

ACHIEVEMENTS 2022

Accelerating the growth and competitiveness of Macedonian Businesses

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Supported the growth and internationalization of Macedonian MSMEs with the expertise and knowledge of Canadian experts

 - Supported 3 Macedonian MSMEs through the Bitove Family Entrepreneurship Program in partnership with CESO SACO; 4 further MSMEs to undergo mentorship
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Successfully organized the 11th edition of the Macedonia2025 Summit, exchanging knowledge, good practices, inspiring reforms and offering networking opportunities

 - Hosted 44 speakers and 600 participants (430 in-person and 170 online) at the Macedonia2025 Summit 2022
 - Engaged high-level policymakers, discussing important topics of long-term growth and Regional cooperation
 - Achieved focus on innovation and digitalization as priorities for our country and the region, inspiring economic reforms, and showcased the success of tech companies
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We enabled high-potential individuals to develop local, regional or international business solutions that create opportunities for their communities through our business and entrepreneurship development training

 - 33 participants took part in the the Leader Project undertaking a mini-MBA training – the top 4 business ideas were awarded with CESO SACO consultancy
 - An alumni body of the program comprising 384 young business leaders and professionals
 - Participants have a unique opportunity to learn from one of the top business schools in Canada - the Ivey Business School, University of Western Ontario
 - Offered extensive mentorship provided by Macedonian and Canadian professionals for the development and improvement of business plans
 - Improved the skills and business competences of participants, with over 85% satisfaction rate
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Connected Macedonian businesses with experts from around the world through the online platform Connect2MK, therefore helping them grow and prosper in an international environment

 - Established a platform for connecting Macedonian businesses with our professional diaspora using the digital tool Connect2MK
 - Engaged 52 companies and 35 experts on the platform
 - Completed 2 high-level consultative processes, with 10 ongoing partnership consultations
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We continuously monitor the country' progress in becoming a modern, developed and democratic economy and hold the policymakers accountable to deliver progress

 - Continuously delivered metrics on the Country Dashboard, established by Macedonia2025, measuring the progress in achieving certain measurable targets, such as economic growth, employment, competitiveness, rule of law, corruption, etc.
 - Published regular reports based on the Dashboard findings, in order to raise awareness among the public and press for faster progress


Accelerating Leadership Development and Supporting Young Talents

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Elevated the professional and personal development of top Macedonian business leaders through the Zafirovski Executive Education Program

 - 7 senior executives successfully completed the Kellogg Executive Development Program (EDP)
 - 2 EDP candidates and 5 Enterprise Leadership Program (ELP) candidates recruited for 2023
 - Engaged 28 Zafirovski fellows (Kellogg alumni) in a variety of Macedonia2025 activities
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Awarded scholarships to students from disadvantaged socio-economic backgrounds, helping them reach their full potential and become successful professionals

 - Administered 132 scholarships to students enrolled in the first year of studies at "Ss. Cyril and Methodius University" in Skopje in the amount of 120,000 MKD per year through the Program "Atanas Bliznakoff" Scholarships for Students Excellence
 - Awarded 10 scholarships through the Support Fund for Talented Students "Talents Today – Leaders Tomorrow"
 - Organized a business ideas competition and provided financial awards for the winners of the competition titled "Best Business Concept 2022," courtesy of our Board member, Chris Pavlovski
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Developed coding and robotics skills of 280+ Macedonian youth, both from the country and the diaspora

 - Awarded 18 scholarships to young learners to participate in the week-long Ohrid High-Tech Excellence Camp
 - Provided scholarships to 12 young learners to participate in the week-long IWC Summer Camp for Web design in Mavrovo
 - Organized 2 workshops for robotics and coding with primary school kids from the Struga region with 29 participants
 - Organized a follow-up advanced training for 18 Ohrid High-Tech Excellence Camp participants from 2021/22
 - Partnered with Semos Education and Certiadria to provide 200 full scholarships for two certified Microsoft trainings
 - Organized a one-day training on basic concepts of artificial intelligence in cooperation with SEMOS education with 20 participants
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Supported and motivated elementary and high school girls to enter STEM fields through our programs "STEM it like a girl!" and "STEM Equality"

