

## **DESPITE THE SNOW BLIZZARD AND ICY RAIN, EDUFAIR™ 2010 WAS VISITED BY OVER 6380 VISITORS**

The International education fair EDUfair™ 2010 was held for the 7<sup>th</sup> time in a row in the Hotel Continental, under the auspices of the Ministry of Education of Republic of Serbia, The City of Belgrade as well as the Crown Prince Alexander II Foundation for Education. The Fair was open from 11-13<sup>th</sup> March, from 10h-18h.

Nearly all the exhibitors of the education fair EDUfair™ 2010 agree that this year's visit was the best. Visitors that had decided to come to the Fair despite the raging blizzard were really motivated to inform themselves about the educational offers and to decide what they will do after high school. Visitors could also get educated through the already recognizable free workshops which had become a trademark of the EDUfair™. Even though the number of visitors was lower than the previous year, the quality and eagerness of the young people overcame the quantity.

### **A Balanced Offer of Educational Programs**

Over **80 exhibitors** participated in the Fair - Universities, Faculties, Colleges and other educational institutions, on **34 booths**. Beside the domestic higher education institutions, there were a number of international institutions - Canada, USA, Cyprus, Greece, United Kingdom, Czech Republic, Bosnia and Herzegovina, France and Italy.

Serbia's largest university, University of Belgrade, had a pavilion with 17 of its member faculties and future students could see more of the faculties within this university which wasn't the case the previous years. Even then, there were queries about a couple of faculties which failed to show up.

The most striking stand was that of the Singidunum University, the most innovative that of the Metropolitan University and the most impressive was the stand of the Country of Honor and its Universities - Canada.

### **Country of Honor**

We are exceptionally proud that Canada was the Country of Honor of this year's fair. Four higher education institutions from Canada participated in the large Canadian pavilion: Algonquin College, University of Calgary, University of Waterloo and Seneca College, all of which presented their study programs and scholarship possibilities.

### **Visitors**

Age distribution of the 6380 EDUfair™ 2010 visitors is as follows

- 18-19 year old 73%
- 17 year old and younger 5%
- 20-25 year old 16%
- Other 6%

## Profession of visitors EDUfair™ 2010

- High school students 75%
- University students 15%
- Employed individuals 10%

The impressions by the visitors when summed up are one of satisfaction. Here are some of the comments by the visitors: “My expectations were exceeded”, “I found exactly what I was looking for”, “I got all the information I needed”, “I narrowed my choice down to two”.

## Opening Ceremony

Hundreds of visitors were present at the Opening Ceremony which was cordially opened by the Deputy Minister in the Ministry of Education in the Government of the Republic of Serbia, Mr. Bogoljub Lazarević. He used the opportunity to emphasize the importance of education in the future of the youth. The opening was also addressed by His Royal Highness Crown Prince Alexander II and His Excellency John Morrison, Ambassador of Canada in Serbia.



*Deputy Minister in the Ministry of Education in the Government of the Republic of Serbia, Mr. Bogoljub Lazarević opened the Fair. The Organizer, prof. Golijanin is on the right.*



*H.E. John Morrison, Ambassador of Canada*



*HRH Crown Prince Alexander II*

## **Media Coverage**

The organizers of the Fair were proud of the media coverage and emphasize that the media was more than ever interested in this manifestation. This year EDUfair™ was covered by a number of television networks like: RTS, TV Pink, TV Studio B, TV Avala, TV Metropolis and others; and by a number of radio stations: TDI, Radio B92, Radio 202 and others. The EDUfair™ was covered by the following daily newspapers and magazines: Blic, Politika, Danas, 24 Sata, Press, Trip, Yellow Cab, City Magazine, Poslovni Magazin, Ekonomist, Biznis i Finansije. EDUfair™ was present on a number of websites: Infostud, Plakatt, S Media, Aladin, Fascikla, Dizanje, Na vidiku, Na dlanu, Beoclik and others. We would like to thank TDI Radio for the exceptional coverage and for playing music throughout the fair and providing sound support.

