

HIGHER EDUCATION

and Scholarships Fair

Zagreb

Tuesday, 15 October 2013, 10 am - 6 pm
National and University Library in Zagreb

Rijeka

Thursday, 17 October 2013, 10 am - 5 pm
Faculty of Humanities and Social Sciences



Partner
country



Institute for the
Development of Education

Results and statistics



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FOREWORD AND ACKNOWLEDGMENTS

The Institute for the Development of Education organized the 9th Higher Education and Scholarships Fair in Croatia, which was held on Tuesday, 15 October 2013 at the National and University Library in Zagreb and on Thursday, 17 October 2013 at the Faculty of Philosophy of the University of Rijeka.

As we will show in this report, this year's Fair was the largest to date, with 67 exhibitors and as many as 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:

- **Partner Country - Canada:** This year's Fair presented Canada as its partner country. Canada is one of the world's most popular study destinations, attracting more than 200,000 international students and with as many as 23 universities that are ranked among the world 500 top universities according to the Shanghai rankings.
- **International exhibitors:** In addition to 20 exhibitors from Croatia, this year's Fair presented 40 institutions from 11 countries in Europe, North America and Asia.
- **Distinguished guest speakers:** A lecture on the opportunities and challenges of internationalization of higher education was held by Dr. Michael Cottrell, PhD (University of Saskatchewan, Canada), while Dr. Igor Štagljar, PhD (University of Toronto, Canada), an internationally renowned Croatian-Canadian scientist, held a lecture on the benefits of the Canadian system of higher education. The Fair also hosted leading representatives of Croatia's business community who are also alumni of Canadian universities and who participated in a panel discussion on the benefits of the Canadian education system.
- **Roundtable on education policy:** Entitled "*The importance of Croatian accession to the EU in higher education*", the round table focused on the newly-developed Croatian Qualifications Framework and its impact on mobility and the labor market. The panel was attended by representatives of ministries, 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, 24 student organizations presented their diverse programs.
- **On-line Fair and webinars:** Following the Fairs in Zagreb and Rijeka, an On-line Fair was be launched on the Fair's official web site and included for the first time live virtual lectures (in the form of webinars) on study programs and financial support opportunities, which allowed participants from all regions of Croatia to gain access to the presented information and to ask questions and participate in discussions.

The organization of 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 based on a partnership of 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 **67 exhibitors** (among which 58 in Zagreb and 37 in Rijeka) participated in the Fair. Exhibitors included both local and international higher education institutions, ministries, local government institutions, embassies and foreign cultural centers, private companies, foundations and organizations. Among the above mentioned institutions, 21 were local and 46 were international.

Exhibitors presented their study programs, foreign language courses and exams, educational advising services and scholarships programs. More than **8,400 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 6,400 for study in Croatia (including more than 5,600 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 **12 countries**:

- Canada (Partner Country)
- Austria
- Estonia
- France
- Croatia
- Italy
- Japan
- Hungary
- Germany
- United States
- Switzerland
- United Kingdom.





Partner country: Canada

Canada is among the most popular countries in the world to study. It attracts more than 200,000 international students, which makes Canada the sixth 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) Canada has as many as 23 universities that are ranked among the top 500 in the world, with four universities ranked among the top 100 in the world.

Canada's exhibition program as partner country at the Fair was rich and diverse and consisted of the following components:

- **Exhibitor institutions:** The Fair was attended by a total of 6 Canadian exhibitors that presented information about opportunities to study in Canada, study programs , scholarships and visas:
 - Embassy of Canada / Ambassade du Canada
 - University of Saskatchewan
 - University of Prince Edward Island
 - Global TESOL College
 - Niagara College Canada
 - TourismStudies.CA
- **Multimedia booth Canadian Embassy and Alumni Corner:** Representatives from the Canadian Embassy provided information on study opportunities in Canada to visitors at a booth where they screened a range of multimedia content. Visitors also had the opportunity to speak to many alumni and former Canadian scholars in the "Alumni Corner" of the booth.
- **Presentations of institutions:** All Canadian exhibitors presented their programs to visitors via 20-minute presentations.
- **Guest speakers and panel discussions:** Lectures were held by two distinguished Canadian professors, Dr. Michael Cottrell, PhD (University of Saskatchewan) and Dr. Igor Štagljar, PhD (University of Toronto). The Fair also hosted prominent representatives of the business community in Croatia who are also alumni of Canadian universities and who participated in a panel discussion on the benefits of the Canadian education system. *More information about these events is available as a separate chapter of the report.*



