



ANNUAL REPORT

2025



EURES Slovakia National Coordinator
PhDr. Matúš CABAN, PhD.

Dear readers,

It is my pleasure to present you the 2025 EURES Slovakia Annual Report. The past year was a period of intensive activities, strengthening the cooperation, and enhancing the support for labour mobility within the European Union and the European Economic Area. In the dynamically changing environment of the labour market, we continued our efforts to provide high-quality information, guidance, and recruitment services for jobseekers, employers, and partners both in Slovakia and abroad.

The year 2025 was marked by a wide range of **recruitment activities, information seminars, job fairs, and international events**. We are pleased to see the growing interest of citizens in employment opportunities, seasonal jobs, and internships across Europe, as well as the strong participation of young people in activities organised in cooperation with schools and universities. We particularly welcome the continuation of internship programmes in Austria and Greece, which provide students with valuable professional experience and support their career development in an international environment.

Supporting employers and strengthening cross-border cooperation, especially in the border regions of Slovakia, the Czech Republic, Poland, and Hungary, was also an important part of our work.

Through meetings, workshops, and job fairs, we created opportunities for the exchange of experience, the development of partnerships, and the search for solutions to current challenges facing the European labour market.

In 2025, we also continued **to develop the national portal eures.sk** and to strengthen our online communication. The modernization of the website's features, active engagement through social media, and media campaigns all contributed to a significant increase in portal traffic and awareness of the services provided by EURES Slovakia. We are pleased that we continue to be a trusted partner for citizens seeking safe and quality employment opportunities across Europe.

Our sincere thanks go to all EURES advisers, our partners, and cooperating organizations for their professionalism, dedication, and daily commitment. Together, we are building a network that helps people discover new employment opportunities, develop their potential, and find employment within the European labour market.

I believe that this annual report will provide you with a comprehensive overview of our activities and further demonstrate the importance of international cooperation and professional guidance in promoting fair labour mobility across Europe.

NATIONAL COORDINATION OFFICE



EURES ADVISERS



EURES (European Employment Services) is a European network of employment services coordinated by **ELA (European Labour Authority)** that aims to facilitate the free movement of workers within the EU/EEA countries and Switzerland, as well as to promote fair labour mobility. EURES provides free services to jobseekers looking for work in Europe and employers searching for labour force in European countries.

EURES advisers provide information, advice and job mediation services to **individuals interested in working abroad**. The EURES network offers professional advice and assistance in recruitment process to **European employers** interested in hiring workers from EU/EEA countries and Switzerland. The EURES network has been operating in Slovakia since 1 May 2004, when the Slovak Republic became a member of the European Union.

EURES IN 2025 IN NUMBERS



11,971 contacts with clients



48%

jobseekers

32%

employed and
self-employed

20%

students

4,101 registered CVs



- 95 % CVs from jobseekers from Slovakia
- 5 % CVs from jobseekers from other European countries

1,342 people placed in employment



- people recruited through **individual recruitment activities**
- people recruited through **job fairs and recruitment events**



4,063 contacts with employers



- 26 % contacts with **Slovak** employers
- 74 % contacts with employers from other **European** countries
- more than two thirds of contacts focused on recruitment
- 29 % specific counselling on mobility and working conditions

3,624 job vacancies



- 675 **unique job offers**
- the highest number of vacancies published in **January, May, and October**

17,265 participants in group activities



- 136 visits to **primary and secondary schools, and universities**
- EURES presentations for **5,890 pupils and students**
- group counselling for **10,697 graduates and other jobseekers**
- group counselling for 678 representatives of employers and other partners

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3

ACTIVITIES IMPLEMENTED BY EURES SLOVAKIA

3.1 HUNGARIAN DAY

20 March 2025, Komárno

The 9th cross-border job fair offered jobseekers information on employment opportunities in Hungary while also providing insights into living and working conditions in the country. Students gained valuable information to support their future career choices. Visitors showed the greatest interest in operator, quality control, and administrative positions.



Number of employers: 11

Job positions in the following sectors:

manufacturing, administration, warehousing, trade

Exhibitors: employers, EURES Slovakia and EURES Hungary, PES Komárno, Comprehensive Assistance Centre, General Health Insurance Agency

Number of suitable job applicants: 63

Number of promises of employment: 42

334
job vacancies
563
visitors



3.2 INTERNSHIPS

In 2025, EURES Slovakia once again offered students internships in hotel resorts in Austria and Greece. This represents a unique opportunity for young people from Slovakia to gain practical experience in the hospitality sector within an international environment.

INTERNSHIPS IN TOURISM IN AUSTRIA

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

Project participants: EURES Styria and Salzburg, EURES Slovakia, secondary vocational schools of hotel management, gastronomy, and tourism

Number of schools involved: 4

Nitra, Humenné, Bratislava, Rožňava

Number of registered students: 15

Number of successfully placed interns: 14

INTERNSHIPS AND SEASONAL JOBS IN TOURISM IN GREECE AND SPAIN

Paid internship during the summer season, lasting 3 months.

Project participants: SANI/IKOS Hotel Group in Greece and Spain, EURES Slovakia, secondary vocational schools of hotel management and gastronomy

Number of schools involved: 6

2 x Michalovce, Sobrance, Levice, Trenčín, Púchov

Number of registered students: 76

Number of successfully placed interns: 16

Number of job applicants: 174

Number of placed employees: 23, including 5 in Spain



30
placed interns

3.3 JOB INTERVIEWS

Komárno

The services provided by EURES Slovakia include the organisation of recruitment events on behalf of employers from abroad.

