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PREŠOV, M Aréna

MEDZINÁRODNÝ VEĽTRH PRÁCE
EURES JOB DAY



ANNUAL REPORT

2024



EURES Slovakia National Coordinator PhDr. Matúš CABAN, PhD.



Dear readers,

It is my pleasure to present you the **2024 EURES Slovakia Annual Report**. This year was a significant period for the network, during which we sought to strengthen our role as a key partner in the field of employment and labour mobility within the European Union and the European Economic Area. In the dynamically changing environment of the labour market, we focused on providing quality employment services, both information and job-placement, for jobseekers and employers.

The year 2024 was again rich in various information events, recruitment activities and international cooperation.

Our media campaigns were very successful, as well as another annual of the EURES JOB DAY 2024 international job fair in Prešov. Thanks to the new, modern, and innovative website, we continued to strengthen the position of EURES Slovakia in web search results and become one of the first choices for jobseekers looking for a job abroad. We have also noticed a high interest in internship programmes for students in hotel chains in Greece and Austria.

It is my honour to present to you the results of the efforts of the whole EURES Slovakia team for 2024. I believe that you will find the reading interesting and inspiring, and that you will discover a wide range of services and activities that contribute to fair labour mobility within the EU/EEA countries.

National Coordination Office



EURES Advisers



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1. 30 years of EURES in Europe 20 years in Slovakia

Since 1994, **EURES** has facilitated labour mobility in Europe, connecting jobseekers with employers and providing comprehensive information on living and working conditions in Europe. It is guided by the idea that a dynamic and integrated labour market improves individual career prospects while contributing to the harmonious development of the European economy by creating a genuine European workforce that brings innovation to businesses.

Cosmin Boiangiu, Executive Director of the European Labour Authority (ELA):

"EURES is an extensive human network connecting 31 corners of Europe, and has been built by three decades of cooperation, and many stories of jobseekers that moved abroad for work and employers that recruited them. EURES embodies a fundamental principle of the European Union: the freedom to work and live anywhere in the participating countries."



20 years of EURES Slovakia

On the occasion of the celebration of its 20th anniversary, EURES Slovakia issued a **newsletter** and commemorated the anniversary of its establishment in all activities carried out in 2024.



EURES in Action

12 - 13 June 2024, Budapest, Hungary

The event was held in the spirit of **celebrating the 30th anniversary of EURES and 5 years of ELA's operation**. It included presentations, panel discussions and a model job fair, where delegates from each Member State presented their country, informed about labour shortages and surpluses, and the most wanted job profiles. The programme focused on networking and the aim was to exchange valuable information about the labour market, establish or deepen mutual cooperation. This is a prerequisite for further successful projects aimed at fair labour mobility in Europe.



Today's Dream, Tomorrow's Reality

22 October 2024, online on EOJD platform

An information event to celebrate the 30th anniversary of EURES proposed to present living and working conditions in E/EEA Member States. The event was aimed at all Europeans in order to highlight the importance of labour mobility, give an overview of the situation in each country and emphasize the importance of the services offered by EURES in this area.

Number of participating countries: 31

The **Today's Dream, Tomorrow's Reality** event was opened by EC President Ursula von der Leyen. In her speech, she stressed the value of EURES in the field of intra-EU labour mobility.

ELA 30th Anniversary Conference

5 December 2024, Bratislava, onsite/online

A conference aimed at commemorating the establishment and discussion of the present and future of EURES. Key topics concerned the labour market of the future and how to strengthen the EURES network.

Participants: EURES representatives from all EU/EEA countries, EURES Partners.



2. EURES IN 2024 IN FIGURES



12,081 contacts with clients



42 %

jobseekers

30 %

students

28 %

employed and self-employed

3,031 registered CVs



- 90 % CVs of jobseekers from Slovakia
- 10 % CVs of jobseekers from other countries

1,627 employed



- 1,055 employed through individual recruitment
- 572 employed through **job fairs and interviews**


26 %


25 %


17 %


9 %


7 %


16 %
IT, EL, CH, NO, SE, FI, BE, EE, HR

3,306 contacts with employers



- 25 % contacts with **Slovak** employers
- 75 % contacts with employers from other **European** countries
- more than 2/3 of contacts focused on recruitment
- 29 % specific advice on mobility and working conditions

3,598 job vacancies



- within **653 job offers**
- majority of job offers published in **January, February and March**

18,630 participants of group activities



Main topics

- 30th anniversary of EURES in Europe
- 20 years of EURES in Slovakia

30 YEARS OF
EURES

- more than **140 elementary and secondary schools and universities** visited
- EURES presentations delivered to **7,268 students**
- **group counselling for 10,625 graduates and jobseekers**
- group activities for **737 employers and other partners**

3. Activities implemented by EURES Slovakia

EURES Job Day

3 October 2024, Prešov, M Aréna

The second annual of the **international job fair** organized by EURES Slovakia in cooperation with the Central PES Office offered jobseekers job opportunities in gastronomy, hospitality, manufacturing, logistics, IT, seasonal work and other job positions in Slovakia and abroad.