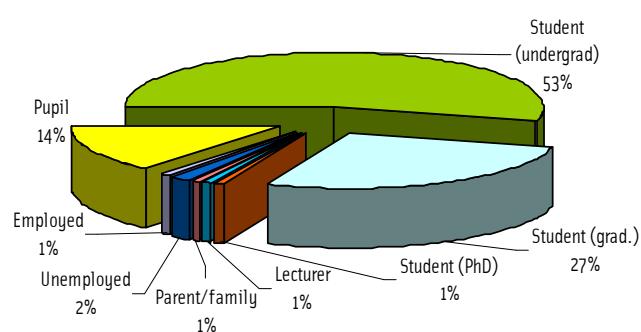


II. VISITORS

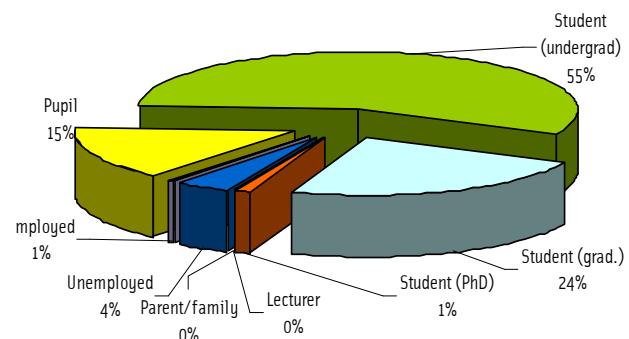
A total of **10,000 visitors** attended this year's Fair (7,000 in Zagreb and 3,000 in Rijeka). The Institute for the Development of Education conducted a survey among the visitors of the Fair to determine the visitors' profile and their interests, as well as their evaluation of Fair's quality. A total of 453 visitors participated in the survey and its results are listed below.

Visitors' profile

Visitors in Zagreb



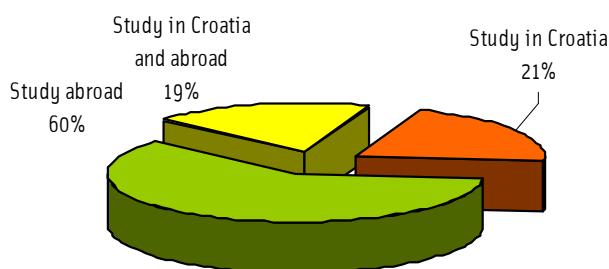
Visitors in Rijeka



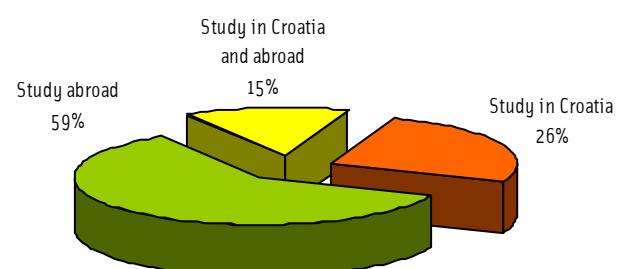
Students comprised around 80% of all surveyed visitors, and high school students around 15%. It should be emphasized that the profile of the students' profile corresponds closely to the actual structure of student body in Croatia by academic field. The profile of the visitors by academic field was the following: **humanities and social sciences** (around 60%), **technical sciences** (around 20%), **biomedicine and health studies** (8%), **biomedicine and health studies** (around 7%), **natural sciences** (around 6%) and **art** (around 3%).

Visitors' interest according to place of study

Visitors in Zagreb



Visitors in Rijeka

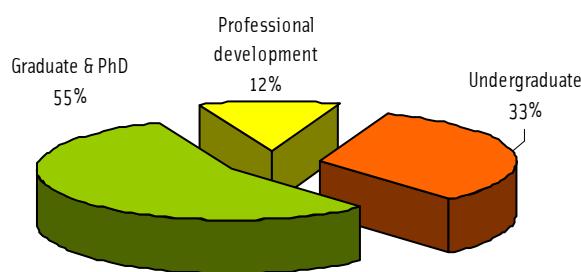


According to the survey results, the majority of visitors were interested in study abroad (60%), while more than 40% of visitors were also interested in study opportunities in Croatia.

