

CENTRAL EUROPEAN EDUCATION AND LIFELONG LEARNING EXHIBITION GAUDEAMUS BRNO 2025

Report on the progress of the fair from November 10, 2025

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

31st year of the Central European Higher Education and Lifelong Learning Fair Gaudeamus Brno 2025 took place at the Brno Exhibition Centre in Pavilion V from October 21 until October 24, 2025.

513 exhibiting entities were represented at the fair. In addition to domestic schools, international universities, and colleges from **18 countries** were also represented. International universities and colleges have arrived from Slovakia, Great Britain, Denmark, Netherlands, Lithuania, France, Ireland, United Arab Emirates, Belgium, Germany, Spain, Switzerland, Italy, Austria, Malta, Australia, Sweeden and Finland.

Attendance of the 31st year of the fair:

Day	Number of visitors	Number of teachers
21st October	7 700	138
22nd October	9 829	182
23rd October	9 411	152
24th October	4 969	68
Total	31 909	540

During its four days, the fair was visited by 31,909 visitors, including 540 secondary school teachers and guidance counsellors. This represents an increase of 1,699 visitors compared to last year.

A total of **27,667 students** registered at www.gaudeamus.cz. 23,639 of them filled out the registration questionnaire. **584 educators also registered** to visit the fair. All registered educators received a free ticket to the fair.

A Study Types Test was available to visitors. The result of the test is 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. The icons of the corresponding study types were marked directly at the exhibitor's booths. Designation of study types with icons was also implemented on the Gaudeamus.cz, Gaudeamus-sk.sk portals and Gaudeamus Guide and Gaudeamus Advisor mobile applications. According to this designation, students could more easily find a study program corresponding to their type. Invitation to the Study Types Test was sent to all registered students. Before visiting the fair, 10,084 (36,4 % of those registered) took the Study Type Test. Another 3,717 students took the test in the Testing Centre at the fair. The table provides an overview of the test results.

Study type	Share of results
Humanities	28,8 %
Science	22,0 %
Art	19,5 %
Economics	19,2 %
Technology	10,5 %

Basic characteristics of visitors:

Gender	
Female	62,8 %
Male	37,2 %
Age	
18 - 21	69,5 %
15 - 17	29,7 %
22 - 25	0,6 %
25+	0,1 %
Type of school currently studied	
Vocational school	51,9 %
Grammar school	45,9 %
Other	1,3 %
University	0,5 %
Higher school	0,4 %
Year of study	
4 th year	58,8 %
3 rd year	33,7 %
2 nd year	4,9 %
Other	2,7 %

Regional distribution of attendance:

Region	Share of visitors
Jihomoravský	29,3 %
Moravskoslezský	16,9 %
Olomoucký	12,7 %
Zlínský	12,5 %
Vysočina	10,6 %
Pardubický	8,1 %
Královéhradecký	2,3 %
Středočeský	1,7 %
Jihočeský	1,5 %
Praha	0,7 %
Liberecký	0,3 %
Ústecký	0,2 %
Karlovarský	0,1 %
Plzeňský	0,1 %
Slovakia	3,0 %

During the first two days of the fair, the fifteenth year of the Best Booth Competition took place. 19 booths were entered into the competition. The evaluation of the registered booths was carried out by an independent commission consisting of students of the Business Academy and the Higher Vocational School in Brno and students nominated by competing exhibitors. The evaluation committee worked under the leadership of a teacher from OA and VOŠ Brno. The registered booths were evaluated on the first two days of the fair, according to eight criteria.

The results of the competition were announced at a social evening, which took place on October 22, in the hall of the Centre of the Brno University of Technology. The first place was won by Czech Technical University in Prague, the second place belongs to the University of Chemistry and Technology in Prague, and the third place was taken by the Brno University of Technology.

Results of the Best booth competition:

Rank	Name of exhibitor
1.	České vysoké učení technické v Praze
2.	Vysoká škola chemicko-technologická v Praze
3.	Vysoké učení technické v Brně
4.	Univerzita obrany
5.	Mendelova univerzita v Brně
6.	Univerzita Tomáše Bati ve Zlíně
7.	Univerzita Palackého v Olomouci
8.	Univerzita Komenského v Bratislave
9.	Univerzita Karlova
10.	Masarykova univerzita
11.	Ostravská univerzita
12.	University of New York in Prague
13.	Slovenská technická univerzita v Bratislave
14.	NEWTON University
15.	Ekonomická univerzita v Bratislave
16.	CARITAS - Vyšší odborná škola sociální Olomouc
17.	Vyšší odborná škola publicistiky
18.	Agentúra Bloomo - Štúdium bez hraníc
19.	Gradstar Global Education