Number of exhibitors: **52**
Number of visitors: **3,200**
Number of vacancies: **more than 2,000**
Participating countries: **14**
Promises of employment abroad: **448**

Employers and EURES Advisers from: **Austria, Belgium, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Germany, Greece, Ireland, Poland, Slovakia, Slovenia, Spain, Sweden and the Netherlands.**



Hungarian Day

29 February 2024, Komárno

The aim of the 8th international job fair was to present living and working conditions in the border region, connect employers with jobseekers interested in working in Hungary and inform secondary school and university students about internship and traineeship opportunities.



Number of employers: **15**

Number of vacancies: **275** within **50** job positions

Exhibitors: **employers, EURES Slovakia and EURES Hungary, PES Komárno, Free Debt Counselling, UJS Career Centre**

Number of visitors: **720**

(out of it 258 jobseekers, 95 students)

Number of suitable job applicants: **92**



Jobseekers showed the greatest interest in jobs in production (operator, machine operator, production worker, butcher) and administration.

Internships

Internships offer young people a unique opportunity to gain practical experience that will better prepare them to enter the labour market.

In 2024, EURES Slovakia once again offered students seasonal **internships in attractive hotel resorts**.

Internship in tourism in Austria

Paid internship during the winter season lasting 6 weeks to 3 months.

Project participants: EURES Carinthia and Styria, EURES Slovakia, hotel academies, secondary vocational schools of gastronomy and tourism, secondary vocational schools of business and services, secondary vocational schools providing education for cooks, waiters/waitresses, or tourism-related services.

Number of schools involved: **6**

📍 Nitra, Michalovce, Púchov, Prievidza

Number of applicants: **15**

Successfully placed: **6**



EURES Advisers visiting a hotel resort in Austria.



Internships in tourism in Greece

Paid internship during the summer season lasting 3 months.

Project participants: SANI/IKOS Greece, EURES Slovakia, hotel academies, secondary vocational schools of gastronomy and tourism, secondary vocational schools of business and services, secondary vocational schools providing education for cooks, waiters and tourism-related services, University of Presov - Faculty of Management and Business, study programme of Tourism, Hotel and Spa Industry.

Number of schools involved: **8**

📍 Michalovce, Prešov, Sobrance, Púchov

Number of applicants: **41**

Successfully placed interns: **15**

Number of job applications: **35**

Successfully placed employees: **12**



EURES Advisers visiting a hotel resort in Greece.

Job interviews

One of the services that EURES Slovakia offers to employers from abroad is advice and assistance in recruitment activities.

Number of job interviews: 10

Venue: Komárno, Liptovský Mikuláš



Komárno, Slovakia

Employers:

 INZI Controls Komárom, Coloplast Tatabánya, WHC Tatabánya

 Fareon-Z Nederland B.V.

Job positions: **Production Operator, Quality Technician, Packaging and Finished Product Inspection Operator, Machine Operator, Crop Sorting Worker, TIG Welder, Food Machine Assembler**



Liptovský Mikuláš, Slovakia

198
participants
22
employed

Information sessions at PES offices

The aim of the EURES Advisers' meetings with jobseekers was to inform about the free EURES services, provide advice and help in finding a job in Europe. Some of the meetings were attended by representatives of NIVAM (National Institute of Education and Youth), Europe Direct and EURES Advisers from the Czech Republic, Denmark and Sweden.



848
activities
12,326
participants

EURES Advisers from Denmark and Sweden presented the possibilities of finding a job in both countries during the information session with jobseekers on 2 October 2024 in Kosice.

Information sessions at schools

The aim of the meetings of EURES Advisers with primary, secondary school and university students was to highlight the current and future needs of the European labour market, to present the services of the EURES network and to provide information about interesting job opportunities, seasonal jobs, internships and volunteering.



146

schools

7,268

participants



Events with the participation of EURES Slovakia:

Matej Bel University – University Career Day, 12 March 2024

Technical University of Košice – IAESTE Days of Opportunities, 19 March 2024

University of Veterinary Medicine and Pharmacy in Košice – Job Opportunities Days, 26 March 2024

P. J. Šafárik University in Košice – Career Days, 10 April 2024

University of Žilina – IAESTE Days of Opportunities, 22 October 2024; Department of Mediomatics and Cultural Heritage of the Faculty of Humanities - MEDart: IN THE AURA OF THE WORLD, 4 December 2024



5

universities

523

visitors to the EURES stand



Many young people are considering working abroad. The role of EURES is not only to help them find a suitable job, but also to prepare them for moving to another country.

Europe within Reach

The discussion forum focuses on linking education with the world of work. The aim is to raise awareness of the EURES network among secondary school educational and career counsellors, but also to create space for networking and development of cooperation with institutions and European networks.