Number of job interviews: 11

Employers: WHC Tatabánya, Cloud Network Technologies Komárom, BYD Electric Bus@Truck Hungary Kft., INZI Controls Kft. Komárom

Job positions: Machine Operator, Automotive Mechanic, Automotive Electrician, Driver, Cleaner

Number of participants: 192

Number of placements: 24

3.4 INFORMATION SESSIONS WITH JOBSEEKERS AT PES OFFICES

Meetings of EURES advisers with jobseekers focused on presenting the services of the EURES network and providing guidance on finding employment opportunities within the EU. Some of the meetings were attended by representatives of other institutions, including NIVAM (National Institute of Education and Youth), EUROPE DIRECT, EUROPASS, IOM, Comprehensive Assistance Centre, EURES Denmark.

One of the activities was a **seminar held in Levoča**: jobseekers and students took part in a World Café format and rotated in groups among four stations – EURES, EUROPE DIRECT, EUROPASS, and NIVAM. At each station, they discussed with experts and sought answers to the question: “How can one be successful in the EU labour market?”



3.5 INFORMATION SESSIONS AT SCHOOLS

The aim of meetings of EURES advisers with pupils of primary schools, as well as secondary school and university students, was to highlight the requirements of the European labour market, to present the services of the EURES network, and to provide information about job opportunities, seasonal work, and internships.



EVENTS WITH THE PARTICIPATION OF EURES SLOVAKIA

Career Fairs and Job Opportunity Days:

Technical University of Košice

University of Žilina

Matej Bel University in Banská Bystrica

J. Selye University in Komárno

Pavol Jozef Šafárik University in Košice

University of Veterinary Medicine and Pharmacy in Košice

Number of EURES stand visitors: 478



3

ACTIVITIES IMPLEMENTED BY EURES SLOVAKIA

3.6 EUROPE WITHIN REACH

Rožňava, Trenčín

This information seminar connects the world of work and education by fostering networking among secondary schools and institutions active in the field of labour mobility. The aim is to raise young people's awareness of the EURES network through educational and career counsellors.

Participating institutions and networks: EURES, NIVAM, EUROPASS, SAIA, IOM, the Digital Coalition, CPP, PES, and secondary schools representatives.

Topic: employment opportunities in Europe; development trends on the European labour market; EUROPASS CV; mobility programmes for young people - internships, youth exchanges, volunteering opportunities, scholarships; prevention of human trafficking; the Digital Start Project.



Europe within reach, Rožňava

2

locations

53

participants



Europe within reach, Trenčín



Networking with EURES, Banská Bystrica

28

activities

690

participants



Networking with EURES, Trnava

3.7 NETWORKING WITH EURES

Meetings between EURES advisers and PES staff were aimed at strengthening cooperation and raising awareness of EURES activities, in an effort to improve the counselling services provided to clients.

Topic: the EURES network in Slovakia and across Europe EURES recruitment projects and activities, the portals eures.sk and eures.europa.eu, online job fairs, TMS project, EURES on social media, the European labour market and its future trends, skills for the labour market, tools and services of the EUROPASS platform, ELA media campaigns, prevention of human trafficking, cooperation with employers, cooperation with Public Employment Services, success stories of clients.

Participants also included representatives of partner organisations: EURES Czech Republic, IOM, EUROPE DIRECT, NIVAM, EUROPASS, the European Parliament Liaison Office in Slovakia, Comprehensive Assistance Centre.

3.8 CROSS-BORDER ACTIVITIES

Regular meetings of labour market actors in border regions make it possible to monitor developments in labour mobility. They provide a platform for exchanging information on current employment support projects, fostering systematic cooperation, and identifying solutions to the challenges faced by these regions.

CROSS-BORDER MEETING SLOVAKIA-HUNGARY

16 June 2025, Štúrovo

Topic: linking education with the world of work, preparing graduates for the labour market, the importance of dual education, current trends in the cross-border labour market, tools and projects supporting young jobseekers.



CROSS-BORDER WORKSHOP SLOVAKIA-POLAND

18 September 2025, Kežmarok

Topic: Formal and non-formal education and training of young people in the context of cross-border labour mobility and volunteering.



CROSS-BORDER MEETING SLOVAKIA-CZECHIA-POLAND

20 NOVEMBER 2025, ŽILINA

Objective: To exchange information and examples of good practice related to the employment of citizens of the Czech Republic, Poland, and Slovakia in border districts forming part of the EURES-T Beskydy partnership.

VISITS OF EMPLOYEES FROM BORDER REGION LABOUR OFFICES OF THE SILESIA VOIVODESHIP (POLAND) TO SLOVAKIA

8, 10 and 15 December 2025, Čadca, Námestovo, Dolný Kubín

Topic: services and financial support schemes provided by PES offices in Slovakia; the situation on regional labour market; job placement services; practical experience in assisting citizens.



CROSS-BORDER ACTIVITIES WITH THE PARTICIPATION OF EURES SLOVAKIA

Meeting of partners and working groups of the EURES-T Beskydy cross-border partnership

26 May 2025, Žilina

Topic: current challenges facing the EURES-T Beskydy cross-border partnership; labour mobility in border regions and measures to improve it; good practice examples in employment, education, and labour mobility.

Training for contact persons of the EURES-T Beskydy partnership – labour office staff from the border regions of Slovakia, the Czech Republic, and Poland

4 November 2025, Bielsko-Biala, Poland

Topic: plans and activities aimed at supporting cross-border cooperation in the upcoming period.