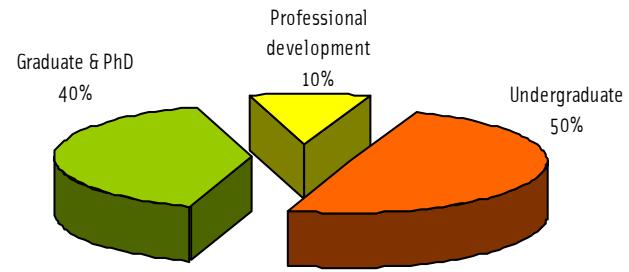


Visitors' interest according to study level

Visitors in Zagreb



Visitors in Rijeka

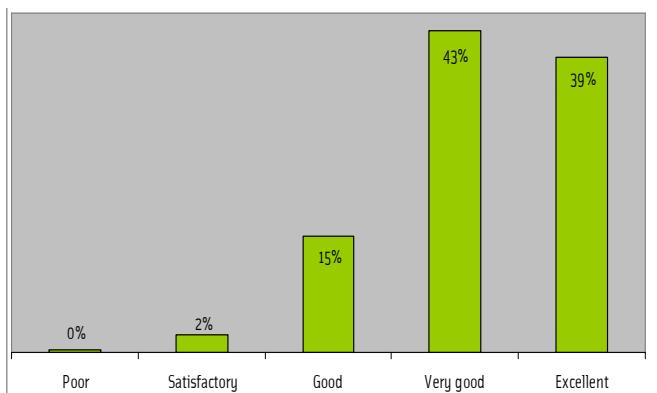


Since students that are currently enrolled represent the largest number of visitors, the majority of visitors were interested in programs at the graduate and doctoral level. However, there was also a significant interest for undergraduate studies (more than a third of visitors in Zagreb and more than half the visitors in Rijeka), as well as professional development (around 10%).

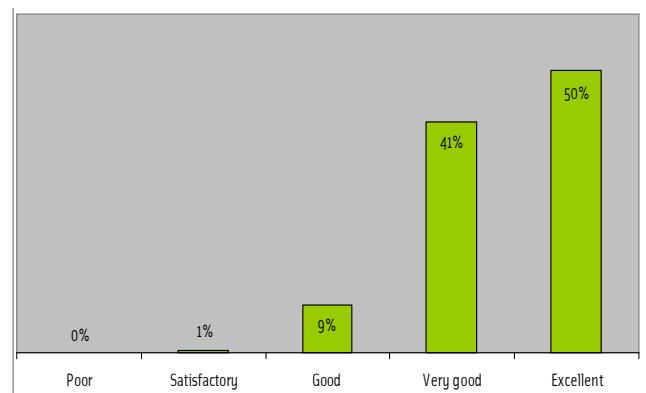
Visitors' assessment of the quality of the Fair

The results of the visitor survey indicate a great need for the Higher Education and Scholarships Fair and confirm its significance for the academic community and the general public. The Fair is recognized as a key event for the development of higher education. The need for the Fair and the high quality of its organization was expressed by **97% of the surveyed visitors in Zagreb and 99% in Rijeka**. 82% of all visitors in Zagreb and 91% in Rijeka described the Fair as "Excellent" or "Very good".

Assessment of visitors in Zagreb



Assessment of visitors in Rijeka





III. ROUND TABLE, GUEST SPEAKERS AND PANEL DISCUSSION

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 policy in Croatia. The main themes of this year's Fair were linking higher education and the labor market, lifelong learning and academic mobility, and these themes were discussed by international guest lecturers, as well as through a roundtable and a panel discussion.

Roundtable "The Importance of Croatian Accession to the EU for Higher Education"

Experts in the field of higher education and the labor market discussed the importance of Croatian accession to the European Union from the perspective of the development and implementation of the Croatian Qualifications Framework (CQF) and the recognition and quality of qualifications from Croatian. The focus of discussions was both on how the CQF can increase the employability and mobility of Croatian students in a European context.