## **Reception for Exhibitors and Media**

A special treat for the exhibitors was the invitation by the Canadian Ambassador, H.E. John Morrison, who organized a cocktail in his residency as Canada was Country of Honor. The treats at the Cocktail were made and served by the students of The Hospitality Education Centre of the International Hospitality College of Montenegro an affiliate of the Algonquin College.

## **The Turnout**

The organizers found out, when talking to the groups from various schools, that some of them cancelled their organized trips to the Fair at the last minute mainly due to the very bad weather. Seeing the parking lot in front of the Hotel, this year there were more minibuses and smaller buses than the large buses we are used to seeing the previous years. The economic crisis is visible here as well as in all other areas of life. We also must not forget we are entering a period where we are going to see a decrease in the number of new students, as these are the generations born at the beginning of the '90s when a civil war raged in the Balkans. However there were lots of schools that could not be prevented by the severe weather.

## Workshops

Again this year the Workshops and Presentations attracted many visitors. There were visitors who came three days in a row. Groups of students were happy to participate, as well as their teachers, who used the workshops for their professional advancement. The participants were satisfied with the workshops and the general comment was that they got more than they expected. The participants could learn the means of perfect memory and speed reading, how to be assertive, the meaning of self-education, preparation for development and employment, studying abroad, how to attain scholarships thanks to the Centre for career development in cooperation with the Crown Prince Alexander II Foundation for Education. The participants were revealed secrets of successful people through the workshop 7 Habits of Highly Effective People by a licensed Franklin Covey lecturer.

## Presentations

During the Fair various institutions represented themselves: Colleges and Universities in Canada, Academy of Criminalist and Police Studies from Belgrade, University of Nicosia, and the activities of the American Corner in Serbia. Under the auspice of the Crown Prince Alexander II Foundation for Education, visitors could find out what to do with their inventions – from their making through the patenting process and placing on the market as well as the competition for the best technological innovation which is to take place at the end of March.

## Roundtable

This year we organized a Roundtable on the topic - **“Similarities and differences of the world’s educational systems in the globalization era”**. The speakers were: Professor Neda Bokan Provost for Education, University of Belgrade; Professor Slobodan Pajović Provost for International Cooperation, Megatrend University; Nadia Ramseier Assistant Manager, International Marketing and Recruitment Algonquin College – Ottawa, Canada; Professor Lazar Dražeta, Head of the Career Center, University of Singidunum, Belgrade. Prof. PhD Neda Bokan emphasized the essence of the Bologna Declaration; Professor PhD Slobodan Pajović spoke about the historic link between Latin America and its previous colonizers Spain and Portugal, their significance as founders of education in this region and their significance today as the bridge between them and the European educational system. He also emphasized the importance of the state as a funder for education and that education should be available to everyone, which is being achieved as 500 000 scholarship benefactors in Mexico and 300 000 in Argentina show. Ms. Ramseier talked about the education system in Canada and that the quality of higher education in Canada is very high and that there is no official ranking of higher education institutions in this country. Dr Dražeta spoke about the education system in New Zealand and the emphasis that higher education in this country puts on the ultimate goal of studying – and that is what an employer might expect from an employee. In this regard this would be the difference between soft and hard skills and the difference between the unchangeable cognitive intelligence, i.e. IQ and EQ which can be improved with time. During

the discussion which followed afterwards and which was moderated by the organizer, professor Golijanin, the participants participated with questions and emphasis was put on the Bologna Declaration in the Serbian education system and the lack of the simplified view by higher education institutions in the country. The conclusion was that there is a need for uniformity of education and mobility of students across the globe, a goal which higher education must have in front of it if it is to keep up with the demands of today's employer in the age of globalization.

### **Conclusion**

This year's EDUfair™ had the most complete and full program so far. Even though the weather conditions did to some extent influence the final turnout of the Fair, it is safe to conclude that it was visited precisely by those who were genuinely interested in their further schooling and intentionally with the conscience that education is one of the deciding points in their future.