4

PARTICIPATION IN FAIRS AND EVENTS IN SLOVAKIA

Participation in job fairs provides EURES Slovakia with a unique opportunity to establish direct contact with potential clients seeking employment opportunities across Europe. At the same time, it serves as an effective way to raise awareness of the EURES services.

4.1 REGIONAL JOB FAIRS ORGANISED BY PES OFFICES

Bratislava, Brezno, Košice, Trenčín, Žilina, Nitra, Prešov, Trnava

In 2025, **eight regional job fairs** were organised by the PES offices. Their objective was to connect employers with suitable jobseekers. Visitors interested in working abroad were introduced by EURES advisers to current job vacancies across European countries. They also received information on the labour mobility support measures offered by the EURES network.

Number of EURES stand visitors: 3,042



4.2 JOB AND EDUCATION FAIRS

PROFESIA DAYS

Bratislava, Košice

Profesia Days are well-established job fairs, with a long-standing tradition. They offer jobseekers an excellent opportunity to meet potential employers face-to-face, gain insights into the latest trends in the labour market, and receive career guidance.

Number of EURES stand visitors: 1,580



KARIÉRA EXPO

Košice, Žilina, Banská Bystrica, Bratislava, Nitra

EURES Slovakia participated in this career event organised by the kariera.sk portal. EURES advisers presented job opportunities available across Europe and provided information on living and working conditions.

Number of EURES stand visitors: 1,932



PRO EDUCO

Košice

The 17th International Education Fair provided students with an overview of further study opportunities and inspiration for career development, personal growth, travel, and supplementary education. During the event, EURES Slovakia promoted its free labour mobility services in Europe. Students were particularly interested in seasonal jobs and internships.

Number of EURES stand visitors: 220



PRO EDUCO, Košice



JOBSPOT, Trnava

JOBSPOT

Trenčín, Čadca, Trnava

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

Number of EURES stand visitors: 305

4.3 REGIONAL JOB FAIRS, BREAKFAST WITH EMPLOYERS

EURES AT JOB FAIRS

Humenné, Dunajská Streda, Liptovský Mikuláš, Dolný Kubín, Námestovo

Regional job fairs provide EURES advisers with an opportunity to reach local jobseekers considering employment abroad and to offer support in identifying suitable job opportunities across European countries.

Number of EURES stand visitors: 316



Job fair, Humenné

EURES AT BREAKFAST WITH EMPLOYERS

Prešov, Humenné, Košice, Dunajská Streda

PES offices organise meetings with regional employers. The aim is to provide information on current legislative changes, ongoing projects, available financial support schemes, and developments in both the Slovak and European labour markets.



Breakfast with Employers, Dunajská Streda

4

PARTICIPATION IN FAIRS AND EVENTS IN SLOVAKIA

4.4 EUROPE DAY

Žilina, Bratislava, Lučenec, Košice

In 2025, EURES Slovakia once again celebrated Europe Day. Information stands representing EU Member States and the “European Village” attracted a large number of visitors and highlighted the importance of a united Europe. The event is organised by the European Commission Representation in Slovakia, the European Parliament Liaison Office in Slovakia, the European Investment Bank, and EUROPE DIRECT. For EURES advisers, participation in Europe Day provided an excellent opportunity to engage with a broad range of potential clients while also creating a platform for networking with other European networks active in Slovakia.



4.5 OTHER EVENTS WITH THE PARTICIPATION OF THE EURES NETWORK

JOB FAIRS

Nováky, Prievidza

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

Number of EURES stand visitors: 64



Job fairs, Nováky

ROUND TABLE ON THE YOUTH REPORT

Dolný Kubín, Banská Bystrica, Trenčín, Žilina

The Youth Report, prepared by NIVAM, presents an overview of the lives of young people in Slovakia. In addition to policy recommendations, it also showcases examples of good practice. The aim of the cooperation between the EURES and NIVAM is to support young people in their integration into the labour market.

Topic: youth participation in active civic and political life; youth work and leisure time activities; volunteering; youth employment; youth, sustainability, and green future.



Round Table, Dolný Kubín



Round Table, Banská Bystrica

INFORMATION FAIRS

Bytča, Lučenec, Prešov, Liptovský Mikuláš, Komárno, Humenné, Snina, Kežmarok, Nové Zámky

Information fairs are events organized by PES offices, schools, and other stakeholders. Pupils in the 8th and 9th grades of primary schools attend these events to obtain information about secondary school study opportunities and receive support in making career choices. EURES provided students with information on opportunities available on the European labour market.

INFOTRIP WITH ICM

Trenčín, Senica

Interactive workshops full of inspiration were organized by Youth Information Centres in cooperation with ZIPCeM to celebrate the European Information Days. The event brought together young people, experts, and representatives of various institutions.

Topic: Erasmus+; European Solidarity Corps; Discover EU; Volunteering and environmental topics; Your Opportunity in the European Parliament; European Opportunities for Young People; Are You Ready for Life After Secondary School?; and other related topics.

Number of EURES stand visitors: 181



KARIERATON, Spišská Nová Ves

KARIERATON

Spišská Nová Ves

This career festival offered students and jobseekers access to employment opportunities as well as career guidance provided by professionals.

Number of EURES stand visitors:: 60, including 50 students



Infotrip with ICM, Senica

5

PARTICIPATION IN FAIRS ABROAD

In 2025, EURES Slovakia actively participated in international job fairs and career days within the EU/EEA. EURES advisers provided information on job opportunities as well as living and working conditions in Slovakia. The aim of the participation was to attract qualified workers and new talents, encourage the return of Slovak nationals from abroad, and establish cooperation with European employers to support cross-border recruitment.



