



# EDU Fair

## Fair Summary of Education, Career, and Job Fair 2025

17th Edition

"1 Tetori" Hall,  
Pristina

15–16 April  
2025



*we*  *challenging!*



The fair is organized by CEO – Congress and Event Organization

# How was the 17th Edition of the Fair?

The 17th edition of the Education, Career, and Job Fair—the largest and most inclusive educational event in the Republic of Kosovo—concluded successfully and with extraordinary resonance. Held on April 15 and 16, 2025, at the “1 Tetori” Hall in Pristina, the fair transformed the heart of the capital into a major international center of knowledge, professional development, and strategic inter-institutional cooperation.

Over two consecutive days, thousands of visitors from across Kosovo had the opportunity to experience up close a unique atmosphere where education, innovation, and employment were organically intertwined.

This edition brought together all elements of the educational and human development system: from public and private primary and secondary schools, state and private universities and colleges, training centers and professional courses, to educational and technological hubs, international organizations, NGOs active in education and career development, small and large businesses offering practical work opportunities for young people, and innovative companies transforming education through technology and digital approaches.



The fair has now become the most important annual meeting point for students, teachers, institutional leaders, professionals in the education sector, and representatives of the private sector. This year, too, the event served as a real and functional platform where young people directly connected with opportunities for schooling, scholarships, professional internships, and employment, while institutions and organizations shared their vision and programs for the future.

The 2025 Education, Career, and Job Fair was not just an event — it was a breath of fresh air for the educational and economic future of the country, a bridge between generations and professionals, and a gravitational center of limitless opportunities.



# Opening Ceremony

With a festive atmosphere and broad participation, the Opening Ceremony of the 2025 Education, Career, and Job Fair became a manifestation of the vision for the future of knowledge in Kosovo.



With its doors open to thousands of visitors from all over Kosovo and beyond, this moment marked the symbolic beginning of a two-day journey filled with opportunities, inspiration, and international cooperation.

The welcome speeches were interwoven with artistic performances, delivering a clear message: education is the path toward a brighter future!







# PARALLEL ACTIVITIES

## Main Events of the Fair

At the heart of this vibrant fair, which brought together thousands of young people and professionals, the organizers went beyond mere institutional exhibition. They carefully designed a rich and innovative parallel program, offering young people direct experiences, awareness-raising activities, and discussions with deep impact on the future of education and economic development.

Thanks to this inclusive and practice-oriented approach, the 2025 Education, Career, and Job fair became a living laboratory of ideas, challenges, and concrete solutions, where every participant—from 9th-grade students to representatives of international institutions—found space to learn, contribute, and co-create.

## Job Interview Simulation

Throughout the two days of the fair, with the participation of recruitment experts, a dedicated area was transformed into a small stage of real life — where students and young people faced simulated job interviews, experiencing the emotions, challenges, and responsibilities of a professional meeting. Experts provided immediate feedback and practical advice, becoming, for many young people, their first point of contact with the real job market.





## Panel Discussion The Importance of Dual Education and Professional Skills



Panelists included representatives from the Dual Education Project at MASHTI, the Regional Challenge Fund, KfW, school leaders, and business executives.

The focus was on the direct connection between vocational schools and industry.

This discussion highlighted the importance of practical education and the dual system in Kosovo. Success stories and challenges in implementation were emphasized, with special attention on the potential of collaboration between businesses and vocational schools to build profiles that respond to the real needs of the labor market.

## Sports Session focusing on Education through Play: "Gender-Based Discrimination"

Implementing partner: PLAY International

Participants: 40 students from various schools



An outstanding educational activity where sport became a tool for awareness. Through interactive games, students learned about gender equality, experiencing values such as cooperation, empathy, and respect. This "sport for development" methodology was highly appreciated by all participants and visitors.

## **Presentation: Opportunities of the Erasmus+ Program for Students and Academic Staff**

Presenter: Ms. Blerina Zjaça – Kosovo Erasmus+ Office

Focus: International mobility, scholarships, and academic partnerships

This presentation focused on one of the European Union's most prestigious programs – Erasmus+ – offering a broad overview of the opportunities it provides for Bachelor's and Master's students, as well as for academic staff at universities and colleges. Ms. Zjaça explained step-by-step how to apply for mobility, available scholarships, criteria, and success stories from past years. Interest was remarkable, especially among students from public and private universities eager to gain academic experience in EU countries. It was emphasized that Erasmus+ is not just about education, but a passport for personal and professional international development.

