Skopje City Mall

STUDENTARIJA
@studentarijamk

Study abroad fair

7 - 8 NOVEMBER 2026

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INTRODUCTION & MISSION

The Study Abroad Fair 2026 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.

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ABOUT THE VENUE

Skopje City Mall

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 forbeing:

- 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

30K+
Moj City Mall

272K+
Facebook

EVENT PROMOS ACTIVITIES

49.6K+
Instagram

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KEY VENUE BENEFITS & FEATURES

Skopje City Mall

- An average of 60,000 visitors during weekends ensures massive exposure and a strong potential for a high number of event attendees.
- The central location in Skopje provides convenient access by public transport and private vehicles for all students and their famiies.
- Special discounts for students and participants will be available in stores throughout the event, enriching the overall visitor experience.
- In addition to the exhibition area, visitors will also be able to enjoy the shopping, dining, and entertainment opportunities offered by the shopping mall, making it an all-day destination.

STUDENT MENU

SPECIAL DISCOUNTS FOR UNIVERSITY STUDENTS, HIGH SCHOOL STUDENTS, AND PARTICIPANTS DURING THE EVENT

60.000 +
AVERAGE NUMBER OF VISITORS DURING WEEKENDS

+ ADDITIONAL PROMOTIONS AND ACTIVITIES

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StudentarijaMK

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.

Topics we cover:

- Education and student life
- University admissions and scholarships
- Financial literacy
- Career opportunities
- Artificial intelligence in education

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60+K
followers at the moment

