

CENTRAL EUROPEAN EDUCATION AND LIFELONG LEARNING EXHIBITION GAUDEAMUS PRAGUE 2026

Report on the progress of the fair from January 30th, 2026

(Issued by the fair organizer, MP-Soft, a.s.)

18th year of the Central European education and lifelong learning exhibition Gaudeamus Prague 2026 took place at the PVA Expo Prague exhibition centre in halls 3 and 4 on 20th – 22nd January 2026.

Information about exhibitors:

387 exhibiting entities were represented at the fair. In addition to domestic schools, international universities, and colleges from **15 countries** were also represented. International universities and colleges have arrived from Great Britain, Slovakia, Spain, Italy, Austria, Poland, Switzerland, Germany, Ireland, United Arab Emirates, Belgium, Denmark, Lithuania, Netherlands and Malta.

Type of institution	Number of exhibitors
Faculties	172
Universities and colleges	161
Advisory agencies	25
Higher professional schools	15
Study abroad agencies	10
Language schools	4

Table 1: Exhibitors by type of institution

Country	Number of exhibitors
Czech Republic	194
United Kingdom	65
The Netherlands	30
Austria	29
Slovakia	15
Germany	10
Ireland	10
United Arab Emirates	8
Denmark	8
Belgium	6
Spain	4
Switzerland	3
Italy	2
Poland	1
Malta	1
Lithuania	1

Table 2: Exhibitors by country of origin

Attendance of the 18th year of the fair:

Day	Number of visitors	Number of teachers
20 th January	6 815	196
21 st January	8 023	198
22 nd January	5 754	115
Total	20 592	509

Table 3: Number of visitors on individual days

During its three days, the fair was visited by 20,592 visitors, including 509 secondary school teachers and guidance counsellors. This represents an increase of 3,350 visitors compared to last year. At the same time, this is the highest number of visitors in the entire history of the Gaudeamus fair in Prague.

A total of 17,793 students registered to visit the fair at www.gaudeamus.cz, 16,513 of them filled out the registration questionnaire. An invitation to the Test of Study Types was sent to each registered student. A total of 650 educators also registered to visit the fair. Every registered teacher received a free ticket to the fair. Only educators who handed in their completed free ticket at the fair and exchanged it for an information set were included in the total attendance.

Basic characteristics of visitors:

Gender	
Female	63,4 %
Male	36,6 %
Age	
18 - 21	60,8 %
15 - 17	38,0 %
22 - 25	0,9 %
25+	0,3 %
Type of school currently studied	
Grammar school	48,2 %
Vocational school	47,8 %
University	1,8 %
Other	1,7 %
Higher school	0,5 %
Year of study	
4 th year	60,0 %
3 rd year	29,4 %
2 nd year	6,4 %
Other	4,2 %

Table 4: Basic characteristics of visitors

Regional distribution of attendance:

Region	Share of visitors
Středočeský	31,6 %
Praha	21,7 %
Ústecký	12,1 %
Královéhradecký	7,1 %
Liberecký	6,7 %
Plzeňský	4,8 %
Jihočeský	4,6 %
Karlovarský	3,7 %
Pardubický	3,0 %
Vysočina	1,5 %
Moravskoslezský	1,1 %
Slovensko	0,7 %
Olomoucký	0,6 %
Zlínský	0,5 %
Jihomoravský	0,2 %

Table 5: Regional distribution of attendance

Best booth competition:

During the first two days of the fair, the ninth year of the Best booth competition of Gaudeamus Prague fair took place. 17 exhibitors were entered into the competition. The evaluation of the registered booths was carried out by an independent commission consisting of students of the Higher Vocational School of Actors in Prague and students nominated by the competing exhibitors. The evaluation committee worked under the guidance of a teacher from the Higher Vocational School of Actors in Prague. The registered booths were evaluated on the first two days of the fair, according to eight criteria.

The results of the competition were announced during a social evening, which took place on January 21st, in the Kaiserštejn Palace. First place has been won by the Institute of Chemistry and Technology in Prague; second place was shared by the University of Defence and the Czech Technical University in Prague. Charles University took third place. Competition results are shown in table no. 6.

Rank	Name of exhibitor	Score
1.	Vysoká škola chemicko-technologická v Praze	1,311111111
2.	České vysoké učení technické v Praze	1,333333333
2.	Univerzita obrany	1,333333333
3.	Univerzita Karlova	1,566666667
4.	ŠKODA AUTO Vysoká škola, z.ú.	1,655555556
5.	Vysoké učení technické v Brně	1,711111111
6.	Vyšší odborná škola publicistiky	1,855555556
7.	University of New York in Prague	1,866666667
8.	NEWTON University	1,888888889
8.	CEVRO Univerzita, z.ú.	1,888888889
9.	Masarykova univerzita	1,988888889
10.	Univerzita Komenského v Bratislavě	2,100000000
11.	MCI Management Center Innsbruck	2,166666667
12.	Univerzita Tomáše Bati ve Zlíně	2,177777778
13.	Národní úřad pro kybernetickou a informační bezpečnost	2,233333333
14.	Univerzita Palackého v Olomouci	2,377777778
15.	Back in Time	2,477777778