## **Presentation: eTwinning – Digital Collaboration for Pre-University Schools**

Presenter: Mr. Genc Pilingjurka – Kosovo Erasmus+ Office (eTwinning desk)

Focus: Inter-school projects, creativity, and European education for teachers

In a special and highly interactive session, Mr. Pilingjurka presented the eTwinning platform as a modern and cost-free tool connecting Kosovo's pre-university schools with the network of European schools through joint projects. He showcased concrete examples of digital collaborations between teachers and students where topics such as technology, the environment, history, or culture were explored through creativity, cooperation, and technology. eTwinning was presented as an open door to pedagogical innovation and early internationalization for teachers and school institutions.

## **Presentation: What if children's well-being began with their parents?**

Presenter: Ms. Laurie VANDEGAR – teacher, parenting coach, founder of SereNest

This unique presentation offered an emotional and profound perspective on the role of the family in children's education, emphasizing the importance of parental support for children's psychological well-being and long-term success. It was one of the most reflective moments of the entire fair.

## **Panel Discussion: Special focus: Education–Business Partnership**

Panelists: Representatives from MASHT, Advantage Austria, and the German-Kosovar Chamber of Commerce

This essential session discussed the vital link between vocational education and the development of the local economy. Success stories were presented, as well as the need for curriculum reforms and concrete ways in which the private sector can play a direct role in shaping the workforce of tomorrow.



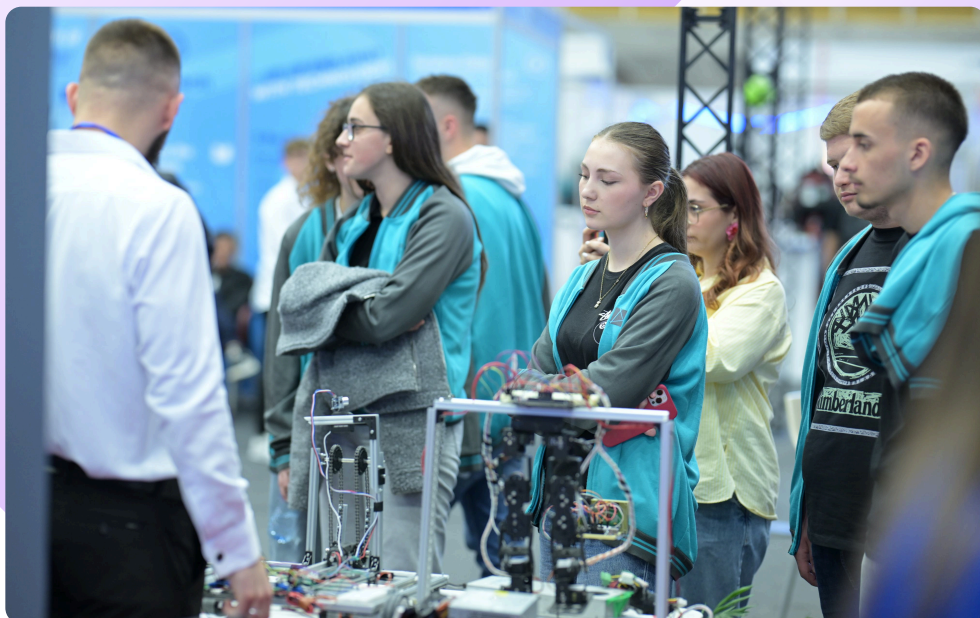
# Student Engagement

## “The energy that speaks through the voice of the new generation”

At the 2025 Education, Career, and Job Fair, students and pupils were not merely visitors – they were the main protagonists of the event! They explored, asked questions, tested, presented, created, and inspired. From visiting booths to participating in real-life job interview simulations, From creating creative videos that proudly promoted their schools, To the moments when they discovered a new path for their future – This was a fair that gave voice to their ideas and strength to their dreams. Because when youth gets involved, education becomes more vibrant, more authentic, and more beautiful.









# Testimonials

## Exhibitors' Impressions from the 2025 Education, Career, and Employment Fair

The general impressions of the exhibitors for the 17th edition of the Education, Career, and Employment Fair were extremely positive. The exhibitors highly appreciated the well-organized event, the broad and high-quality participation of visitors, as well as the excellent opportunities for networking and promoting their programs and products.

Our participation in the Education Fair in Kosovo is very important for the American University in Bulgaria, because we have students from Balkan countries who come to study at our university, and I can say that it is a very good opportunity for us to present our university and programs to future students in Kosovo.