CAREER DAYS – PROFESSIONAL FAIR FOR THE HOSPITALITY SECTOR

14 January 2025, Nuremberg, Germany

Number of exhibitors: 520, including EURES: the Netherlands, Germany and Slovakia

Organiser: HORECA Bayern Association

A specialised fair for the hospitality sector, participation of the German Public Employment Service - EURES Bavaria. The event targeted jobseekers and regional employers. Providing guidance and presenting current job vacancies.

ONLINE CROSS-BORDER JOB FAIR

25 February 2025, Poland

Number of exhibitors: 50, including EURES: Czech Republic, Poland, and Slovakia

Organiser: Voivodeship Labour Office in Katowice in cooperation with the EURES-T Beskydy partnership

The event focused on labour mobility in the Beskydy cross-border region. EURES Slovakia provided information on the Slovak labour market, offered job-search guidance, and presented current job opportunities in Slovakia.

IKARIERA JOB FAIR

2 APRIL 2025, ZLÍN, CZECH REPUBLIC

Number of exhibitors: 28, including EURES: Czech Republic and Slovakia

Number of visitors: 1,000

Organiser: IAESTE (Tomas Bata University in Zlín)

The event was primarily aimed at university graduates. EURES Slovakia presented current job opportunities on the domestic labour market and provided professional guidance focused on finding employment in Slovakia.

ONLINE EVENT “DÉCOUVREZ LA VIE ET LE TRAVAIL EN SLOVAQUIE” AS PART OF THE FRENCH EUROPEAN WEEK

14 May 2025, France

Number of participating countries: 23

Number of online participants: 6,759

Number of online workshop participants: 4

Organiser: EURES France

The presentation focused on living and working conditions in Slovakia for French participants. It included discussions on employment prospects, entrepreneurship, language learning, and integration. Participants showed particular interest in career opportunities at Volvo.



CAREER DAYS “CAREER DAY ORIENTAMENTI”

29 SEPTEMBER – 3 OCTOBER 2025, GENOA, ITALY

Exhibitors (EURES): Czech Republic, Sweden, Estonia, Poland, Austria, Germany and Slovakia
Organiser: University of Genoa in cooperation with EURES Italy

The traditional international event aimed at students and young professionals. It focuses on facilitating direct contact with local employers, presenting job opportunities, and providing information and guidance on living and working conditions across Europe.

INTERNATIONAL JOB FAIR

30 October 2025, Lublin, Poland

Number of exhibitors: 59, including EURES: the Netherlands, Poland, Austria, Slovakia

Number of visitors: 2,700

Organiser: Voivodeship Labour Office in Lublin in cooperation with EURES Poland

The job fair targeted at jobseekers from the Lublin Voivodeship. EURES Slovakia presented current employment opportunities and provided guidance on the Slovak labour market as well as on job-search procedures in Slovakia.



INTERNATIONAL JOB FAIR “FIND YOUR CAREER IN EUROPE 2025”

11 November 2025, Nicosia, Cyprus

Exhibitors (EURES): Czech Republic, Greece, the Netherlands, Germany, Poland, Slovakia, Slovenia and Italy

Organiser: EURES Cyprus

Presentation of Slovakia with a focus on the target group of young Europeans. Visitors were provided with comprehensive information on study opportunities, career prospects and living conditions in the Slovak Republic

Networking and cooperation development: Visit to the PES in Larnaca and a meeting with a key Cypriot employer.

Outcome: Preparation of a joint recruitment project for the 2026 season and strengthening bilateral cooperation.

CROSS-BORDER JOB FAIR

18 November 2025, Cieszyn, Poland

Number of exhibitors: 55, including EURES: Czech Republic, Slovakia, and Poland

Number of visitors: 1,500

Organiser: District Office and the City of Cieszyn

The event was aimed at unemployed people from the Cieszyn district. EURES Slovakia presented job opportunities available on the Slovak labour market and provided professional guidance focused on finding employment in Slovakia.

6

COOPERATION

6.1 EUROPEAN LABOUR AUTHORITY/ ELA

ELA aims to contribute to ensuring fair and effective labour mobility within the EU/EEA and to support Member States in coordinating social security systems. ELA is a trusted partner in the labour market, proactively helping to address current challenges. Since 2021, the European Employment Services (EURES) have also been part of ELA.

In 2025, EURES advisers and representatives of the National Coordination Office continued to participate in **ELA working groups – PES, communication, training, interoperability, expert meetings, and the practical use of the European EURES Portal.**

The EURES Manager represented the EURES Slovakia at meetings of ECG and the intersectoral working group of the Ministry of Labour, Social Affairs and Family of the Slovak Republic dealing with labour mobility and cooperation with ELA, delivered a presentation during a meeting with a Ukrainian delegation and at ELA.

Number of events: 33 - 25 online, 8 onsite



6.2 INTERNATIONAL COOPERATION

Denmark

Participation in webinars on living and working in Denmark, presentation by a Danish adviser for jobseekers at PES Bratislava.

POLAND

In 2025, discussions were held regarding a new grant and Slovakia's involvement in the EURES-T Beskydy partnership. EURES advisers from PES offices in border regions participated in training for partnership contact persons.



CZECH REPUBLIC

Working meeting of the Coordination Offices and a Czech-Slovak meeting.

Topic: current labour market issues, sharing of good practices, networking

Venue: Praha, Lednice

GERMANY

In-person and online meetings with German EURES advisers focused on the Targeted Mobility Scheme (TMS) and support for the exchange of job vacancies.