Participating institutions and networks:
ELA, European Parliament, NIVAM, SAIA, Europe Direct, Europass, CPP, PES, secondary schools representatives.

Topics: development trends on the European labour market, internships, Erasmus+, volunteering, scholarships, education, Curriculum Vitae, opportunities in the EU.



LIPTOVSKÝ
MIKULÁŠ
25
participants



MICHALOVCE
26
participants

Networking with EURES

The meeting of EURES Advisers and PES staff was aimed at **strengthening cooperation between different departments, promote synergy and networking of employees** in an effort to improve the counselling services provided at PES offices. The 30 years of EURES/20 years of EURES Slovakia, recruitment projects and activities, the eures.sk portal and social media, the European labour market, financial support for mobility, assistance to returnees, human trafficking, functioning of PES in the Czech Republic, skills for the labour market, cooperation with employers, success stories of clients, risks of working abroad, training programmes for young people, lifelong learning and job opportunities in the EU were the main topics of the meetings.

Representatives of cooperating institutions:

ELA: Považská Bystrica

Europass: Poprad, Bratislava

Europe Direct: Košice, Nitra, Poprad

IOM: Bratislava, Košice, Prešov

NIVAM: Poprad, Liptovský Mikuláš, Dunajská Streda
EURES Czech Republic: Považská Bystrica, Liptovský Mikuláš, Dolný Kubín

Venue: 29 PES offices in Slovakia.

30
activities
746
participants



Cross-border activities

Regular meetings of labour market actors help to monitor the situation and employment developments of neighbouring countries. They inform about current projects to support employment and shortage professions, create a platform for conceptual cooperation and the search for common solutions to the problems of border regions.



Komárno, Slovakia

Cross-border meeting

Slovakia - Hungary

18 April 2024, Komárno

Participating institutions and networks: EURES Slovakia, EURES Hungary, Pons Danubii, PES Komárno, District Office Komárom, Tata and Tatabánya.

Number of participants: 25

Slovakia - Poland

25 September 2024, Považská Bystrica

Topic: Sharing of experience and strengthening cooperation in the field of employment

Participating institutions and networks: EURES Slovakia, EURES Poland, PES Považská Bystrica, PES staff of Lublin Voivodeship

Number of participants: 29



Koniaków, Poland

Cross-border job fair

7 March 2024, Koniaków (Poland)

Target group: the unemployed, primary and secondary school students.

Exhibitors: employers, PES Poland, Trójwieś Razem Association, PES Czech Republic, EURES Slovakia, the Police Force, municipalities representatives.

Number of participants: 400

Cross-border job fairs

8 April 2024, Tata (Hungary)

17 October 2024, Komárom (Hungary)

Number of employers: 45

Number of job vacancies: 300

Number of visitors: 700



Považská Bystrica, Slovakia

International Conference on Cross-Border Mobility Slovakia - Poland - Czechia

29 October 2024, Cieszyn (Poland)

Topic: Labour market and job mobility.

Participants: EURES Slovakia, EURES Czech Republic, EURES Poland, APA (Personal Agencies Association), employers.



Cieszyn, Poland

Cross-border meeting Slovakia – Poland – Czechia

28 November 2024, Dolný Kubín

Topic: Mapping the needs of employers in the border regions of Slovakia, the Czech Republic and Poland.

Number of participants: 25

Participants: EURES Slovakia, EURES Czech Republic, EURES Poland, Central PES Office in Slovakia, European Parliament.



Dolný Kubín, Slovakia

EURES Workshop – Networking of Border Institutions and Employers II.

17 October 2024, Poprad

Topic: Mutual exchange of experience and development of cooperation with employers and institutions in the Slovak - Polish border region, 20/30 years of EURES, summary of meetings and activities carried out during 20 years of EURES in Slovakia and Poland, 30 years of operation of EURES in Europe.

Number of participants: 22

Participants: EURES Slovakia, PES Kežmarok, PES Stará Ľubovňa, Wojewódzki urząd pracy (PES) in Krakow, Wojewódzki urząd pracy (PES) in Krakow - zespół zamiejscowy w Nowym Sączu, City of Kežmarok, High Tatras Tourism Association.



Poprad, Slovakia



4. Participation in fairs and events in Slovakia

Participation in job fairs is a unique opportunity for EURES to meet potential clients who are interested in working abroad. It is also a key step towards raising awareness of the services provided by EURES.

Job and education fairs

PROFESIA DAYS

Belonging among the most important job fairs in the labour market, they represent a unique opportunity for jobseekers to meet employers, get information about current trends in the labour market and expand the professional network.

24 – 25 April 2024, Bratislava
25 – 26 September 2024, Žilina
23 – 24 October 2024, Košice

3
cities
1,517
EURES stand visitors

Kariéra EXPO

For the third time, EURES Slovakia, as a partner, has joined a career event organised by the [kariera.sk](https://www.kariera.sk) portal. EURES Advisers offered visitors a wide range of job opportunities in the European labour market.