**Ms. Blagovesta Dzhabirova**  
American University in Bulgaria

The main reason we joined this fair is precisely because of students who are interested in the field of technology. We want to inform them in more detail about what they can gain within studies at Cactus Education

**Ms. Cuca Peci**  
Cactus Education

What motivated us to participate in the fair is, of course, the recruitment of young people who are interested in applying to the Kosovo Security Force

**Mr. Jahir Fazliu**  
Kosovo Security Force (KSF)

A fair like this is very important for us, because it offers a platform to see as many young students as possible, to understand their opportunities, and also to learn which direction they wish to pursue

**Ms. Dea Gaxha**  
International Business College Mitrovica (IBCM)

Participation in this fair is a tradition. AAB College has been part of this fair for 11 years now, and we believe that our participation in this important event for higher education is the best part of our work

**Mr. Artan Galushi**  
AAB College

We consider that the fair organized has extraordinary importance, as career orientation is of tremendous value, and often the lack of knowledge about fields of study can mislead a student

**Mr. Lon Laska**  
Heimerer College

We are happy that we have been part of this fair for several years now, where we represent German businesses and have the opportunity to meet students, professionals, and all other interested parties

**Ms. Elena Elshani**

German-Kosovar Chamber of Commerce

We see it as very important – it is modern, it is vital, and indeed very pragmatic - that through fairs we both showcase ourselves and at the same time see how others function

**Mr. Bashkim Hyseni**

Competence Center – Ferizaj

The main reason we participate in this Education Fair is to promote our school and the profiles it offers. Our expectations are to increase the number of students

**Ms. Eriona Mazreku**

Kujtim Krasniqi' Competence Center

This fair is very important for us, because it gives us the opportunity to present the cooperation between the Austrian School in Pristina and our healthcare institution

**Mr. Martin Ruprecht**

Austrian Medical High School

We had good results last year, and this year we have already started registering candidates. This fair also helps us do a lot of networking with different companies with whom we aim to build various collaborations.

**Ms. Erleta Terpeza**

Scantech Academy

Our participation in this fair is very important, as this is our first time here and it gives us the opportunity to get to know Kosovar students – whom we hope will join our university in the future

**Ms. Maria Nostaso**

Southwest University in Blagoevgrad, Bulgaria

This fair allows us to promote all our values, all our programs, and have a more direct approach with Kosovo's graduates – so that they can benefit from the opportunities Universum offers

**Ms. Rinesë Koca**

UNI – Universum International College



It is very important for us to participate in this fair, because we all know that the Balkans is a growing community of students, and we want to offer the best possible opportunities for international education

**Ms. Ivana Dimitrova**

Varna University of Management, Bulgaria

The University of New York in Tirana participates every year in the Education Fair organized here in Pristina, and we come because we see high interest from Kosovar students to come and study in Tirana

**Ms. Rozeta Tusha**

University of New York in Tirana

This is our first year participating in the Education Fair, because we noticed in previous years that graduates from Kosovo have achieved very good results, and we decided this year to present the study programs we offer

**Mr. Loren Senja**

Epoka University

This is the several-th time we participate in the Career and Orientation Fair here in Pristina, where we come to present all our programs to graduates from Pristina and all over Kosovo.

**Ms. Bardha Karra**

Catholic University 'Our Lady of Good Counsel'

This is our first time being part of the Education Fair – a very positive experience for contacts, relationships, and for an exchange of experiences with partner schools

**Ms. Rovena Qirici**

Polis University

This is actually not our first year participating in the Education Fair; it's our third consecutive year, and the main reason is because this is one of the most important events organized in Pristina

**Mr. Agron Hoxha**

Western Balkans University

It is very important for us to be part of this fair, as it is a great opportunity to present our programs and become known to students from Kosovo

**Mr. Niko**

Technical University of Sofia

The reason we chose to participate in the fair is to promote the opportunities of the Erasmus+ program for higher education, vocational education, youth, and sports

**Ms. Blerinë Zjaça**

Erasmus+ Office

# The Education Fair in Numbers

The power of facts that prove success!