FINLAND

Working visit of Finnish employers, online meetings with Finnish EURES advisers regarding the exchange of job vacancies and the evaluation of cooperation in the field of seasonal work.

GREECE

An online meeting with a Greek employer – internships, available job vacancies.

NETHERLANDS

An online meeting with a Dutch EURES adviser – exchange of job vacancies, seasonal jobs.

MEETINGS IN SLOVAKIA AND ABROAD

MEETING OF THE WORKING GROUP ON EMPLOYMENT AND SOCIAL POLICY OF THE SLOVAK-POLISH INTERGOVERNMENTAL COMMISSION FOR CROSS-BORDER COOPERATION

14 March 2025, Námestovo, Slovakia

Participants: members of the Working Group from the Central PES Office, PES Námestovo, the Voivodeship Labour Office in Katowice, including its branch office in Bielsko-Biała, and the Voivodeship Labour Office in Kraków, including its branch office in Nowy Sącz.

Topic: Projects and activities aimed at improving the labour market situation in border regions and defining plans to support labour mobility in the Slovak-Polish border area.



Námestovo, Slovakia

EURES SEMINAR FOCUSED ON THE CZECH AND SLOVAK LABOUR MARKETS, COOPERATION WITH EMPLOYERS AND PUBLIC EMPLOYMENT SERVICES

28 May 2025, Olomouc, Czech Republic

Organiser: EURES Czech Republic

Exchange of experience and good practice in the implementation of national labour market policies and EURES activities, analysis of the current labour market situation in Slovakia and the Czech Republic, with a particular focus on domestic and foreign employers.

Outcome: Strengthening cross-border cooperation between the national public employment services of both countries.



Madrid, Spain

EURES LM&C EXCHANGE MEETING

7 – 9 October 2025, Madrid, Spain

Organiser: Spanish Public Employment Service (SEPE) / EURES Madrid in cooperation with Workindenmark / EURES Denmark

Presentation of Slovakia and examples of good practice in cooperation with schools (internships in Greece and Austria). Inspiration from Spain: integrated employment services, the use of virtual reality in mentoring, video studio for personal branding and job interview simulation.

Outcome: cooperation among public employment services, schools and employers to support mobility and align education with labour market needs. Exchange of expertise in labour mobility, Erasmus+ programmes and international projects.



Madrid, Spain

6

COOPERATION

MEETING OF THE POLISH-SLOVAK INTERGOVERNMENTAL COMMISSION FOR CROSS-BORDER COOPERATION

9 – 10 October 2025, Warszawa, Poland

Organiser: Ministry of the Interior and Administration of the Republic of Poland

Presentation of the activities of the Working Group on Employment and Social Policy within the Intergovernmental Commission, coordination of cross-border activities, and strategic planning of social policy between Slovakia and the Republic of Poland. Outcome: strengthened bilateral cooperation in the field of the labour market and effective exchange of information on the development of cross-border regions.



EURES IN ACTION

17 – 18 June 2026, Warszawa, Poland

In 2025, the key themes of the meeting of EURES network representatives from all EU Member States were strengthening cooperation and discussing the future development of the EURES network.



The programme featured a range of interesting lectures, discussions, and interactive workshop. Slovakia was represented at the event by EURES advisers and the EURES Training Coordinator.



EURES IN ACTION, Warszawa, Poland

6.3 COOPERATION WITH INSTITUTIONS IN SLOVAKIA

EURES and EUROPASS

Cooperation with EUROPASS continued in 2025 through a series of workshops and presentations for jobseekers, students, and career guidance counsellors in Levoča, Trenčín, Šurany, Bratislava, and Rožňava. EURES advisers also supported joint efforts to facilitate labour mobility during the annual EUROPASS event.

EURES and INTERNATIONAL ORGANISATION FOR MIGRATION/IOM

share information and best practices, particularly in the area of preventing human trafficking. Both organisations provide a broad range of services to migrant workers. In 2025, experts from the IOM Migration Information Centre (MIC) delivered an online workshop for EURES advisers and representatives of the National Coordination Office, providing important information on residence legislation applicable to EU citizens.



Europe Direct in Košice

EURES and EUROPE DIRECT

Representatives of EUROPE DIRECT information centres contributed valuable guidance and expertise during activities organised for jobseekers and students.

EURES and NIVAM

The National Institute of Education and Youth (NIVAM) provides guidance and information for both educational institutions and those working with youth. Its portfolio includes the European Solidarity Corps and the Erasmus+ programme, supporting the acquisition of valuable skills and knowledge through non-formal and extracurricular learning opportunities. During the year, EURES advisers participated in working meetings and contributed to discussions related to the Youth Report 2024. NIVAM coordinators accepted invitations to cooperate with EURES and provided guidance to jobseekers and students in several Slovak cities (Považská Bystrica, Levoča, Poprad).



EUROPEAN PARLIAMENT LIAISON OFFICE IN SLOVAKIA

Representatives of the European Parliament Liaison Office in Slovakia presented topics related to the functioning of their institution to employees of PES Košice and PES Liptovský Mikuláš, EURES advisers, and representatives of NCO.



European Parliament Liaison Office in Liptovský Mikuláš

In 2025, the marketing communication of EURES Slovakia was based on consistent adherence to a unified visual identity. This ensured a high level of brand recognition across all communication channels. The consistent application of visual elements and the defined colour palette in both print and digital materials reinforced the network's professional image and credibility in the labour market.

Key priorities of marketing activities:

- Systematically increasing public awareness of EURES and its professional services.
- Actively reaching out to new clients, jobseekers, and employers, with a focus on building long-term relationships.
- Promoting safe labour mobility within the EU/EEA as a natural part of career development.
- Positioning EURES Slovakia as the primary and trusted partner for those seeking employment opportunities abroad.