20 March 2024, Nitra
12 June 2024, Košice
16 October 2024, Bratislava
27 November 2024, Banská Bystrica

4
cities
1,740
EURES stand visitors



PRO EDUCO

4 – 5 December 2024, Košice

The 16th International Education Fair, which offers students various opportunities for employment, supplementary education, personality development or volunteer activities. EURES Slovakia presented its free services in the field of job mobility in Europe.

Number of exhibitors: 61

Number of EURES stand visitors: 330

IHOCA

18 January 2024, Bratislava

An international job fair in the field of tourism focused on the offer and promotion of job opportunities on river and ocean cruise ships, in catering and hotel industry abroad.

Number of exhibitors: 16

Number of EURES stand visitors: 245

JOBSPOT

Fairs organised by the National Career Centre, where EURES regularly offers job opportunities, seasonal works, as well as advice on living and working in Europe.

16 April 2024, Trnava

26 September 2024, Banská Bystrica

25 April and 18 September 2024, Trenčín



more than

300

visitors to the
EURES stand



EURES in job fairs

16 April 2024, Liptovský Mikuláš

Number of exhibitors: 14

Number of visitors: 384

Number of visitors to the EURES stand: 35

25 April 2024, Dunajská Streda

Number of exhibitors: 30

Number of visitors: 1,398

Number of visitors to the EURES stand: 55

17 October 2024, Považská Bystrica

Number of exhibitors: 16

Number of visitors: 399 (of which 380 jobseekers)

Number of visitors to the EURES stand: 28

7 November 2024, Komárno

Number of exhibitors: 7 (2 from Hungary)

Number of visitors: 250

Number of visitors to the EURES stand: 140

(80 suitable candidates, 8 promises of employment)



Breakfast with Employers

Cooperation with Slovak employers is very important, therefore PES offices organize meetings at regional level. Their aim is to inform employers about changes in legislation, ongoing projects, contributions opportunities, but also about the situation in the European labour market.

8 February 2024 – PES Dunajská Streda

14 March 2024 – PES Košice

23 April 2024 – PES Považská Bystrica

29 May 2024 – PES Humenné

17 October 2024 – PES Vranov nad Topľou

14 November 2024 – PES Považská Bystrica

12 December 2024 – PES Zvolen



more than
160
participating
employers





Job fairs

7 June 2024, Handlová

28 November 2024, Prievidza

Regional job fairs organized by municipalities via the Contact Centres in cooperation with the PES office in Prievidza. EURES offered counselling and support to jobseekers interested in working abroad.

Number of visitors to the EURES stand: 72

Mini European Festival

21 June 2024, Bardejov

An event organized as part of a series of European Fridays by the Youth Parliament of the City of Bardejov. As part of the European Village, the EURES network presented its services and job opportunities to grammar school students, as well as to passers-by from the general public. Activities full of quizzes, competitions and important information about the European Union, EURES and fair labour mobility awaited them.

Organiser: Youth Parliament of the City

Number of visitors to the EURES stand: 47

Round Table

Mutual cooperation of EURES and NIVAM in supporting the development of skills and competences of individuals in order to increase their chances of finding employment.

5 June 2024, Banská Bystrica

Topic: helping young people find their place in society and find a job .

26 November 2024, Prešov

Topic: Youth Report and Analysis of the Quality of Life of Young People in Slovakia for the period 2018 – 2023.



Handlová, Slovakia



Bardejov, Slovakia

Other activities



Seminar for employers

10 April 2024, Nitra

Organiser: EURES Nitra in cooperation with the Slovak Chamber of Commerce and Industry Nitra

Participants: Social Insurance Agency - Nitra Branch, Health Insurance Company Dôvera Bratislava, Foreign Police Nitra, PES Bratislava, 7 employers from the Nitra region.

Topic: Legislative changes in the field of social security and health insurance; legislation concerning foreigners and European Employment Services.

Number of participants: 25

Summer in the City

14 August 2024, Dolný Kubín

Activity was aimed at the general public to learn new information about EURES and PES services through entertaining activities.

Number of exhibitors: 11

Number of visitors: 350

Number of EURES stand visitors: 60

Meeting with experts from the field of education

8.10.2024, Banská Bystrica

Organiser: CPPaP Banská Bystrica

Number of participants: 100

From the desk to work

10 October 2024, Dunajská Streda

Topic: trends and challenges of the labour market, EURES and job mobility in Europe, career counselling from the point of view of positive and existential psychology.

Number of participants: 38

Job and Information Fair associated with the Trnava Region Fair "Where to go to high school"

10 October 2024, Senica

Number of exhibitors: 35

EURES, ZIPCeN, Senica 2.0, BDP Senica, Social Insurance Agency + 12 employers + 19 secondary schools

Number of visitors: 760

Number of visitors to the EURES stand: 38

MEDart: IN THE AURA OF THE WORLD

4 December 2024, Žilina

Organiser: students of the Department of Mediamatics and Cultural Heritage of the Faculty of Humanities of University of Žilina.