 - 310 young girls were involved in the 10 motivational speeches and lectures held in primary schools throughout Macedonia
 - Produced 8 video podcasts and 30+ motivational messages by women with STEM backgrounds from Macedonia, Canada and the US, reaching out to an audience of 1000+
 - Held a professional development workshop for 45+ teachers from primary and secondary schools in Macedonia, Serbia and Canada
 - Conducted research and produced a comparative analysis on the main barriers for enrollment and career development in STEM fields for female students, offering policy recommendations for Macedonia and Serbia

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Building Strong Partnerships and Linkages Worldwide



Expanded the depth and breadth of our collective capabilities to grow our mission and impact

- Enriched the Macedonia2025 Board of Directors with three new members, highly esteemed business professionals from Macedonia, growing the capacity of the organization to intensify its impact on the economic prosperity of Macedonia
- Our strong mission and dedication attracted 15+ new diaspora professionals to join our other organizational bodies, the Advisory Board and the Ambassadors Club
- Our geographic outreach increased to 5 new countries thus expanding the opportunities for Macedonian companies to grow internationally



Successfully held a Networking Event in the USA

- 70+ attendees, great professionals of Macedonian origin residing in New York, New Jersey and Connecticut, had an opportunity to meet, network, learn more about Macedonia2025 and explore options for supporting the prosperity and growth of Macedonia



Intensified domestic and international cooperation with leading institutions

- Led by the motto that our impact can be increased only through strong partnerships, we expanded the formal cooperation agreements with 7 domestic and international NGOs, academic institutions and business organizations
- Implemented projects with highly-esteemed think-tanks from the region, making positive changes to the society and economy, especially the lives of youths
- Supported youth leadership, knowledge and engagement by actively participating in the Presidential Center for Political Education



We are active in international, regional and domestic public debates and conferences

- Our CEO, staff, and Board Members took part in 15 conferences, on topics of interest of the organization and for the country, including emigration, diaspora engagement, educational reforms, digitalization, etc.
- Contributed to three high-level policy conferences for the Western Balkan Region

Advocating to Improve the Macedonian Business Environment



Advocated and inspired reforms that improve the business environment and support companies' growth

- Our CEO and Board members had 10 interviews in written media, 8 TV interviews and debates, 1,300+ media mentions, all related to the economic and democratic prosperity of Macedonia
- Engaged in high-level policy discussions related to major economic and business reforms in Macedonia, from tax reforms, post-Covid economic recovery, long-term growth strategy, to the energy shock mitigation measures



Continued our work on the Macedonia2025 Platform for Prosperous Future, leading to positive societal impact

- Held meetings and coordination with key policymakers and stakeholders to foster alignment on the key priorities for long-term growth i.e. prosperous future of Macedonia
- Established a task force, Digital Initiative MK2025, focusing on improving the digital transformation in the country
- Partnered with academia, like-minded NGOs, government institutions and business associations, all with the aim to make Macedonia more prosperous
- Organized a panel discussion titled "Digital Transformation: Young People as Drivers of Progress" for 50+ participants



We support reforms through an extensive background work and policy suggestions

- Provided background studies, research papers, policy briefs and recommendations that initiate and assist reforms
- In 2022, we produced the following reports/briefs:
 - Digitalization and Digital Skills of Citizens and Businesses – State of Play
 - STEM it like a girl: Challenges and Recommendations of Education and Development of STEM Career for Girls
 - Gender Analysis of the Similarities and Differences between Men and Women in Macedonia through the Prism of Digital Skills, Labor Market Conditions, and Representation in Science
 - ILO Non-Standard Forms of Employment in North Macedonia



Web/social media presence, followers, reach, and online engagement

149,727 Page views with 60,000+ active users on our official website

25,000+ followers on all social media accounts

25% growth of our online brand audience

2% growth of contacts