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

- Ana Tecilazić Goršić, Head of Department for Development of Higher Education, Ministry of Science, Education and Sports
- Sanja Suto, Department of the Croatian Qualifications Framework , Ministry of Science, Education and Sports
- Sanja Crnković Pozaić, Assistant Minister, Ministry of Labor and Pension System
- Nina Vranešević Marinić, Project Manager, Institute for the Development of Education
- Goran Bjelica, Board Member, Lidl Croatia
- Prof. Blaženka Divjak, PhD, Vice-Rector for Students and Studies, University of Zagreb
- Prof. Damir Markučić , PhD, Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb
- Prof. Zlatan Car, PhD, Vice-Rector for Information Technology, University of Rijeka

The roundtable presented the perspectives both of higher education institutions and of employers on the current topics of the CQF and of linking study programs with labor market needs. Another topic covered by the round table was the development of qualifications through recognition of prior learning in higher education - a process that contributes to the development of the CQF and of lifelong learning, and also contributes to widening access to higher education.





Keynote speaker: Dr. Michael Cottrell, PhD - „Internationalization: Opportunities and Challenges“



Dr. Michael Cottrell (University of Saskatchewan, Canada) is a Canadian expert on comparative and international education. In his keynote lecture, Dr. Cottrell spoke about the opportunities and challenges of internationalization of higher education, describing recent examples of the internationalization of Canadian universities. He reflected on the benefits of these initiatives on the quality of teaching for students and quality of research for lecturers, on the challenges related to the mobility of students and teachers, on the impact of national qualifications systems to the internationalization of higher education, and on opportunities for greater collaboration between universities in Canada and the European Union, including Croatia.

Dr. Cottrell works as Associate Professor at the College of Education (Department of Educational Administration) within the University of Saskatchewan. His teaching and research interests include comparative and international education, globalization, education, indigenous peoples, and the study of the Irish Diaspora. He has worked as a consultant for the Canadian

provincial and federal government in the field of education of indigenous peoples and globalization, and is currently a member of the editorial boards of the journals *Canadian and International Education* and *Canadian Journal of Educational Administration*. His most recent research analyzed educational policy in Saskatchewan in the field of education of students from indigenous communities and outcomes of student mobility between Canada, China and Finland.

Guest speaker: Dr. Igor Štagljar, PhD: „Canada - A Knowledge Society“

The Fair also hosted Dr. Igor Štagljar, PhD (University of Toronto), a prominent Croatian-Canadian scientist who is one of the world's leading experts in molecular biology. In his lecture, Dr. Štagljar spoke about his successful scientific career and presented possibilities to study and research in Canada for visitors to the Fair.

Dr. Štagljar graduated from the University of Zagreb in 1990 and received his Ph.D. in Molecular Biology at ETH Zurich in Switzerland in 1994. He is a professor of molecular genetics and biochemistry at the Medical Faculty of the University of Toronto. The most famous achievement of Dr. Štagljar was his discovery of the dual membrane technology system (MYTH), which is a tool for the identification of the interactors of membrane proteins and one of the key technologies in proteomics. This discovery has led to many other new discoveries and clarifications of the functions of various membrane proteins that affect human health and the development of disease.





Panel discussion "The Importance of International Education and Skills Development for the Labor Market"

Organized by the Canadian Embassy, the Fair hosted a panel discussion featuring successful Croatian entrepreneurs, who spoke about their experience of studying and working in Canada, and to what extent it influenced the development of their business careers. The speakers on the panel were:

- Ivica Mudrinić, President of the Management Board (CEO) of T-Hrvatski Telekom
- Trpimir Renić, President of the Management Board (CEO) of Cemex Croatia
- Joseph Basic, entrepreneur and president of the Canadian Croatian Business Network.
- Moderator: Hrvoje Krešić, journalist at RTL Television

The panel discussions was aimed at publicly emphasizing the concrete experiences of successful entrepreneurs and encouraging success stories as evidence that higher education (and especially the experience of international higher education) is a worthwhile investment since it increases the chances of career success.