The aim of the event: to introduce students the possibilities of studying, working or taking internship in EU countries and inspire them to get to know new people and places.





Europe Day

Venue: Banská Bystrica, Bratislava, Košice, Krupina, Lučenec, Žilina

Europe Day, an event organised by the European Commission Representation in Slovakia, the European Parliament Liaison Office, the European Investment Bank and Europe Direct, highlights the EU's values of peace, cooperation and unity every year. In 2024, Slovakia also commemorated an important jubilee - 20 years since joining the European Union.

For the EURES network, participation in this event was an excellent opportunity to reach a large pool of potential clients and at the same time to create a space to meet with other European networks operating in Slovakia, which contributed to strengthening mutual cooperation and building new professional relations.





5. Participation in fairs and events abroad

EURES Slovakia regularly participates in international job fairs and events in EU/EEA countries and presents job opportunities and living and working conditions in Slovakia. The main **goal of participation is to support labour mobility, attract foreign workers and provide assistance in finding a job in Slovakia.**

At the events, EURES Advisers have a chance to reach out to **Slovaks living abroad** with an offer of giving advice on returning to their home country. They approach European employers in order to establish cooperation in recruiting new employees from Slovakia.

Salon du Travail et de la Mobilité professionnelle

25 – 26 January 2024, Paris (France)

EURES representations from 7 countries

Number of exhibitors: 110

Number of visitors: 19,792

Number of visitors to the EURES Slovakia stand: 148

Cross-border job fair

7 March 2024, Koniaków (Poland)

Number of exhibitors: 12 (Polish and Slovak employers and EURES)

Number of visitors: 400

Target group: primary and secondary school students, jobseekers from Cieszyn, Żywiec and Bielsko-Biala districts



Five thematic villages have been created as part of the Paris Salon du Travail et de la Mobilité professionnelle - Education, Work, Entrepreneurship, Institutions and Mobility (with EURES representation).



Netherlands - Visitors to the EURES Slovakia stand were interested in working in logistics, hotel and gastronomy, tourism, wholesale, transport and physiotherapy.

Graduate Recruitment Fair

20 March 2024, Bern (Switzerland)

Number of exhibitors: 50

Number of visitors: 800

Number of visitors to the EURES Slovakia stand: 54

Target group: primary and secondary school graduates

With EURES to Europe

16 May 2024, Wroclaw (Poland)

Number of exhibitors: 104

Number of visitors: 3,000

9 employers showed interest in developing cooperation with EURES Slovakia.

International Job Fair

9 October 2024, Lublin (Poland)

EURES representations from 8 countries

Number of exhibitors: 55

Number of visitors: 2,614

Find your Career in Europe 2024

15 October 2024, Nicosia (Cyprus)

Event dedicated to the celebration of the 30th anniversary of EURES and the 20th anniversary of EURES Cyprus

EURES representations from 10 countries

Number of visitors: 450

Number of visitors to the EURES Slovakia stand: 37

Emigration Expo

6 – 7 April 2024, Houten, Utrecht (Netherlands)

EURES representations from 14 countries

Number of job vacancies: 1 million

Number of exhibitors: 200

Number of visitors: 13,000



Bern, Switzerland



6. Cooperation

European Labour Authority/ELA

ELA aims to ensure **fair labour mobility across the EU**. It coordinates cooperation between Member States to enforce legislation on labour mobility and tackles undeclared work. Since 2021, ELA has been coordinating the EURES network at EU level and ensuring its support, monitoring and improvement of performance.



In 2024, EURES Slovakia participated in **working group meetings organized by ELA:**

Communication, ESCO, PES, Interoperability, ECG.

Number of events: 3 onsite, 11 online

International cooperation

CZECH REPUBLIC

Working meetings of the Coordination Offices of the Slovak and Czech Republics

Topic: solving current issues

Venue: Valtice, Olomouc

FINLAND

Working visit to employers:

- 5 agricultural farms
- 1 recruitment company

Seasonal work: May to September



EURES Advisers visited farms growing strawberries, raspberries, blackberries, blueberries, honeysuckle, vegetables, flowers, etc. The growing areas consist mainly of fields and large greenhouses/plant foils.



Working visit of Montenegro representatives to Slovakia (Nitra) as part of the country's preparations for accession to the European Union.

GREECE

A visit to the employer in order to verify working conditions.

NETHERLANDS

An online meeting with a Dutch EURES Adviser on the current situation and expected recruitment at Volvo/automotive company in Valaliky.

GERMANY

Online meetings with German EURES Advisers regarding job opportunities in the hotel and gastronomy sector, Annaberg-Buchholz region.

NORWAY

Online meetings with Norwegian employer SALMAR AS and Norwegian EURES Advisers on recruitment conditions and results of cooperation.

AUSTRIA

Study visit in Austria – a working visit of HoGa employers and a meeting with Austrian employers to verify working conditions.