90+K
average Reels video views

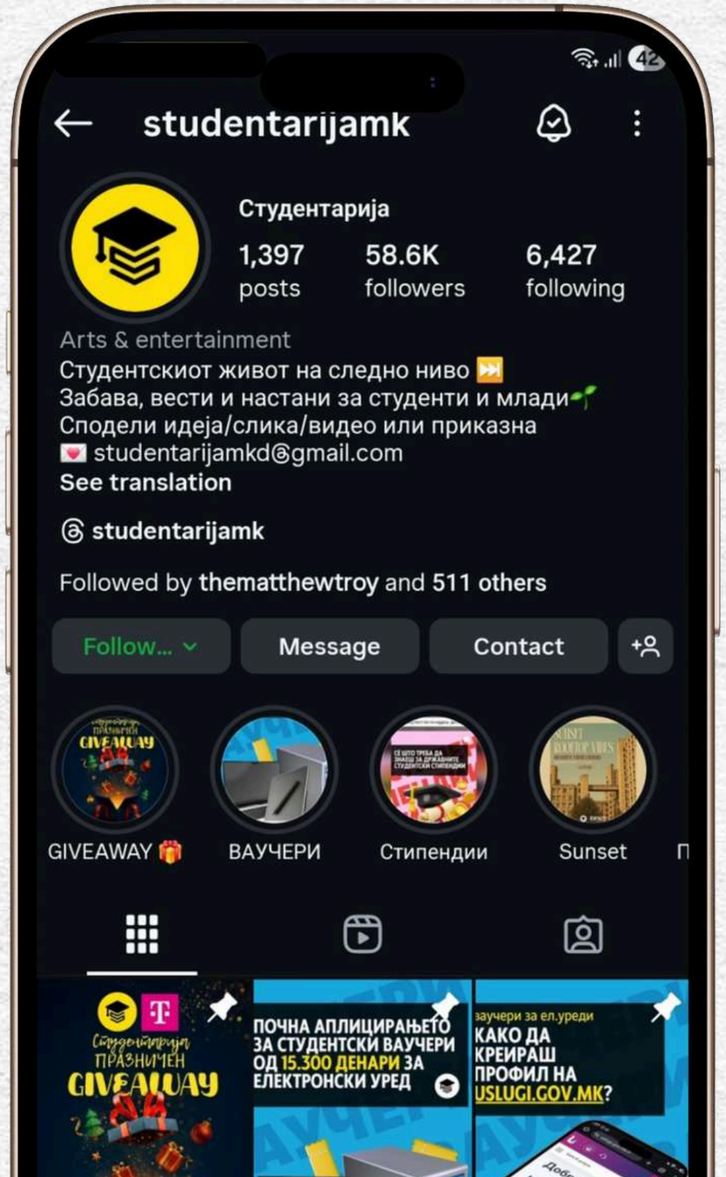
100+K
average post views

24,5K
average Story views

EVERYDAY INTERACTION
questions, polls, comments

#1 SOURCE
of information and entertainment for students

THE ONLY MACEDONIAN PLATFORM
FULLY DEDICATED TO STUDENTS.



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EXPERIENCE FROM PREVIOUS FAIRS

Over the past three years, we have successfully organized four large-scale education fairs focused on both domestic and international education opportunities, becoming some of the most visited youth education events in North Macedonia.

Through these events, thousands of high school students, university students, and parents had the opportunity to explore study programs, scholarships, student life, and career opportunities — all in one place.

🎓 **4 successfully organized education fairs /** Education Fair & Study Abroad Fair

👥 **6,000+ visitors /** high school students, university students & parents

🏢 **100+ participants /** universities, academies, organizations & companies

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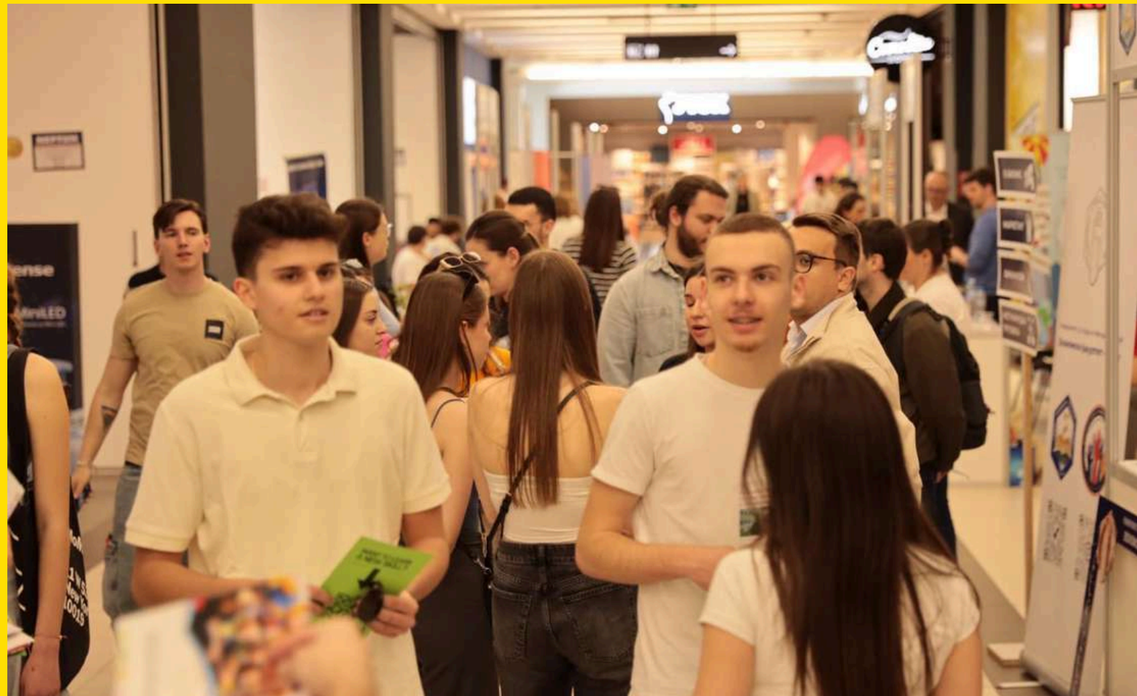
🎤 **20+ presentations and panel discussions** / featuring education experts, university representatives & young professionals

📘 **Strong media and digital coverage** / TV, radio, online media & social platforms

