

Help in choosing a career: higher education and apprenticeship fairs

Higher education and apprenticeship fairs take place every year in Baden-Württemberg. They are aimed at pupils who are two to three years away from completing their school education. The fairs give the pupils the opportunity to find out about many different careers and study courses in one day – and therefore get an overview of the job market. Many of the fairs present apprenticeships (Ausbildung), dual study programmes (Duales Studium) and studies at a higher education institution (Studium) together in one fair.

Organisations from many different branches are present at the higher education and apprenticeship fairs. As well as universities, cooperative universities for dual study programmes, and companies, there are also public authorities, charitable organisations, churches and other institutions who introduce their careers or study programmes. Most of them are based in the region where the pupils live. This means that the pupils are able to get plenty of information and ask any questions personally. The fairs can help the pupils decide on the right apprenticeship place or study programme for them. As well as employees responsible for personnel, often apprentices or young students are present at the fair to answer the pupils' questions and explain how they got started in their own career.

The higher education and apprenticeship fairs usually take place at schools, colleges or at local trade fair centres. The apprenticeship fairs are particularly suitable for all young people who are two to three years away from completing their school education and can also give them some early ideas about which career they would like to follow. It is very helpful if parents attend the fairs with their child, so that they can also get information and support their child in making a decision. Parents know the needs and wishes of their child best and can be an important source of advice.

The Studieninformationstag (higher education information day) takes place once a year in Baden-Württemberg. On this day, pupils are given the day off school and can visit local universities and colleges to get information about study options. It is particularly useful for pupils who have reached the Oberstufe (upper level) of a Gymnasium (academic high school).

[You can find further information in our multi-language flyer on career guidance:](#)