MONTENEGRO

Montenegro's pre-accession negotiations to the EU

Cooperation between EURES Slovakia and the Ministry of Labour of Montenegro.

Number of meetings: 3

- two working visits of NCO EURES Slovakia to Montenegro;
- „Study visit“ of PES representatives to Slovakia.

Objective: to strengthen the capacities of the Labour Directorate of Montenegro in the implementation of labour market measures, future participation in the European Social Fund and facilitating labour mobility.



European institutions

Cooperation between EURES and other European institutions is essential for the smooth functioning of the European labour market. In 2024, EURES Slovakia took part or organised events with the participation of European networks and institutions:

EUROPASS and EURES

work together to make it easier for qualifications obtained in one country to be recognised in another, thus removing obstacles to mobility.

Europass participated in the following activities:

- International job fair EURES JOB DAY, Prešov;
- Europe within Reach, Michalovce;
- Meeting of Educational and Career Counsellors, Nové Zámky;
- The Door to Europe Open, Nitra;
- EURES – Europass Workshop, Trenčín.



EUROPE DIRECT and EURES

work together to inform citizens about the benefits of free movement of workers and how they can benefit from available services. The aim is to raise awareness of the importance of European integration and to present the benefits of EU membership.



The "Strong Europe in the World" event was organised by Europe Direct as part of the Europe Day celebrations.

International Organisation for Migration/IOM and EURES

work together to ensure that migrants have access to a wide range of services, from advising them on job search to helping them integrate into a new country.

Modern Slavery Among Us Documentary

A campaign to prevent and increase the safety of people working at home and abroad. A documentary inspired by real stories of victims of human trafficking in Slovakia and abroad; available on the YouTube channels of IOM Slovakia and EURES Slovakia.



Magnetize Slovakia Conference, Košice 2024

Topic: Foreign talent in Slovakia and the region.
Objective: Attracting and retaining foreign talents in Slovakia, inspiring stories, experience from domestic and international initiatives to support the region and increase competitiveness.

7. Marketing

In promoting the network and its activities, EURES Slovakia used not only mandatory elements, logos and formulations in all printed and electronic materials, but also common visual features and a well-defined colour scale to maintain a clearly identifiable brand.

The marketing of EURES Slovakia focused on:

- raising awareness of EURES and its services;
- attracting new clients (jobseekers and employers);
- retaining existing clients and building long-term relationships;
- promoting intra-EU labour mobility.

The aim is to make EURES Slovakia the first choice for anyone considering working abroad.

As part of the Communication Strategy 2024, the network focused on the following activities:

- website;
- social media;
- mediálna kampaň súvisiaca s 20./30. výročím EURES: EURES TV, EURES štúdio, EURES publikácie, podujatie EURES in Action a online burza Today's dream, tomorrow reality;
- mediálna kampaň súvisiaca s medzinárodným veľtrhom práce EJD.



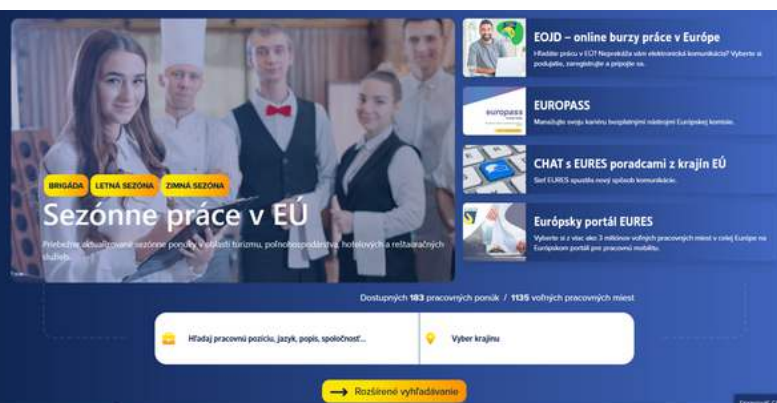
The departmental award for contribution and work results was awarded in 2024 to PhDr. Matúš Caban, PhD .

Website eures.sk

The national eures.sk portal provides not only a continuously updated database of job offers, but also a lot of useful information and advice for jobseekers, employers and young people.

The following were published on the website on a regular basis or in response to one-off activities:

- **banners** on the main page informing about upcoming activities;
- **posts** about the most interesting projects and events in the "News" section;
- **articles** with new/updated procedures and advice, in particular in the "Living and working" and "Advice" sections;
- posts and photos from implemented activities in the "Gallery";
- articles describing our clients' experiences with working abroad, etc.



Job offers from the EURES Slovakia portal have also been published on the [Kariera.sk](https://kariera.sk) website.



