Mostar
- University of Mostar

Denmark

- Copenhagen Business Academy
- Study Abroad (DK-NL-UK-S)

France

- Institut français de Croatie/ French Institute in Croatia

Croatia

- Agency for Mobility and EU Programmes
- British Council Croatia
- Erste&Steiermarkische bank
- City of Rijeka
- City of Zagreb
- Croatian Bank for Reconstruction and Development
- LIDL Croatia
- Polytechnic of Medimurje in Čakovec
- Ministry of Defense of the Republic of Croatia
- Ministry of Science and Education
- National Foundation for the Support of Students' Standard
- Primorje-Gorski Kotar County
- University of Rijeka
- University „North“
- Prsten Foundation
- Zagreb School of Economics and Management

Italy

- Università luav di Venezia

Japan

- Embassy of Japan in the Republic of Croatia

Canada

- Embassy of Canada in the Republic of Croatia

Netherlands

- Avans University of Applied Sciences

Germany

- DAAD – German Academic Exchange Service
- Ernst-Abbe-Hochschule-Jena; University of Applied Sciences
- The Committee on Eastern European Economic Relations and German-Croatian Industrial and Trade Chamber Odbor

Russia

- Rossotrudnichestvo in Croatia
- Medical University of St. Petersburg

USA

- EducationUSA
- RIT Croatia
- Central European University (online fair)

Slovakia

- University of Saint Cyril and Methodius, Trnava (UCM)
- St. Elizabeth University of Health and Social Work, Bratislava

Slovenia

- University of Ljubljana
- University of Nova Gorica
- New University, Faculty of Government and European Studies
- New University, European Faculty of Law
- University of Primorska

Switzerland

- HTMi Hotel and Tourism Management Institute

United Kingdom

- University of Essex
- UniWorld
- De Montfort University
- Nottingham Trent University
- University College Birmingham

APPENDIX II: Organizer and partners of the Fair

Organizer

- Institute for the Development of Education

Donors and supporting institutions

Main partners

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

Donors and sponsors

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

Sponsor

- RIT Croatia

Institutional sponsors

- 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
- Ministry of Tourism
- Croatian Chamber of Economy
- Hrvatski Telekom

Media sponsors

- X-ica
- T-portal
- Studentski.hr
- Global
- Škole.hr
- Novi list
- Students' Council of Polytechnics and Colleges

Partners in promotion

- Student Council of the University of Rijeka
- Edward Bernays University College
- srednja.hr

APPENDIX III: PHOTO GALLERY

Fair in Zagreb





APPENDIX III: PHOTO GALLERY

Fair in Rijeka







Institute for the
Development of Education



**HIGHER
EDUCATION**
AND SCHOLARSHIPS FAIR



Institute for the
Development of Education

Trg Nikole Zrinskog 9, 10000 Zagreb

Tel.: 01/4817-195, 4555-151

Fax: 01/4555-150

iro@iro.hr / www.iro.hr