The ambition of the marketing activities is to make EURES Slovakia the first choice for anyone seeking professional support when planning a career abroad.

7.1 WEBSITE

The eures.sk website is a key information tool supporting labour mobility within the EU/EEA. In addition to a regularly updated database of job vacancies, it provides a comprehensive range of services for both jobseekers and employers.

In 2025, its content was continuously expanded through:

- **Interactive banners** highlighting upcoming events directly on the homepage.
- **Articles and success project stories** published in the News section.
- **Expert articles** and practical guidance on living and working abroad featured in the Living and Working and Youth sections.

- **A visual and media archive** of completed activities available in the Gallery and EURES in the Media sections.
- **References and experience** showcasing real-life stories of international mobility.

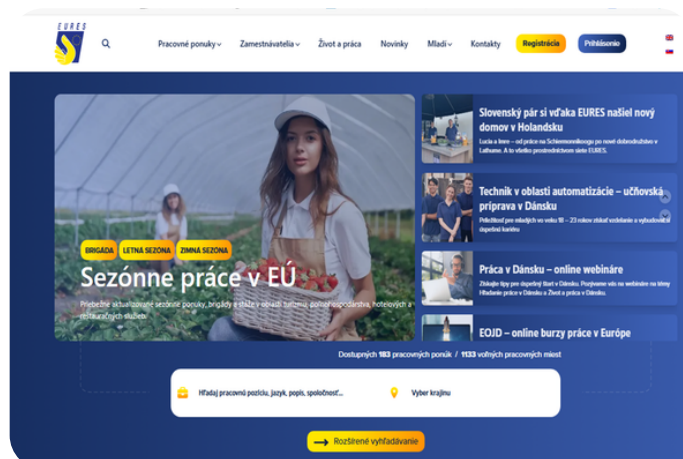
In 2025, the further enhancement of the national portal continued, with a particular focus on improving user experience and technical optimisation.

TECHNICAL IMPROVEMENTS AND SEO

- **Optimisation:** A comprehensive mobile redesign, improved website performance, and more intuitive search functionality.
- **New features:** Dynamic banners, enhanced filtering options, personal client zone management, and an exit-intent pop-up window.
- **SSEO and maintenance:** Migration to more advanced analytics tools (AIOSEO, Marketing Miner) and regular identification and resolution of technical issues.

WEBSITE TRAFFIC AND STATISTICS

- **Growth:** The number of users increased by 18% year-on-year, reaching a total of 150,620 users).
- **Cooperation:** Thanks to the integration with Kariera.sk, dozens of new job vacancies were added, contributing to increased website traffic.
- **Service:** Regular weekly reporting of job vacancies was provided to public employment services.



EURES.SK NATIONAL PORTAL

157,620

users

↑ 17,7 %
compared to
2024

8,4

average position of EURES pages in search
results
(9,6 in 2024 and 11,2 in 2023)

4,542,441

total views of EURES addresses
in search engines

↑ 76,2 %
compared to
2024

USERS



80,1 %



15,8 %



4,1 %



82,8 %



16,3 %



0,9 %

TOP 10 countries with the highest
number of published job vacancies

813 job vacancies

4,462 job openings

23 European countries

1. **Germany** – work on ocean cruise ships
2. **Norway** – fish processing operator
3. **Germany** – summer season in Bavaria
(chambermaids, dishwashers, kitchen helpers,
cooks, waiters/waitresses, bartenders,
receptionists)
4. **Cyprus** – cleaning/housekeeping
5. **Chorvátsko** – animators – for children, dance
and sports
6. **Germany** – packing and scanning of goods
7. **Netherlands** – greenhouse worker
8. **Germany** – work on river cruise ships
9. **Netherlands** – dispatch worker
10. **Ireland** – meat industry production operator



17 %



14 %



9 %



9 %



9 %



6 %



6 %



5 %



4 %



4 %



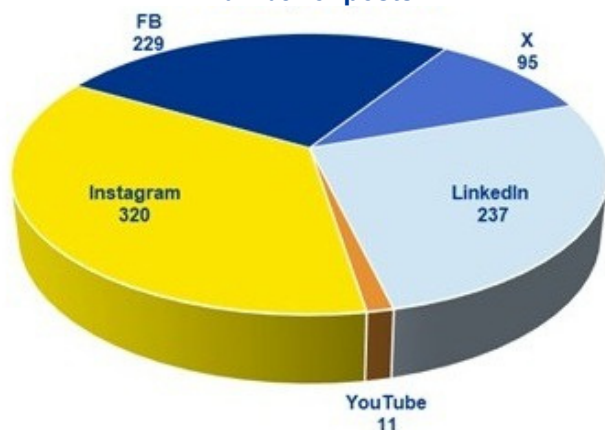
17 %

7.2 SOCIAL MEDIA

Social media platforms are an important communication channel for EURES Slovakia, enabling not only the rapid dissemination of information but also direct and personalised interaction with clients in real time. Under the unified brand EURES Slovakia, profiles are managed on Facebook, Instagram, LinkedIn, X, YouTube, and Threads.



