

Study abroad fair

AUTUMN 2025



Skopje City Mall is the most popular and highly sought-after shopping destination in Skopje, favored by customers as their first choice. The mall has a reputation for being:

- ▶ The most customer-friendly shopping center in the city
- ▶ A compact and convenient place to shop
- ▶ Offering an unparalleled and enjoyable shopping experience
- ▶ Featuring the best tenant mix not only in the city but also in the entire country, providing shoppers with a diverse range of high-quality retail, dining, and entertainment options

160+
Stores

36 800 m2
Retail GLA

13%
increase
on Turnovers

*

* Results are for the rolling 12 months,
updated on 01/07/2024

14%
increase
on Trading Density

*

* Results are for the rolling 12 months,
updated on 01/07/2024

8M+
Visitors
in 2023

9%
increase
on Foot fall
2023/2022

ABOUT THE VENUE



A PREMIER AND STRATEGICALLY LOCATED HUB FOR MAXIMUM IMPACT

Skopje City Mall stands as the first modern shopping center in North Macedonia, widely recognized for its contemporary architecture, diverse retail offerings, and vibrant entertainment facilities.

As one of the most visited urban spaces in Skopje, it offers a unique and attractive platform for promotion and engagement across all age groups.

Its central location ensures easy reach for students and families from across the entire region.



