

ACHIEVEMENTS 2023

Accelerating the growth and competitiveness of Macedonian Businesses

Successfully organized the 12th edition of the Macedonia2025 Summit, exchanging knowledge, best practices, inspiring reforms and offering networking opportunities

- Hosted 45 speakers in 20 sessions and 500+ participants (including 350+ business leaders and 3 high-level policy makers) at the [Macedonia2025 Summit 2023](#).
- Held 3 networking events, 1 pre-Summit scientific conference, and 40 B2B meetings, and 6 high-level meetings held between Board Members and policymakers.
- Achieved focus on strategy, institutions in emerging democracies, digital transformation, ESG investing, leadership and training, resilience, and innovation.

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

- Supported 7 Macedonian MSMEs through the [Bitove Family Entrepreneurship Program](#) in partnership with Catalyze+, of which 3 have successfully completed, while 4 further MSMEs will undergo mentorship in the coming period.

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 trainings

- 26 participants took part in [the Leader Project](#) undertaking a mini-MBA training delivered by Ivey Business School students and alumni aimed at development and improvement of business plans. The top 4 business ideas were awarded with Macedonia2025 mentorship.
- 105 participants took part in trainings for tech leadership and entrepreneurship.

Connected Macedonian businesses with experts from around the world through the online platform [Connect2MK](#), therefore helping them grow and prosper in an international environment

- Improved the online platform to expand the possibilities for matching and introduced additional functionalities.
- Engaged 69 companies and 63 experts on the platform.
- Completed 2 high-level consultative processes, with 10 ongoing partnership consultations.

We 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 11 regular reports based on the Dashboard findings and quoted the Dashboard, in order to raise awareness among the public and press for faster progress. Quoted the Dashboard 8 times in media interviews.

Accelerating Leadership Development and Supporting Young Talents

Elevated the professional and personal development of top Macedonian business leaders through the [Zafirovski Executive Education Program](#)

- 10 senior executives successfully completed the Kellogg Executive Development Program (EDP), while 5 EDP candidates were recruited for 2024.
- Engaged 40 [Zafirovski fellows](#) in a variety of Macedonia2025 activities.
- Over 2/3 of Zafirovski fellows affirmed that their professional growth and advancement were greatly influenced by the EDP Kellogg program.

Awarded scholarships to students from disadvantaged socio-economic backgrounds, helping them reach their full potential and become successful professionals

- Administered 134 scholarships (58 new and 76 continuations for current beneficiaries) to students enrolled at "Ss. Cyril and Methodius University" in Skopje in the amount of 2500 USD per year through the Program "[Atanas Bliznakoff](#)" Scholarships for Students Excellence.
- Awarded 10 scholarships to high-school students through the Support Fund for Talented Students "[Talents Today – Leaders Tomorrow](#)".
- Organized a business ideas competition for high-schools students from across the country and provided financial awards for the top 3 winners of the competition titled "Best Business Concept for Green Innovations 2023," courtesy of our Board member, Chris Pavlovski.

Developed the skills of 230+ Macedonian youth, both from the country and the diaspora

- Awarded 22 scholarships to young learners to participate in the week-long [Ohrid High-Tech Excellence Camp](#), a program designed to develop the coding and robotics skills, but also to build relations between young Macedonians from Macedonia and those from the diaspora.
- Macedonia2025 supported [3-month courses for programming for 167 children](#) from the Ohrid region in partnership with Kasarna Hub Ohrid.
- Delivered a training for using the ChatGPT for young individuals.
- Organized one workshop for Financial literacy training for young girls from over 20 for young girls from remote areas of Struga.
- Provided an online training and workshop supporting young people to apply successfully to US universities, in collaboration with a [US College Application Specialist](#).

Supported and motivated primary school students to enter STEM fields

- 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.
- Study promoted in a workshop for 100+ teachers titled "Where is the future of education? STEM education, gender equality and green innovations in vocational education and training".
- Launched new Project "Science and Me" in partnership with [Johnson Matthey Community Impact Program "Science and Me"](#), focused on equipping science teachers from primary schools with skills and techniques to promote the interest and ambition of pupils to love science and choose their future careers in science.

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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

- Successfully held a Fundraising Gala in Chicago, themed "Pathway to Prosperity," where USD 1.3 million were raised for Macedonia2025 programs. The Gala hosted 400+ guests, including President of Macedonia Stevo Pendarovski and Boeing CEO David Calhoun, among others.
- Organized two networking events, in Naples, FL, and Melbourne, Australia, where we hosted 80+ guests.
- Three new members joined the Macedonia2025 Board of Directors, 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 5 new diaspora professionals to join our other organizational bodies, the Advisory Board and the Ambassadors Club.
- We introduced new annual awards for diaspora contribution to Macedonia, in cooperation with the Macedonian President. In 2023, the Recognitions for Diaspora Contribution was awarded to Sophie & Mitre Kutanovski, Stanley Thomas and Vlatko Andonovski.
- We regularly inform the media about our activities and programs and contribute to public discussions in the area of our work and interest.



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 6 domestic and international NGOs, academic institutions and business organizations.
- Drafted the national study for PERHOUSE Project titled, "Working Conditions and Industrial Relations in the Personal and Household Services (PHS) Sector in CEE countries" in partnership with 5 international research organizations.
- Signed the Grant Agreement and started working on the BARSERVICE Project titled, "Smart bargaining in the services sector: overview, challenges, opportunities" in partnership with 6 international research organizations.
- 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 6 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, 650+ 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 encouraging and attracting foreign investments, long-term growth strategy, education strategy, national development strategy to the new solidarity tax reform.



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 Centre for Digital Transformation, "GoDigital," to support the digital transformation of Macedonian MSMEs.
- Partnered with academia, like-minded NGOs, government institutions and business associations, all with the aim to make Macedonia more prosperous.

www.macedonia2025.com



69,000+ Page views with 20,000+ active users on our official website
26,500+ followers on all social media accounts
6.4% growth of our online brand audience
23% growth of contacts