Number of posts



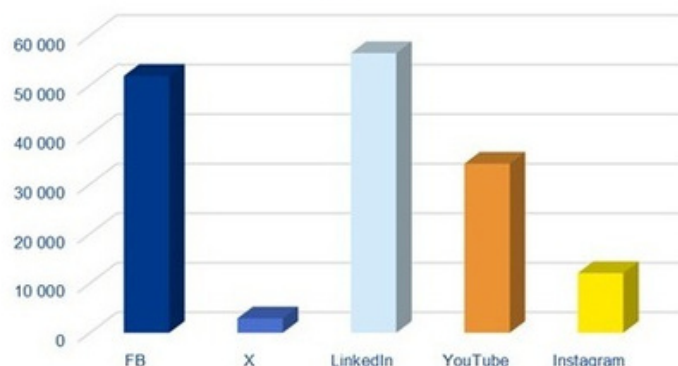
ACTIVITIES AND CONTENT IN 2025

- Regular publication of job vacancies and expert advice on labour mobility.
- Active communication with clients, partners, and employers.
- Publication of photographs and videos from the events, showcasing the network's activities in practice.

The year 2025 was a year of organic stabilisation. The fact that all monitored social media channels recorded an increase in followers without any financial support (organically) demonstrates that the content produced by EURES Slovakia is highly relevant and valuable for citizens seeking job within the EU/EEA.

LinkedIn was **the most successful channel**, achieving the highest overall reach across all social media platforms. This confirmed that the published content effectively reached its audience and that the professional target group continued to grow organically.

Reach



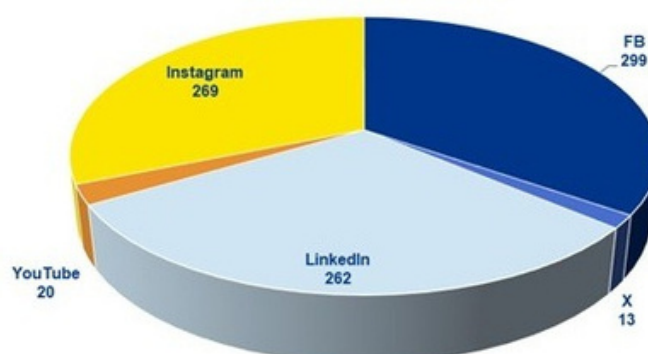
Instagram was **the most active platform**, contributing to a steady increase in followers:

- A post (video) published on 9 November 2025 through Refresher.sk generated 680 likes (21 % of all likes in 2025) and 109 shares (60 % of all shares in 2025).
- A post published on 9 December 2025 – announcement of the Christmas competition: 18 comments (21 % of all comments received throughout the year) and 30 likes (1 %).

The Christmas competition, involving promotional merchandise packages, successfully boosted organic reach and increased user engagement.



Increase in followers



7.3 MEDIA CAMPAIGN

The main objectives of the communication activities in 2025 were:

- **To increase website traffic and the number of users of the national portal eures.sk.**
- **To strengthen awareness of the EURES brand** as a trusted partner in the field of labour mobility across Europe.



EUROPEAN CAMPAIGNS AND ELA SUPPORT

In 2025, EURES Slovakia actively participated in initiatives launched by the European Labour Authority (ELA) and the European Coordination Office (ECO).

Main ELA campaign:

Social Security Coordination, campaign period: Q4/2025 – Q1/2026. The largest ELA campaign focused on cross-border workers, their family members, and employers. Online promotion, video content available in all 24 EU languages, and the development of offline materials: brochures, roll-ups.

ELA sectoral campaign:

HORECA, campaign period: Q4/2024 – Q2/2025. Promoting labour mobility in the hospitality sector. Videos in 24 EU languages were used to support employment.

EURES campaign:

aimed at university students, young graduates, and academic community, campaign period: October 2025 – February 2026. The initiative focused on the 18-29 age group and sought to engage students and young graduates.

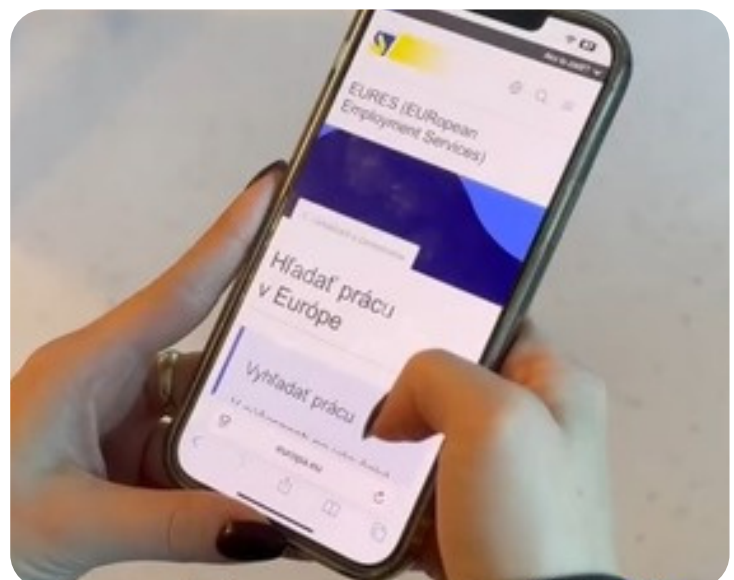


NATIONAL EURES SLOVAKIA MEDIA CAMPAIGN

The communication activities were organised with the financial support from the European Labour Authority (ELA) under the Media Support Scheme and were delivered by an external service provider.

Technical delivery and communication channels:

- **Digital advertising:** Google Search, Google Display, Programmatic, Youtube
- **Traditional media:** Lifestyle content – cooperation with Refresher – native article, FB post, Instagram carousel, Instagram story presenting work experience in Cyprus, and Instagram Reel “Have You Ever Worked Abroad?”.