Moj City
Mall
10K+



Instagram
47,7K+

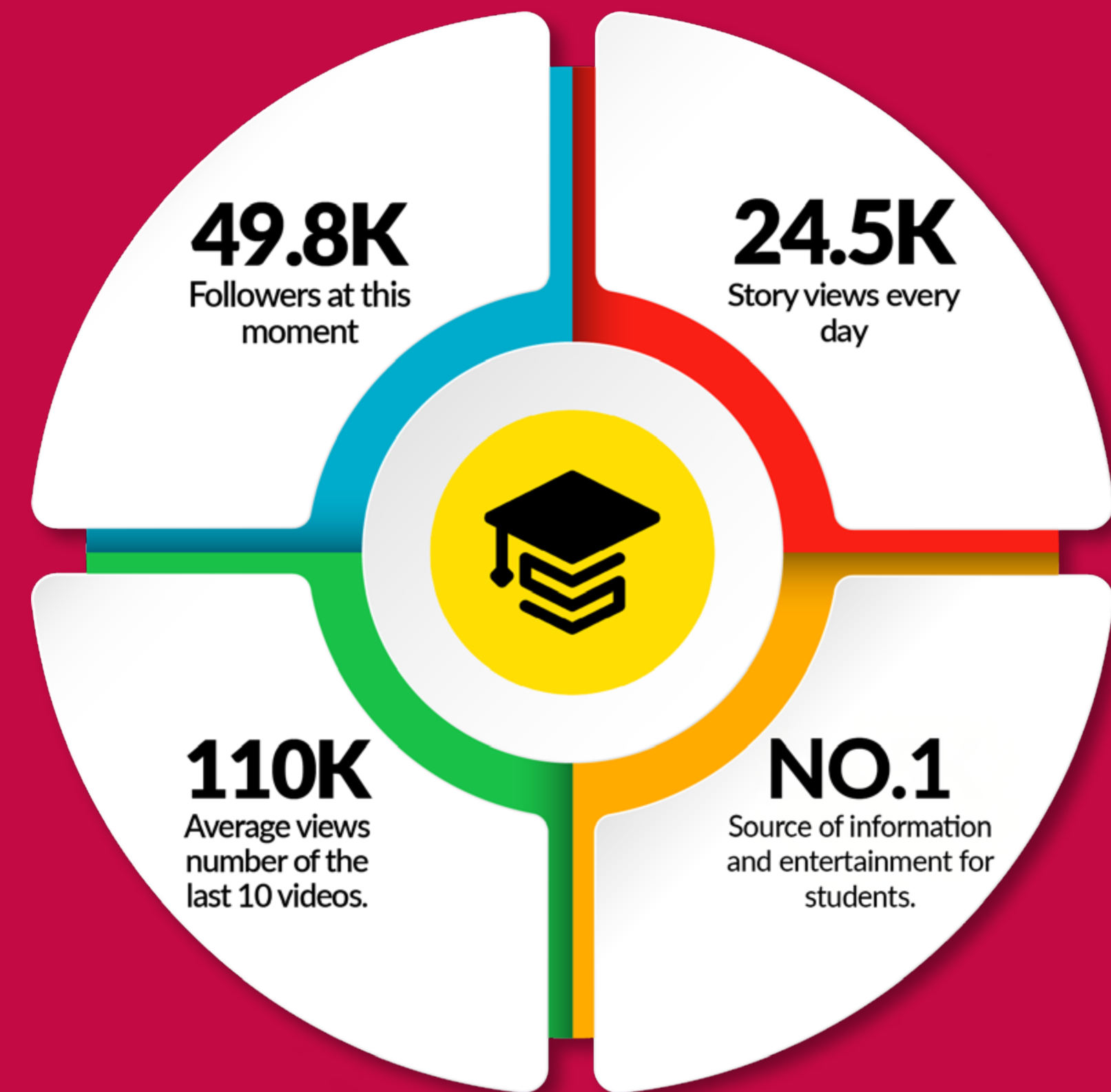


Facebook
273K+

ABOUT US



- Studentarija (@studentarijamk) is a student platform on Instagram, dedicated to sharing fun and informative content tailored for students and young people. It also serves as a hub for discovering the most interesting and useful events and current topics relevant to youth.
- Through original and thoughtfully created content, as well as collaborations with formal organizations and businesses, Studentarija has successfully represented the largest student community in North Macedonia for over seven years.



THE ONLY MACEDONIAN PLATFORM FULLY DEDICATED TO STUDENTS.

INTRODUCTION & MISSION



- » **The Study Abroad Fair 2025** is a youth oriented event aiming to connect high school and university students in North Macedonia with global education opportunities. By bringing together embassies, international universities, cultural centers, and scholarship programs, the fair empowers young people to explore academic pathways beyond national borders.
- » Our core mission is to inform and guide students interested in studying abroad by offering direct access to a comprehensive network of reputable institutions and essential resources. By facilitating firsthand interaction with educational providers and support organizations, we help students navigate their academic journey beyond national borders with greater clarity and confidence.

KEY VENUE BENEFITS & FEATURES:

Unparalleled Foot Traffic:

An average of 60 000 visitors during weekends provides immense exposure and ensures a high volume of prospective attendees.

Exceptional Accessibility:

Centrally located within Skopje, ensuring convenient access via public transport and private vehicles for all students and their families.

Student Discounts:

Special student discounts will be available at participating stores across the mall throughout the event duration, enhancing the overall visitor experience.

Immersive Brand Visibility:

The entire shopping center will undergo thematic branding and decoration in the spirit of the Study Abroad Fair, creating a visually striking and universally recognizable experience for all visitors, further amplifying the event's presence.

Integrated Facilities:

Beyond the fair area, attendees can benefit from the mall's diverse retail, dining and entertainment options, making it a full day destination.



**STUDENTS
MENU**

**SPECIAL STUDENT
DISCOUNTS IN
PARTICIPATING STORES
ACROSS THE MALL
DURING THE EVENT**

**60.000 +
AVERAGE VISITORS
DURING WEEKENDS**

**+ MORE
PROMOTIONS AND
ACTIVITIES**

REFLECTION ON THE SPRING 2025 EVENT

« In March 2025, we successfully organized the Educational Fair. The event welcomed nearly 1,000 students and featured participation from numerous Macedonian universities and education-related institutions. The strong turnout and highly positive feedback confirmed the significant interest among youth in exploring educational options and demonstrated the value of interactive, student-centered formats such as this.

« A short highlights video from the fair can be watched [here](#).

« 🏛️ **40+ exhibitors** –
universities, academies and educational institutions

« 🎤 **10+ speakers** –
education experts, young professionals, and student voices

« 📻 **Media coverage** –
featured on TV, radio, and online platforms





Photo from the Education Fair held on March 15, 2025 CE

TARGET AUDIENCE



- High School Students: Actively exploring their post-secondary education options and considering international academic paths.
- University Students: Undergraduate and postgraduate students seeking exchange programs, further specialized studies or advanced degree opportunities abroad.
- Graduates: Professionals and recent graduates looking for advanced degrees, career-enhancing courses or unique global experiences.
- Parents & Families: Crucial decision makers and support networks for students, seeking reliable information and reassurance regarding international education.
- Academic Advisors & Counselors: Educational professionals from local institutions looking to gather resources, establish partnerships and enhance their guidance to students.

EVENT OBJECTIVES

🌐 **Explore Diverse Academic Programs:** Attendees will discover a broad selection of undergraduate and postgraduate programs offered by renowned international universities—spanning Europe, North America, Asia and beyond.