Panel discussion "The importance of international education and skills development for the labor market"



Ivica Mudrinić, CEO of T-Hrvatski Telekom



IV. EXHIBITOR LECTURES AND WORKSHOPS; STUDENT ORGANIZATIONS

Exhibitors' presentations

A total of 44 exhibitors' presentations were held in Zagreb and Rijeka on study programs, scholarships and services necessary for successful enrollment in study programs in Croatia and abroad. More than 400 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 in the Institute for the Development of Education held three 60-minute workshops on TOEFL, SAT/ACT and GMAT/GRE test for all interested visitors. The workshops were attended by 50 high school and university students.

Student organizations

A total of 24 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. ON-LINE FAIR AND WEBINARS

On-line Fair

The On-line Fair provides an interactive virtual representation of study programs, scholarships, foreign language courses, lifelong learning programs and other services related to studying in Croatia or abroad exhibitors. Concretely, the On-line Fair presents detailed information about all the programs and institutions presented during the Fairs in Zagreb and Rijeka, and lasts from 11 November 2013 to April 2014 on the web portal

http://www.stipendije.info/en/fair/on-line_fair.

On-line lectures (webinars)

Exhibitors at this year's Fair were able for the first to present their study programs and scholarships through interactive virtual lectures (webinars) on the portal www.stipendije.info, from 28 October to 7 November 2013.

More than 20 exhibitors from eight countries presented their study opportunities and scholarships through webinars (from Austria, Estonia, Croatia, Japan, Hungary, the U.S., Switzerland and the United Kingdom). Specific topics that were covered included financial support for graduate and postgraduate studies in the U.S., prestigious graduate programs in business administration (MBA) and studying in London.

The advantage of organizing the webinars was that they provide a simple and free-of-charge platform for visitors from all regions of Croatia to be able to come in contact with representatives of foreign universities, diplomatic missions and foundations and to collect information on enrolment procedures and available financial support. Through the webinars, exhibitors were also able (besides the lecture itself) to directly answer questions from participants.





VI. MEDIA COVERAGE

Media coverage (TV, radio and press)

Every year, the Fair has achieved a great success in terms of media coverage. This year the Fair continued this positive trend, and the eight press releases that were sent to announce the Fair resulted in a total of **58 articles, reports and announcements** published in the Croatian press and on television and radio stations.

- **Television:** 23 reports were broadcast on Croatian television stations. The biggest media success of the Fair was the featuring of reports about the Fair in the central news programs of the national television stations *HTV1*, *Nova TV* and *RTL*. The Fair was also covered through reports on popular programs on the *HTV1* 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 R* and others.
- **Radio:** 18 reports were broadcast on Croatian radio stations, including *Otvoreni Radio*, *Narodni Radio*, *Soundset Plavi* and *Croatian Radio 1* (national stations), as well as *Radio Sljeme*, *Radio Rijeka* and *Antena Zagreb* (regional stations).
- **Press:** 17 articles were published in 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 20 November 2013) 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/isjecci-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. A total of **175 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:** A total of 53 articles and announcements were published on popular news portals, such as *T-portal*, *Srednja.hr* and *H-Alter*, as well as on web sites of national media such as *Nova TV*, *Večernji list* and *Lider*.
- **Institutions' web sites:** It is important to note that all of Fair's sponsors promoted the event on their respective web sites. Announcements were published on web sites of the Agency for Mobility and EU Programs, Ministry of Science, Education and Sports and the majority of Croatian universities. An extensive information campaign ensured the publishing of announcements on a large number of web sites of Croatian faculties.

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 **10,900 members**.