🤝 **Partnerships with relevant institutions and brands /** organizations and educational institutions from North Macedonia and abroad

SEE PHOTOS

WATCH VIDEO



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MOMENTS OF EDUCATION FAIR 2026

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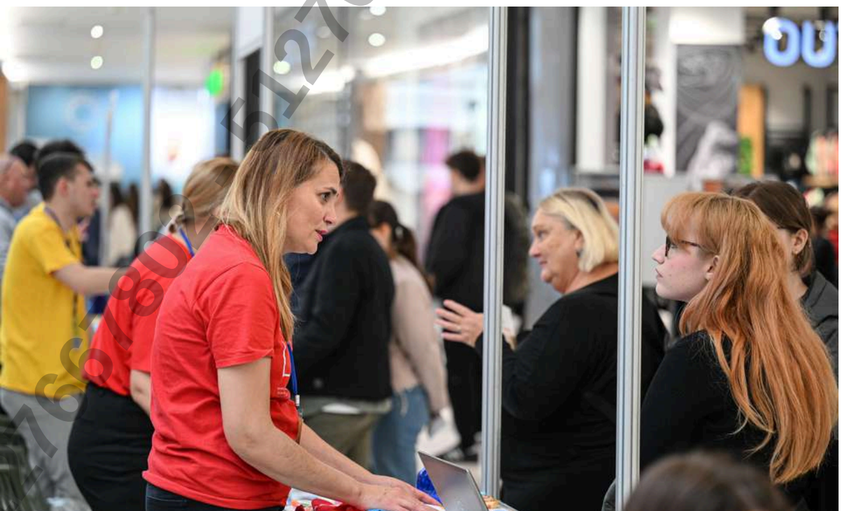

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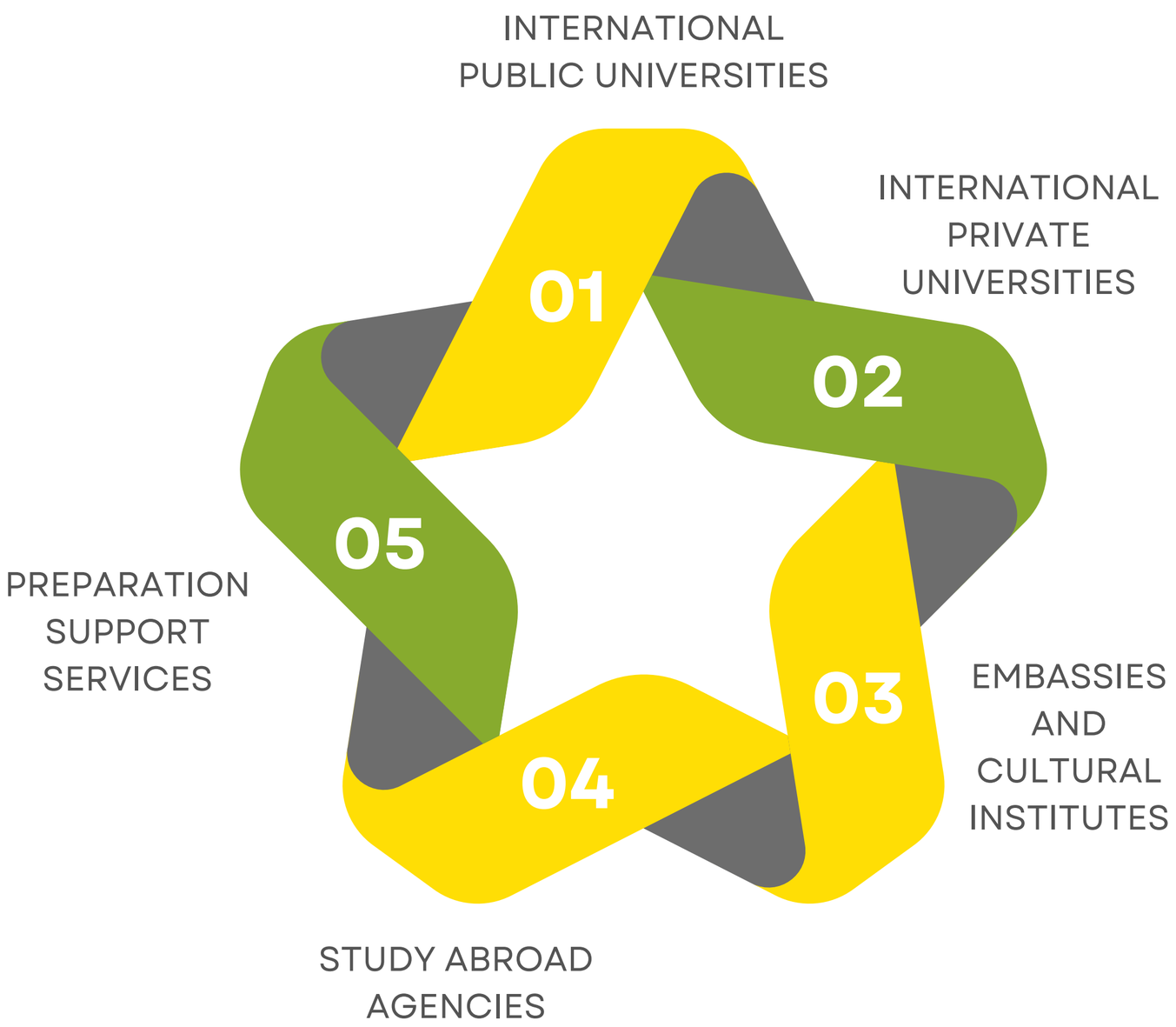
EXHIBITORS