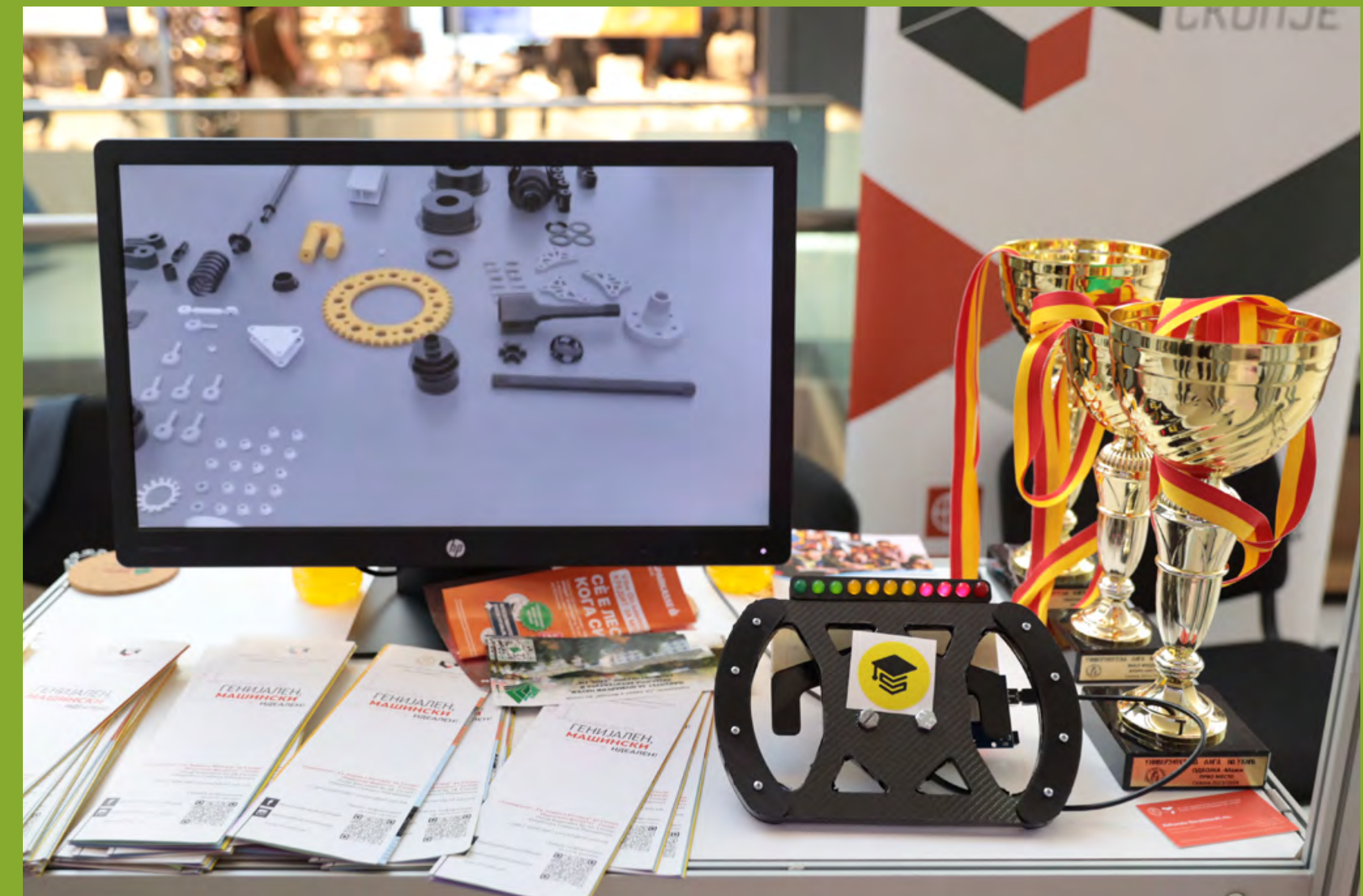
📝 **Learn About Application & Admission Processes:** Get firsthand information on application timelines, entry requirements, standardized tests and how to prepare a strong application.

Discover a wide range of scholarships and funding opportunities to support your studies abroad.



EVENT OBJECTIVES

- 🧠 **Experience Interactive Learning:** Join engaging presentations, workshops and panel discussions featuring alumni, university representatives and education experts. Gain authentic insights into student life, academic expectations and cultural experiences in different countries.
- 🤝 **Connect Through Personalized Networking:** Take advantage of one on one consultations and interactive booths. Meet face to face with university representatives, alumni, and study abroad professionals ready to answer your questions and guide your next steps.
- 🎯 **Make Informed, Confident Decisions:** The fair brings together everything students and families need to navigate the path to studying abroad—in one accessible, student-focused event. Leave with the tools, contacts, and clarity to move forward with confidence.



KEY PARTICIPANT CATEGORIES/ EXHIBITORS

The fair will host a comprehensive and diverse array of institutions and organizations, providing a holistic 360-degree view of the entire study abroad journey, from initial interest to successful relocation and academic life.



International Academic Institutions
– public and private universities



Embassies and Cultural Institutes



Study Abroad Agencies



Tutoring & Counseling Agencies



Preparation Support Services



Alumni Associations



Travel & Visa Support Agencies



Student Accommodation Platforms



Student Insurance Providers



Photo from the Education Fair held on March 15, 2025 CE

ENGAGING ACTIVITIES & EVENT HIGHLIGHTS

The fair is designed to be a highly interactive and engaging experience, fostering direct learning and personal connections.

