

CENTRAL EUROPEAN EDUCATION AND LIFELONG LEARNING EXHIBITION GAUDEAMUS PRAGUE 2025

Report on the progress of the fair from January 31st, 2025

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

17th year of the Central European education and lifelong learning exhibition Gaudeamus Prague 2025 took place at the PVA Expo Prague exhibition centre in halls 3 and 4 on 21st – 23rd January 2025.

Information about exhibitors:

364 exhibiting entities were represented at the fair. In addition to domestic schools, international universities, and colleges from **16 countries** were also represented. International universities and colleges have arrived from Great Britain, Slovakia, Spain, Italy, Austria, Poland, Ukraine, Germany, Ireland, United Arab Emirates, Belgium, Canada, Denmark, Lithuania, Netherlands, Malta.

Type of institution	Number of exhibitors
Faculties	178
Universities and colleges	144
Advisory agencies	13
Higher professional schools	12
Study abroad agencies	11
Language schools	6

Table 1: Exhibitors by type of institution

Country	Number of exhibitors
Czech Republic	213
United Kingdom	55
Slovakia	38
The Netherlands	11
Germany	8
United Arab Emirates	8
Denmark	7
Ireland	6
Belgium	5
Malta	4
Austria	2
Spain	2
Italy	1
Poland	1
Ukraine	1
Canada	1
Lithuania	1

Table 2: Exhibitors by country of origin

Attendance of the 17th year of the fair:

Day	Number of visitors	Number of teachers
21 st January	5 773	155
22 nd January	5 875	179
23 rd January	5 594	146
Total	17 242	480

Table 3: Number of visitors on individual days

During its three days, the fair was visited by 17,242 visitors, including 480 secondary school teachers and guidance counsellors. This represents an increase of 1,385 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 16,723 students registered to visit the fair at www.gaudeamus.cz, 14,484 of them filled out the registration questionnaire. An invitation to the Test of Study Types was sent to each registered student. A total of 667 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	64,8 %
Male	35,2 %
Age	
18 - 21	63,7 %
15 - 17	35,0 %
22 - 25	0,9 %
25+	0,4 %
Type of school currently studied	
Vocational school	48,0 %
Grammar school	47,7 %
Other	1,9 %
University	1,8 %
Higher school	0,7 %
Year of study	
4 th year	59,4 %
3 rd year	35,0 %
Other	5,6 %

Table 4: Basic characteristics of visitors

Regional distribution of attendance:

Region	Share of visitors
Středočeský	31,4 %
Praha	21,8 %
Ústecký	12,2 %
Liberecký	6,8 %
Královéhradecký	6,0 %
Plzeňský	4,7 %
Jihočeský	4,2 %
Karlovarský	3,0 %
Pardubický	2,5 %
Vysočina	1,4 %
Moravskoslezský	0,9 %
Olomoucký	0,6 %
Jihomoravský	0,3 %
Zlínský	0,3 %
Other countries	3,4 %
Slovakia	0,5 %

Table 5: Regional distribution of attendance

Best booth competition:

During the first two days of the fair, the eighth 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 22nd, in the Kaiserštejn Palace. First place was won by the Institute of Chemistry and Technology in Prague, second place was taken by the University of Defence and the 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	1,440476190
2.	Univerzita obrany	1,559523810
3.	Univerzita Karlova	1,797619048
4.	Škoda Auto Vysoká škola, o.p.s.	2,023809524
5.	České vysoké učení technické v Praze	2,047619048
6.	Vysoké učení technické v Brně	2,261904762
7.	NEWTON University	2,333333333
8.	University of New York in Prague	2,357142857
9.	Univerzita Komenského v Bratislave	2,392857143
10.	Univerzita J. E. Purkyně v Ústí nad Labem	2,440476190
11.	Vyšší odborná škola publicistiky	2,571428571
12.	Univerzita Tomáše Bati ve Zlíně	2,595238095
13.	CEVRO Univerzita	2,666666667
14.	Masarykova univerzita	2,690476190
15.	Prague City University	2,714285714
16.	MCI Management Center Innsbruck	2,738095238
17.	Slovenská technická univerzita v Bratislave	2,916666667

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. 5,786 students took the Study Types Test before visiting the fair. Another 1,568 students took the test in the Testing Centre at the fair. In total, 42,7% 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	29,3 %
Economics	21,2 %
Art	20,1 %
Science	19,7 %
Technology	9,7 %

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
 - VYSOKÁ ŠKOLA FINANČNÍ A SPRÁVNÍ
- **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.gaudeamus.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	45,7 %
Study abroad advisory	17,4 %
Career counselling	15,9 %
Testing centre	15,6 %
Advisory service	11,0 %
Science for life	7,4 %

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 2025, according to a survey in the lecture hall, 5,563 students, 32,3% 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 44 lectures on studies during the fair.**

Day	Number of visitors	Share on daily attendance
21 st January	1 869	32,4 %
22 nd January	1 851	31,5 %
23 rd January	1 843	32,9 %
Fair in total	5 563	32,3 %

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 33 lectures were held within the Pedagogical Centre over three days. The Pedagogical Centre was visited by 480 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 2026:

18th year of the Central European education and lifelong learning exhibition Gaudeamus Prague is planned for January 20th – 22nd, 2026 at the PVA Expo Prague exhibition centre.