127,993 users

↑ 6 %

2,577,881 displays of EURES pages
in the search engine

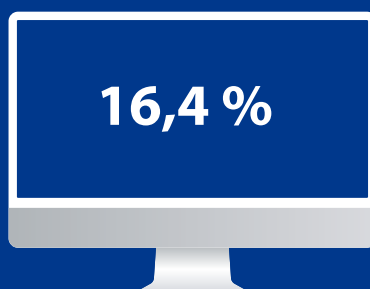
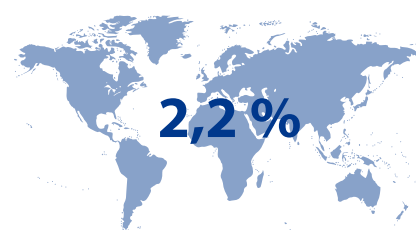
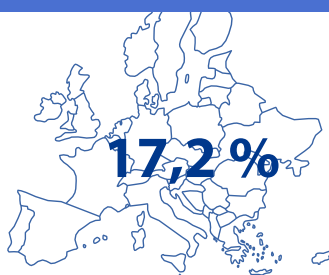
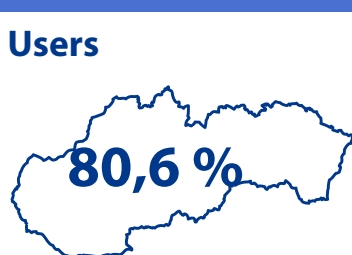
↑ 47 %

compared to 2023

Average position of EURES sites in search results

9,6

Users



TOP 10 mostly viewed job offers



1. Germany – Work on ocean cruise ships



2. Finland – Fruit Picker



3. Croatia – Leisure Time Animator



4. Germany – Work on river cruise ships



5. Norway – Fish Production Worker



6. Germany – Seasonal work/Summer work



7. Cyprus – Cleaners in 5* resort



8. Germany – Production Worker



9. Sweden – Tomato Picker



10. Netherlands – Work with flowers bulbs

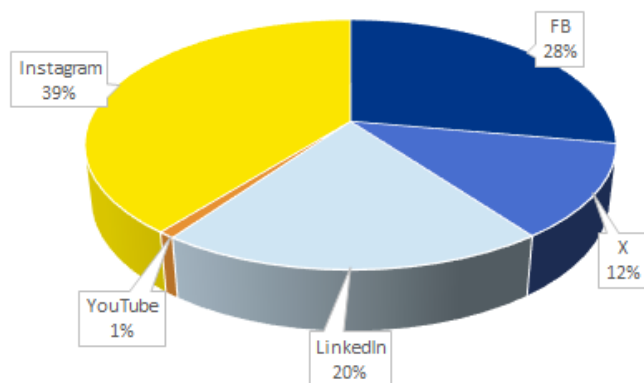
Social media

EURES Slovakia appears on social networks under the name EURES Slovakia.

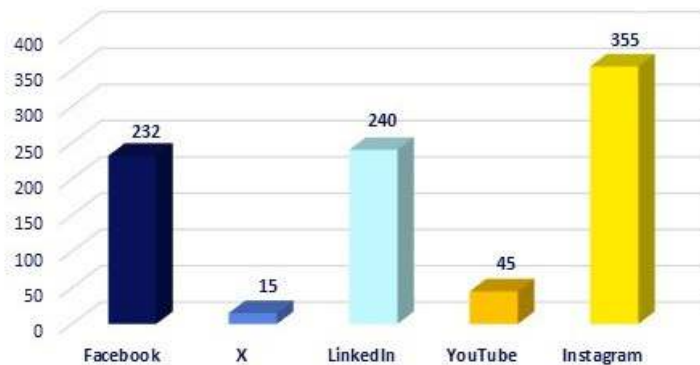


Objective: to spread awareness of free services, to provide information on the European labour market and labour mobility in EU/EEA countries, to interact with clients, partners and employers.

Number of posts

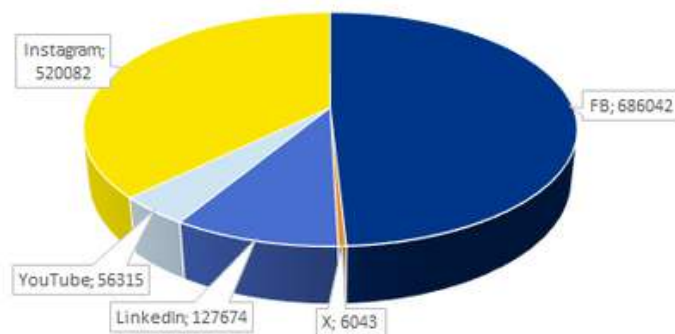


Increase of followers in 2024

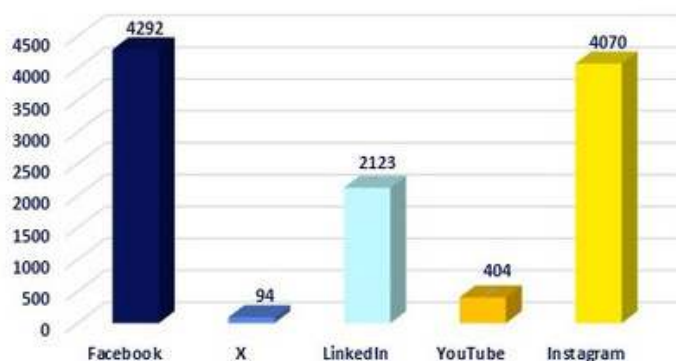


Thanks to **paid campaigns** (Chapter 7.3.), it was possible to achieve a high reach of posts.