DIRECT INTERACTION INFORMATION:

- Information Booths: Dedicated spaces for direct engagement and comprehensive Q&A sessions with representatives from all participating organizations.
- Presentations & Info Sessions: Scheduled talks providing detailed insights into education systems, scholarship opportunities, admissions processes, and aspects of student life in various countries.
- Panel Discussions: Dynamic sessions featuring alumni, education experts and current international students sharing their diverse experiences, practical advice and engaging in live Q&A.



PERSONALISED GUIDANCE & SKILL DEVELOPMENT

- 📌 **Interactive Workshops:** Essay Writing & Personal Statement Crafting, Developing a Compelling CV/Resume, Interview Preparation Techniques
- 📌 **-Mock Entrance Exams:** Opportunities for students to experience simulated versions of common university entrance exams (IELTS, SAT, TOEFL) to gauge their preparedness.
- 📌 **-CV/Personal Statement Clinics:** Expert feedback and review sessions for students' application documents.





Photo from the Education Fair held on March 15, 2025 CE

MARKETING & PROMOTION CAMPAIGNS

Marketing & Promotions Campaign

A comprehensive and multi-channel marketing and promotional campaign will be executed to ensure maximum attendance, engagement and impact for the Study Abroad Fair.

Full Venue Branding: The entire Shopping Center will be transformed with thematic branding and decor, creating a vibrant, consistent and highly visible event atmosphere.

In-Mall Promotions: Special student discounts at participating Skopje City Mall stores will be promoted during the event, drawing additional foot traffic and enhancing the visitor experience.



Extensive Online & Offline Campaigns via Studentarija: Leveraging Studentarija's & Skopje City Mall's unparalleled reach within the community:

📢 **Studentarija Instagram (@studentarijamk):** The #1 Macedonian platform fully dedicated to students, boasting **49.8K+ followers**, **24.5K daily story views** and an average of **110K views** on its last 10 videos.

This platform will be the core of our digital outreach, featuring original, informative, and engaging content tailored to students and young people.

📢 **Cross-platform Promotion:** Integrated campaigns across various online channels (social media, student forums, relevant websites) and offline channels (school visits, university partnerships, local youth organizations).

Broad Media Coverage: Securing extensive media coverage across major platforms:

Television: Features on national and local TV channels.

Radio: Promotional spots and interviews on popular radio stations.

Online Platforms: Articles and features on news portals and education-focused websites.



BENEFITS FOR EXHIBITORS

Participating institutions and organizations will gain significant strategic advantages and direct benefits from their involvement in the Study Abroad Fair 2025.

- ▶▶ **DIRECT & TARGETED ENGAGEMENT:** Reach motivated students and families looking for international education, enabling personalized promotion.
- ▶▶ **ENHANCED MARKET VISIBILITY & PRESENCE:** Increase your brand's visibility and stand out in the Macedonian education market.
- ▶▶ **STRATEGIC PARTNERSHIP BUILDING:** Build long-term collaborations with local institutions and organizations.
- ▶▶ **CULTURAL & EDUCATIONAL SHOWCASE:** Present your country's or institution's unique culture and academic strengths to foster global connections.
- ▶▶ **ACCESS TO QUALITY LEADS:** Gain direct access to pre-qualified student leads for efficient follow-up and recruitment.
- ▶▶ **MEDIA EXPOSURE:** Expand your visibility through broad media coverage beyond the fair's visitors.



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PARTICIPATION PACKAGE

What's included for your institution:

 **BRANDED STAND / PROMOTIONAL SPACE** / A dedicated, branded stand to present your academic programs and services to high school graduates, university students, and their parents.

(Institutions are encouraged to use the space creatively, with the possibility to organize engaging activities such as cultural showcases, interactive quizzes, photo booths, student life demos, or live Q&A sessions - creating a dynamic and memorable presence during both fair days.)

 **EXCLUSIVE SOCIAL MEDIA FEATURE** / One dedicated post about your institution shared on the event's Instagram, Facebook, and LinkedIn pages.

 **LOGO PLACEMENT IN PROMOTIONAL CAMPAIGN** / Your institution's logo will be included in all key promotional materials before the event, including indoor and outdoor digital advertising and event branding within Skopje City Mall

 **ACCESS TO EVENT PHOTOS** / Full access to a gallery of professional photos from the event for your own marketing and communication purposes.

 **PARTICIPATION FEE: 1.000 EUR**

 **OPTIONAL ADD-ON:**

Cinema Hall Presentation / 30-minute presentation slot in a cinema hall, available during the fair schedule: 300 EUR



CONTACT INFORMATION



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Media coverage and photos from the Spring 2025 edition are available
upon request.



STUDY ABROAD FAIR 2025