BENEFITS AND RESULTS OF THE 2025 CAMPAIGNS

Targeted media support led to increased interest in the services offered by EURES Slovakia:

- **Increased traffic to the eures.sk portal:** The digital campaign implemented through the Google and YouTube ecosystem achieved excellent results in building awareness of the EURES brand, reaching a total of 1,342,420 unique users. In terms of direct acquisition and performance, the campaign successfully encouraged active interest in the information provided, resulting in 6,092 actual visits to the eures.sk portal. As a result, the digital campaign contributed to a 34% increase in monthly website traffic in October 2025.
- **Reaching a young audience:** Collaboration with Refresher – an article about a graphic designer in Cyprus and thematic Reels – effectively delivered the message of labour mobility to the target group of young people.
- **Increased visibility in Slovakia and abroad:** The implementation of the Digital Out of Home banner campaign in Bratislava and Vienna in July 2025 enhanced awareness of the EURES network.
- **Positive feedback:** The presentation of Slovak videos at the international CWG meeting was highlighted as an example of good practice.

Innovative campaign tools:

- **Canva Pro:** Participation in the Canva Pro programme for EURES network staff aimed at enhancing the visual quality and consistency of shared content.
- **EURES Flash notification:** Participation in the Canva Pro programme for EURES network staff aimed at enhancing the visual quality and consistency of shared content.
- **EURES Goodies:** Distribution of new promotional merchandise.



- **Instagram Takeovers:** Successful promotion of EURES Slovakia activities through authentic video content, which received positive feedback and recognition at the international level.



7.4 MEDIA APPEARANCES

Representatives of EURES Slovakia actively promoted labour mobility opportunities and the benefits of the European labour market in both national and international media. Through **interviews and expert articles** for television, radio, print, and digital platforms, they raised awareness of the services provided by the EURES network across Slovakia and the European Union.



Online appearance in the STVR news programme AKTUÁLNE:24, 2 July 2025

Topic: "The Pitfalls of Summer Jobs Abroad"

Interview on Rádio VIVA, 7 April 2025

Topic: "Work and Careers in the EU. What Role Does the EURES Network Play in the European Labour Market?"

Feature report in the Hírek news programme, 24 March 2025

Topic: "Hungarian Day in Komárno"

Refresher.sk article: Barbora Used to Work as a Graphic Designer, Now She Works as a Waitress in Cyprus: Finding a Good Job Abroad Is Easier Than You Think"



APPEARANCES IN EU MEDIA

- **EURES YouTube channel:** : EURES Webinar Insights into EU labour markets: Slovakia – presentation of living and working conditions and the labour market situation in Slovakia
- **EURES European Portal Facebook:** "Who seeks finds" – posts and videos about internship placements of young students in Greece and Austria
- **EURES European Portal Extranet:** article titled "EURES Slovakia supports hospitality students through internships in Greece and Austria"

An important tool for strengthening the EURES brand is the consistent use of **unified visual identity elements**.

During 2025, the following materials were produced:

- EURES signage on buildings of PES offices,
- graphics for exhibition stands and counters at job fairs,
- information materials: leaflets, cards, business cards.



Regular meetings of EURES Slovakia were aimed at strengthening cooperation between EURES Advisers (EAs) and representatives of the National Coordination Office (NCO). Particular emphasis was placed on enhancing the professional competencies of network members

8.1 EURES MEETINGS

Two nationwide onsite meetings and dozens of operational online working group meetings were held via the MS Teams platform.

NATIONAL MEETINGS:

Trenčianske Teplice (25 – 27 March 2025),

Piešťany (2 – 4 December 2025)

ONLINE COOPERATION VIA THE MS TEAMS PLATFORM:

continuously throughout the year, working groups composed of EURES advisers

Main objectives and benefits of the meetings

The activities focused on strategic planning and enhancing the efficiency of services in the field of labour mobility:

- Information exchange and brainstorming to address new tasks, analysis of current needs of the European labour market and preparation of action plans.
- Presentation of outcomes and experiences from activities implemented at both national and international levels
- Optimisation of task performance and support for the further development of the EURES network as a modern pillar of mobility within the European Union.



8.2 TRAININGS

Training activities contributed to the development of the knowledge and skills of members of the EURES network. They were implemented:

AT NATIONAL LEVEL



Communication training

Social media and marketing using AI Copilot

Graphic design

Language training

Developing soft skills in employee management

Training was also provided through online webinars organised by partner institutions

- Seminars organized by the Euroguidance Centre
- Cooperation with IOM
- Online presentation of the National Project "Digital Coalition"

AT TRANSNATIONAL LEVEL

Under the auspices of the European Labour Authority (ELA), training activities were delivered in English in the following formats:

- onsite **Classroom Training** – number of participants: 16
- online **Virtual Training** – number of participants: 24
webinars – number of participants: 18+

Training topics:

employment placement, social security and taxation in EU, recognition of qualifications, EOJD platform tools, intercultural skills in counselling, digital and blended career counselling, specific aspects of counselling for Generations Y and Z, advanced communication tools and creative content development, effective digital content distribution and campaign impact evaluation.



Hungarian Day, Komárno



Networking with EURES, Čadca



Working visit to an employer, Finland



Information Fair, Nové Zámky



Networking with EURES, Humenné



Networking with EURES, Partizánske



eures.sk
eures.europa.eu
europeanjobdays.eu

EURES Slovakia



Spolufinancovaný
Európskou úniou



PROGRAM
SLOVENSKO



MINISTERSTVO
PRÁCE, SOCIÁLNYCH
VECÍ A RODINY
SLOVENSKEJ REPUBLIKY