Reach



Engagement (comments, likes, shares)



The posts are formulated in a way to motivate people to visit the EURES Slovakia website. **In 2024, 2.1% of its users visited the eures.sk portal from social networks.**

To interact with social media users and spread awareness of the services, EURES Slovakia used **competitions**. The winner of the Christmas competition received a package of promotional items.



The EURES Slovakia YouTube channel also achieved **260,446 views** thanks to the paid campaign of two videos.

Media campaign

The aim of the media campaign was to raise awareness of the network and motivate people to use EURES services to look for a job abroad. It informed the general public about current European tools and services related to labour mobility. The task was also to promote the international job fair EURES JOB DAY.

ELA media campaign

implemented based on the ELA call and provided by an external contractor. Participation in the campaign took place through:

- digital media: EURES Slovakia Facebook, Instagram, LinkedIn, YouTube;
- traditional media: sme.sk, aktuality.sk in the form of articles, banners.

Media campaign for EURES JOB DAY

in connection with the EJD international job fair, implemented through various media:

- radio campaign: FUN Radio, Radio VLNA, Slovak Radio;
- online banners: eures.sk, upsvr.gov.sk, kariera.sk, profesia.sk, M-Arena website;
- Instagram information campaign: Refresher and Startitup;
- advertising posters in public transport in Prešov and Košice;
- billboard: in front of the M-Arena in Prešov;
- advertising posters: at PES offices of the Prešov and Košice Regions;
- social media: EURES Slovakia.



Media appearances

EURES representatives, the National Coordinator and EURES Advisers, reported on the job opportunities and benefits of the common European labour market in printed, electronic and digital media:

- interviews in TV and radio;
- online articles in Slovakia and the EU.



Radio Regina: World of Work – News about working abroad; European labour market; What to look out for when working abroad; Seasonal work in Europe

Slovak Radio: EURES can be used to find seasonal work in the EU

Radio Regina East: EURES JOB DAY



RTVS: Social Alphabet/Together We Look For a Job; European Banská Bystrica – Europe in the World

RTVS (Hírek), ma7.sk, deltakn.sk: Hungarian Day

Dunajská Streda TV: Experts informed about the expected direction and requirements of the labour market

Online

FinReport.sk:

Slovak agencies are not allowed to charge fees to jobseekers for arranging work abroad.

EURES Slovakia contributed to the **30 years of EURES/Cookbook 2024 edition**



8. Meetings and trainings

EURES meetings

Organised regularly, EURES Slovakia meetings serve to intensify cooperation not only among Advisers but also members of the National Coordination Office (NCO).

In 2024, **2 onsite nationwide meetings, 6 regional meetings and a number of online working group meetings** were held via the Teams platform.

EURES nationwide meetings:

20 – 22 May 2024, 19 – 21 November 2024

Regional meetings:

Liptovský Mikuláš 22 April 2024, 23 April 2024

Trenčín 24 April 2024

Nitra 30 April 2024, 6 May 2024

Piešťany 11 – 12 June 2024

The purpose of meetings is to exchange information, brainstorm for solving tasks, set goals, analyze problems, or plan activities.

Trainings

EURES Advisers developed their expertise

- at national level:

SEO training course, number of participants: 10

The knowledge gained from the training course enables to independently optimize the website and achieve long-term success in the online space. Website modifications and the inclusion of new procedures for writing articles meant that eures.sk is experiencing increased traffic and ultimately greater success and visibility.

- at European level:

Classroom Training (CT), **Virtual Training (VT)** and **webinars**, number of participants: CT/15, VT/16
Held in English language and focused mainly on the following topics: mobility of returnees, generation Y and Z – target-group oriented counselling, AI tools supporting recruitment, changes in the labour market - the advent of AI, green skills for a greener EU - focus on the labour market of the future, etc.





EURES Advisor according to AI

EURES is a European network of employment services that connects jobseekers with job vacancies across Europe. EURES provides a wide range of services including:

MOBILITY SUPPORT

EURES helps jobseekers and employers with job mobility within Europe. It is a valuable tool for jobseekers and employers looking for employees in Europe.

DATABASE OF JOB VACANCIES

EURES has an extensive database of job vacancies across Europe.

DATABASE OF CVS

Jobseekers can create and publish their CV in the EURES database. Employer can search for candidates who match their requirements from the database of registered CVs.

ADVICE AND INFORMATION

EURES provides advice and information to jobseekers and employers on employment conditions in the European labour market.



Jobs in Europe according to AI



eures.sk



eures.europa.eu



europeanjobdays.eu