



Welcome to the Macedonia2025 Ambassadors Club

Macedonia2025 is dedicated to helping create a prosperous economic climate in Macedonia that will establish opportunity and innovation for its citizens and foreign investors. Our mission is to assist in positioning Macedonia as a preferred destination for foreign direct investment, promote transparency within government and corporate practices, and inspire future business leaders in Macedonia.

The Ambassadors Club is Macedonia2025's face to the outside world. It is a group of successful professionals of Macedonian origin from around the world, all of whom share one goal: To help us build a stronger nation! As a network of exceptional individuals, the Ambassadors join their efforts to assist in the implementation of Macedonia2025's projects and events, bringing added value to the networking opportunities within the organization, as well as contributing to the expansion of the Macedonian market and fundraising opportunities.

Ambassadors' Areas of Work Activities and Level of Commitment

Your potential contribution will be shaped by your physical location and expertise, and will vary from year to year. At the beginning of the year, Macedonia2025 staff member responsible for Diaspora Relations with each Ambassador will discuss a list of activities in which the Ambassador believe he/she can bring the highest contribution. At the end of the same year, there will be another discussion for review of the Ambassador's realized goals and outcomes.

In general, as Macedonia2025 Ambassador, you are expected to:

- Raise brand awareness and promotion of Macedonia2025's activities, events and programs in your region through word of mouth, personal connections and social media platforms
- Recommend MK2025 Summit speakers from your area, industry or company
- Organize a Macedonia2025 networking event or fundraiser in your region
- Map out Macedonian professionals or potential diaspora investors in your region
- Assist the process of establishing connections between Macedonian companies and new clients in your region
- Assist mapping out potential importers or distributors of Macedonian products
- Assist the establishment of communication and partnerships between Macedonia2025 and universities, with the aim of providing scholarships for Macedonian students
- Contribute to the transfer of know-how, network and experience within your industry by providing us with opinion articles for our research newsletter or by participating on lectures and workshops
- Engage as a mentor of Macedonian young entrepreneurs (online or in-person)
- Attract and recruit candidates for Summer Diaspora Business Trip
- Encourage creation of an internship program at your company for Macedonian students
- Assist the fundraising efforts in your region for our educational programs
- Assist the promotion and engagement of Macedonia2025 charity activities



- Recruit new Ambassadors, especially from your region

Ambassadors Club Structure

In order to ease the process of effective communication between Ambassadors, as well as increase pro-activeness of all members, the Ambassadors Club will be divided into Chapters based on countries. Every Chapter (based on the country the Ambassador is) will have one **Coordinator Ambassador**, who will be directly responsible for that Chapter. His/her position will require direct communication with the Macedonia2025 team, and communication with their Chapter's Ambassadors. The Coordinator Ambassador is responsible for all activities that happen in their Chapter and is expected to coordinate their fellow Ambassadors in completing their yearly activities.

The term of every Coordinator Ambassador is **one year***. If the Chapter members are satisfied with the work of the Coordinator Ambassador, and both the members and the Coordinator are willing for continuation of his/her term, the term can be extended for additional one year. After that, the Coordinator Ambassador must step down and recommend another Ambassador to take his/her place. (*In the occasion where a Chapter exists of only one member, that person held the position of Coordinator Ambassador until the expansion of the Chapter and providing a proven track record of involvement of the new Ambassadors.)

Every Ambassador is encouraged to create a local team that will help him/her with the work in their region. The local team can be your initial pool of candidates for new Ambassadors in your chapter – candidates for whom your personal recommendation will be highly valuable.

Ambassadors' Yearly Membership Fee and Benefits

In order to create an added value and recognition to the Macedonia2025 Ambassador as a position, this membership requires a yearly fee of **\$200 (per calendar year)**. The money will be dedicated for the newly established **Macedonia2025 Support Fund for Talented Students**.

In addition to the prestige of the membership, the networking opportunities, and the unique opportunity it provides to help Macedonia, as a member of the Macedonia2025 Ambassadors Club you will also enjoy:

- Free entrance to all our events, including the Summit
- 50% discount for purchase of a second Summit ticket, and 25% discount on all other tickets
- Possibility to speak at our events (such interest should be announced at the beginning of the year – after receiving a Macedonia2025 calendar of events)
- Introductions and possible mentorship by Macedonia2025 Experts Council members
- Exclusive access to our research work
- Access to our global database of contacts and experts
- First-hand updates on all our programs and upcoming plans
- Exclusive invite to special meetings with prominent business people, experts, professors, etc.
- Invite to participate at events organized by our international partners



Ambassadors' Application Process

In order to become Macedonia2025 Ambassador, you need to fill out an **application form**, and accompanied with your **CV** sent to galena@macedonia2025.com. Once received, our network of Ambassadors will review your application. As a last stage of the application process, a Recruitment Committee will interview you. If you are accepted, you will have final on-boarding discussion with Macedonia2025's Diaspora Relations team member, structuring the expectations and goals for the upcoming year.

General Code of Conduct

We believe holding a Macedonia2025 membership is an honor. And in order to safeguard our reputation as organization, as a condition of our membership the following actions are prohibited, unless express prior permission is obtained in writing from the Executive Director of Macedonia2025. Failure to abide by this condition may result in the suspension or termination of membership, which may include a notice posted to our website. Macedonia2025 will take any abuse or misuse of its name and reputation very seriously.

- No member will use Macedonia2025' name and brand in any political content or event;
- No member will use Macedonia2025' name and brand for commercial purposes or promoting other organizations and causes;
- No member will communicate or imply that they are an official representative or spokesperson for Macedonia2025;
- No member will do interviews, public showing or any other type of promotional manner in the name of Macedonia2025 without previous approval;
- No member will disclose any confidential information or any internal correspondence to the public;
- No member will arrange meetings, events or any other type of activities using the name of brand of Macedonia2025 unless Macedonia2025 staff are directly involved in organizing the event and the event has been approved by Macedonia2025;

In addition, if any member is found guilty of criminal activity or corruption, their membership will be immediately terminated.

Members are of course free to cite their Macedonia2025 membership on their CVs and to discuss their involvement with Macedonia2025 so long as it does not breach any of the conditions above.

For additional information, please contact our Diaspora Relations Officer **Galena Cunningham** at galena@macedonia2025.com.