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.



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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.

MARKETING & PROMOTION

Strong Multi-Platform Promotional Campaign
A comprehensive marketing campaign will be implemented to ensure maximum attendance, high visibility, and strong engagement among young audiences.

Full Venue Branding
Skopje City Mall will be fully branded with event visuals, creating a recognizable, dynamic, and engaging atmosphere for all visitors.

Outdoor Advertising (Billboards)
Billboards will be placed at key locations across Skopje to increase visibility and reach a wider audience.

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Extensive Instagram Digital Campaign

Our dedicated education fairs channel will serve as the central digital platform for event promotion through:

- Informative videos and posts
- Story series with participation call-outs
- Interactive content (polls, Q&A, info cards)
- Promotional content featuring exhibitors and partners

In addition, selected content and campaign highlights will also be shared through the main Studentarija Instagram channel, reaching a community of over 60,000 followers and significantly expanding the event's visibility among students and young people across North Macedonia.

Media Promotion

TV features and interviews

Radio announcements

Articles on online portals and educational media platforms

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MOMENTS OF STUDY ABROAD FAIR 2025

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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.

PARTICIPATION PACKAGE #1

- **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 and Facebook 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

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PARTICIPATION PACKAGE #2

- **EVERYTHING FROM PARTICIPATION PACKAGE #1**
- + **CINEMA HALL PRESENTATION /** 30-minute presentation slot in a cinema hall, available during the fair schedule

PARTICIPATION FEE: 1.300 EUR

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YEARLY PARTNERSHIP OPPORTUNITY

Continue connecting with Macedonian students throughout the year through dedicated content on the official Study Abroad Fair Instagram channel, amplified via the Studentarija and Srednoglas platforms.

Year-round presence on Studentarija platforms

- Feature your university through monthly content
- Reach thousands of students across digital channels
- Build long-term brand awareness
- Stay connected with students beyond the event

Get in touch and we'll put together a package that fits your goals.

We are open to creating custom concepts and campaigns tailored to your institution's goals and audience.

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LET'S CONNECT

To confirm your participation, please complete the

OFFICIAL EXHIBITOR REGISTRATION FORM

For additional questions, partnership ideas or custom collaborations, feel free to contact us:

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