**13,569+**

VISITORS

TOTAL PARTICIPATION

STUDENTS  
PUPILS  
TEACHERS  
PARENTS  
PROFESSIONALS



**92**

LOCAL  
EXHIBITORS



**22**

INTERNATIONAL  
EXHIBITORS



**114**

INSTITUTIONAL  
PARTICIPANTS

## Exhibitor Profile:

Educational institutions, colleges, universities, vocational schools, NGOs, businesses, and training centers

 **15+** PARTICIPATING COUNTRIES

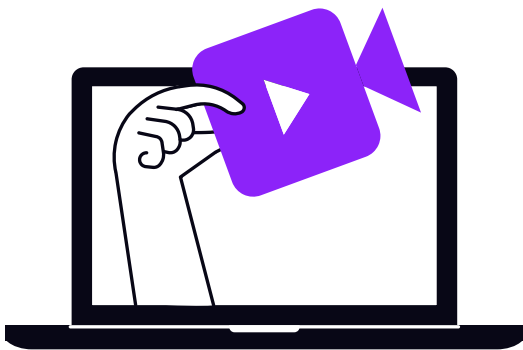
 Kosovo  Albania  Bulgaria  
 Germany  Austria  North Macedonia  
 Greece  Italy  France  England  
 United States of America  Canada etj

### What does this mean?

**The 17th Education Fair** was more than just an event —  
It was an international platform, a hub of knowledge and opportunities,  
and a meeting point between education and the future!

# The Education Fair in the Media

**The 17th edition of the 2025 Education, Career, and Job Fair** was widely promoted across all major communication channels, reflecting the attention and importance this event enjoys in Kosovo and the region.



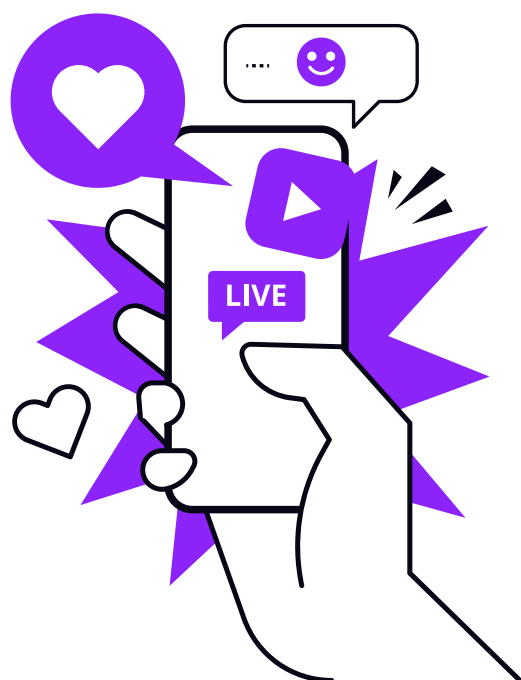
National and local television stations such as RTK, KTV, RTV Dukagjini, and T7 broadcasted live footage, interviews, and special reports from the fair.

Online portals and media outlets covered every significant moment through articles, news pieces, and photo galleries.

Social networks were the main hub of interaction and visibility: the organizer, CEO – Congress & Event Organization, published every step of the event in real time, driving high engagement and widespread sharing.

The most meaningful part was the mobilization of the exhibitors themselves, who recognized the importance of the event and contributed to its promotion by posting, reposting, and sharing content on their official pages, social profiles, and communications with partner networks.

This created a chain effect that multiplied the fair's presence across every media and professional platform.





# The Certificate Award Ceremony for Exhibitors

## A symbol of appreciation for contributions to education and institutional cooperation

All participating exhibitors were honored with certificates for their distinguished engagement, recognizing not only their presence but also their ongoing efforts in the development of education, the promotion of educational tourism, and the creation of new opportunities for young people





# Summary

## Where young people discover what they want and what they can become

The 17th edition of the Education, Career, and Job Fair in Pristina was more than just an event — it was a movement, a collective inspiration, a stage where vision, passion, and dedication to knowledge came together.

For two days, the paths of knowledge came alive in a space filled with youthful energy, big ideas, concrete opportunities, and genuine smiles.

Every booth was a window to the future.  
Every visitor was a dreamer with questions.  
Every presentation was a call for collaboration.

And above all, every participating institution was a co-creator of a moment not easily forgotten. Thanks to the commitment of every participant, this fair was not just a success — it was a success story that will continue to be written every year. So, if this year we had the power to inspire, next year we aim to transform!

We warmly invite you to be part of the next chapter, in the most inclusive and innovative event of its kind in the country!









# EDU Fair

See you at the 18th edition of the Education,  
Career, Sports, and Job Fair

**22-23 April 2026**

The fair is organized by CEO –  
Congress and Event Organization

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