Table 6: Best booth competition results

Testing centre and Test of Study Types:

A Study Types Test was available to visitors. The result of the test is the placement of the student in one of five study types (economic, technical, humanitarian, natural science, artistic). Each type is assigned an icon and an identifying colour. At the fair, the exhibitors were marked with icons of the corresponding study types directly on the booths and in the pavilion plan. According to this designation, students could more easily find a study program corresponding to their type. **The invitation to the Study Types Test was sent to all registered students. 5,696 students took the Study Types Test before visiting the fair. Another 1,711 students took the test in the Testing Centre at the fair. In total, 35,9% of the visitors to the fair completed the Study Types Test.** The table no. 7 provides an overview of the test results.

Study type	Share of results
Humanities	30,7 %
Economics	20,4 %
Art	19,7 %
Science	19,7 %
Technology	9,5 %

Table 7: Results of the Study Types Test

Interest in accompanying programs:

The fair included five traditional accompanying programs designed for students:

- **Lectures on study options:** the contents of the lectures were information on the current offer of study programs, study conditions, admissions procedures and other services offered by the school to students.
- **Science for Life:** gave students an insight into the content of study and research that takes place at universities. As part of the program, the exhibitors presented interactive exhibits, examples, and demonstrations from various fields of study. **The following exhibitors participated in the Science for Life accompanying program:**
 - ČESKÉ VYSOKÉ UČENÍ TECHNICKÉ V PRAZE
 - MASARYKOVA UNIVERZITA
 - MENDELOVA UNIVERZITA V BRNĚ
 - POLICIE ČESKÉ REPUBLIKY
 - UNIVERZITA KARLOVA
 - UNIVERZITA KOMENSKÉHO V BRATISLAVE
 - UNIVERZITA OBRANY
 - UNIVERZITA PALACKÉHO V OLOMOUCI
 - VŠB – TECHNICKÁ UNIVERZITA OSTRAVA
 - VYSOKÁ ŠKOLA CHEMICKO-TECHNOLOGICKÁ V PRAZE
- **Advisory service:** it was intended especially for undecided students. The advisory service helped students choose a suitable study program, school or faculty using the database and search engines on the portal www.gaudemus.cz.
- **Testing centre:** offered students to take the Study Types Test directly at the fair. Students could mark themselves with a sticker with the icon of their study type after taking the test. The students could then be approached by the exhibitors more easily.
- **Advisory on studying abroad:** offered information on studying abroad and all the requirements related to it. Information was provided through partner agencies. In addition, representatives of international universities were present in person.
- **Career counselling:** the career counselling service was renewed at the fair in Prague thanks to the partnership with Canonada s.r.o. and the Choose Right project. A team of professional advisors and an orientation career test were available to students during the fair.

The students' interest in attending accompanying programs is shown in Table 8. These are data from the registration questionnaires filled out before the fair.

Accompanying program	Visitor's interest
Lectures	47,3 %
Study abroad advisory	16,7 %
Career counselling	16,5 %
Testing centre	15,2 %
Advisory service	11,0 %
Science for life	6,6 %

Table 8: Interest in accompanying programs

Accompanying program of lectures:

Lectures by exhibitors took place in a lecture hall with a capacity of 250 seats. **In 2026, according to a survey in the lecture hall, 6,295 students, 30,5% of all visitors to the fair attended the lectures.** This number was determined by the number of collected raffle coupons. However, not all lecture visitors did fill out and submit the coupon. The actual attendance at the lectures was thus probably higher. **Students could attend a total of 40 lectures on studies during the fair.**

Day	Number of visitors	Share on daily attendance
20th January	2 087	30,6 %
21st January	2 247	28,0 %
22nd January	1 961	34,1 %
Fair in total	6 295	30,5 %

Table 9: Attendance at lectures

Pedagogical centre:

The goal of the Pedagogical Centre is to improve the quality of information transfer to secondary school teachers, who play a key role in informing secondary school students about the Gaudeamus fair and the possibilities of post-secondary studies. Purpose of the Pedagogical Centre is to create a quality background for educators and motivate them to visit the Gaudeamus fair. The focus of the Pedagogical Centre was specialized lectures for teachers and guidance counsellors of secondary schools. **The lecturers were experts from exhibiting schools, the Ministry of Education, Youth and Sports, the National Pedagogical Institute and other partner institutions. A total of 30 lectures were held within the Pedagogical Centre over three days. The Pedagogical Centre was visited by 509 educators during the fair.** This number was determined based on the handed-in free tickets. Not all educators who visited the Pedagogical Centre handed in their ticket. The actual attendance at the Pedagogical Centre was therefore probably higher.

Gaudeamus Prague in 2027:

**19th year of the Central European education and lifelong learning exhibition
Gaudeamus Prague is planned for January 19th – 21st, 2027 at the PVA Expo
Prague exhibition centre.**