APPENDIX I: LIST OF EXHIBITORS IN ZAGREB AND RIJEKA

Partner country - Canada

- Embassy of Canada / Ambassade du Canada
- University of Saskatchewan
- University Of Prince Edward Island Niagara College Canada
- Global TESOL College
- TourismStudies.CA

Austria

- Alexander Rosegger Training & Beratung
- Alpen-Adria-Universität Klagenfurt
- Austrian Embassy - Trade Section
- EBC Licensing GmbH
- FH Joanneum GmbH, University of Applied Sciences
- International College of Tourism & Management
- MODUL University Vienna GmbH
- OeAD - Österreichische Austauschdienst GmbH
- Webster University Vienna

Croatia

- Agency for Mobility and EU Programs
- Erste&Steiermarkische bank
- Fund for scholarships of the Croatian Homeland War Veterans and Children of Croatian Homeland War Veterans
- City of Rijeka
- Institute for the Development of Education
- International Graduate Business School Zagreb
- LIDL Croatia
- Ministry of Economy of the Republic of Croatia
- Ministry of Defence of the Republic of Croatia
- Ministry of Science, Education and Sports of the Republic of Croatia
- Pliva Croatia
- Primorje-Gorski Kotar County

Croatia (continued)

- Rochester Institute of Technology Croatia - RIT Croatia
- University of Rijeka
- University of Zagreb
- College of Business Zagreb
- College of AGORA
- Zagreb School of Economics and Management
- Adris Foundation
- Luka Foundation

Estonia

- Dream Foundation
- Tallinn University of Technology

Europe

- Dream Foundation
- European Parliament Information Office, Croatia

France

- Espace Campus France Croatie
- Groupe ESA, Ecole Supérieure d'Agriculture
- Institut d' Etudes Politiques
- Institut Universitaire Nice Côte d'Azur
- Université d'Artois
- Université d'Orléans

Germany

- DAAD - German Academic Exchange Service
- Goethe Institute Zagreb
- Embassy of Germany in the Republic of Croatia
- Committee on Eastern European Economic Relations, Berlin and German-Croatian Chamber of Industry and Commerce
- University of Passau
- TU9 - German Institutes of Technology





Hungary

- Central European University

Italy

- MIB School of Management
- Università degli Studi di Trieste

Japan

- Embassy of Japan in the Republic of Croatia

Switzerland

- HTW Chur University of Applied Sciences

United Kingdom of Great Britain and Northern Ireland

- British Council
- IELTS - International English Language Testing System
- Kaplan Financial and Kaplan Holborn College
- King's College London
- University of Bolton
- University of Worcester

United States of America

- U.S. Embassy in Zagreb
- Florida Institute of Technology
- Northern Michigan University
- Northern State University
- Vanderbilt University, Owen Graduate School of Management
- Willamette University

- AIESEC (International Association of Students in Economic and Commercial Sciences) Rijeka
- AIESEC (International Association of Students in Economic and Commercial Sciences) Zagreb
- Association for project culture promotion "EU club"
- Association of Psychology Students "Psirius"
- BEST (Board of European Students of Technology)
- Croatian 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
- Estudent
- FOSS-MedRi
- IAESTE (The International Association for the Exchange of Students for Technical Experience)
- Law student association Pravnik
- Philosophy Students' Association „FURIJA“
- Sociology Students Association Anomie
- Student Council of the Faculty of Philosophy Rijeka
- Student's sociology club Discrepancy
- The Croatian Council of Universities and University Colleges of Applied Sciences
- The Rijeka University Sports Association
- The University of Rijeka Student Union
- University of Rijeka Debating Society

Student organizations (Croatia)

- AEGEE (European Students' Forum) Zagreb





APPENDIX II: ORGANIZER AND PARTNERS OF THE FAIR

Organizer

- Institute for the Development of Education

Partner country

- Embassy of Canada / Ambassade du Canada

Main partner

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

Main supporter

- LIDL Croatia
- PLIVA Croatia

Gold sponsor

- University of Saskatchewan (Canada)

Silver sponsor

- IELTS - International English Language Testing System (UK)

Donors and supporting institutions

- Ministry of Science, Education and Sports
- Agency for Mobility and EU Programs
- Ministry of Economy
- Fund for scholarships of the Croatian Homeland War Veterans and Children of Croatian Homeland War Veterans
- City of Rijeka

Supporting institutions

- The President of the Republic of Croatia
- Ministry of Labor and Pension System
- Ministry of Social Policy and Youth
- City of Zagreb
- Primorje-Gorski Kotar County

Supporting institutions (continued)

- 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)
- 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
- 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





Promotional partners (continued)

- eStudent
- FOSS MedRi
- 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
- 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"
- The Croatian Council of Students of Universities and University Colleges of Applied Sciences



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