



Dear Macedonia2025 Community,

With hearts aglow in festive joy, we joyously welcome you to the December edition of the Macedonia2025 Newsletter!

In the spirit of giving and gratitude, this edition shines a spotlight on inspiring individuals and businesses that are making a positive impact on Macedonia.

We extend our deepest thanks for your unwavering support, which is vital to our mission of driving economic growth and empowering future leaders.

May this newsletter kindle your imagination and fill your season with warmth, joy, and the spirit of generosity. As we celebrate the magic of Christmas, we wish you a Merry Christmas filled with love, laughter, and cherished moments. Here's to a holiday season and a Happy New Year filled with prosperity and new beginnings!

Warm regards,
The Macedonia2025 Team



In the spirit of giving that defines this season, we are thrilled to present the "Bright Future for Bright Minds" campaign. With your unwavering support, we aim to extend a lifeline to even more

deserving Macedonian youth from underserved backgrounds by increasing the number of scholarships awarded. Last year, thanks to your generosity, we successfully trained 215 young minds, providing them with crucial tech skills that are shaping the future landscape of our country. This year, let's aim even higher!



Why donate? Your support will:

- ✦ Provide scholarships to underserved youth
- ✦ Foster crucial tech skills for the future
- ✦ Create networks and friendships globally
- ✦ Strengthen Macedonian culture

ADD TO OUR SCHOLARSHIP FUND

Your contributions can once again be the driving force behind transforming lives and opening doors of opportunity. Join us in this mission to empower and uplift. Together, let's exceed last

year's impact and pave the way for an even brighter future for the children of Macedonia.

Nominations for Recognition of Diaspora Contribution 2024 Are Open

Macedonia2025, in collaboration with the Cabinet of the President of North Macedonia, announces the 2024 Call for Nominations for the Diaspora Contribution Award. This prestigious initiative aims to recognize individuals of Macedonian descent who have made significant contributions in various fields, regardless of where they were born or currently reside. The award celebrates their selfless engagement and impact across sectors such as philanthropy, business, academia, leadership, arts, and humanitarian efforts.

OPEN CALL

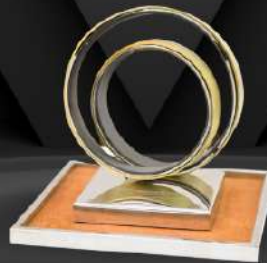
MACEDONIA
2025
Helping Build a Stronger Nation

under the auspices of the



announce an

**OPEN CALL FOR NOMINATIONS for the
RECOGNITION FOR DIASPORA CONTRIBUTION
for 2024**



[FIND OUT MORE](#)

This is an opportunity to highlight and honor the inspiring achievements of the Macedonian diaspora, reinforcing their integral role in the nation's fabric and development.

Celebrating the 30th Anniversary of the World Bank in Macedonia

A compelling and insightful discussion marking the 30th anniversary of Macedonia's partnership with the World Bank, key stakeholders gathered to address the Twin Demographic Challenge confronting the nation: Ageing and Emigration. The distinguished panel, moderated by our CEO, Nikica Mojsoska Blazhevski included the Minister of Labour and Social Policy, Jovana Trenchevska, Minister of Finance Fatmir Besimi, Nina Fiti, Advisor to the Executive Director of the World Bank, and Xiaoqing Yu, Country Director for Western Balkan, World Bank.



Together, they delved into the complexities of these challenges, offering valuable perspectives on strategies to navigate the impact of ageing demographics and emigration trends. The occasion not only celebrated the longstanding collaboration between Macedonia and the World Bank but also provided a platform for crucial discussions that contribute to shaping a resilient and sustainable future for the nation.

Digital Transformation of Macedonian MSMEs

Macedonia2025 is pleased to introduce The Center for Digital Transformation: GoDigital, supporting micro, small, and medium-sized enterprises in their digital transformation. Our mission: prepare them for the digital age and shape the businesses of the future. Stay tuned for updates on this transformative journey.



Macedonia2025's GoDigital initiative is offering a game-changing opportunity for business experts, consultants, and consulting companies in Macedonia to advance their knowledge in the realm of

digitization. The GoDigital Digital Transformation Center is providing free training and international certification in the following specialized areas:

- E-commerce and social media expertise
- Digital transformation proficiency
- IT security



**Become a certified digital expert with GoDigital
and lead the digital transformation of
Macedonian companies!**

*GoDigital's mission is to support the digital transformation of
Macedonian micro, small and medium enterprises.*

MORE INFORMATION

If you're ready to take your skills to the next level and actively shape the future of Macedonian businesses, this is your chance.

Collaborative Program "Science and Me"

Calling all scientists, regardless of your field—chemistry, biology, physics, geography, engineering, or any other domain! If you have a burning passion for nurturing curiosity and inspiring young minds, we have a special initiative that beckons you to join.

Promotional campaign "Science for the future"



Let's work together to inspire, empower and educate. Let's kindle the passion for science in the hearts of primary school students.

Your words could be the spark that ignites the fire of curiosity and excellence.

Science and Me



Participation is a breeze:

- 1 Craft a motivating quote (1-2 sentences) and a success story (150-200 words).
- 2 Share some background about yourself.
- 3 Submit your contribution through the link below:

SHARE YOUR STORY HERE

Launching a compelling initiative to ignite a passion for science among the youth, our promotional campaign, "Science for the Future," proudly introduces Jovan Stefanovski, a dynamic Laboratory Analyst contributing to Quality Control at Johnson Matthey Macedonia. In a bid to unlock a world of possibilities, the campaign underscores the importance of knowledge as the most valuable gift for the next generation.



PROMOTIONAL CAMPAIGN "SCIENCE FOR THE FUTURE"

Science has existed since the beginning of time, and the science of today is the technology of tomorrow. Together we fight for a brighter tomorrow."

Jovan Stefanovski

Laboratory Analyst working in Quality Control at Johnson Matthey Macedonia

Science and Me



[READ ABOUT JOVAN'S STORY](#)

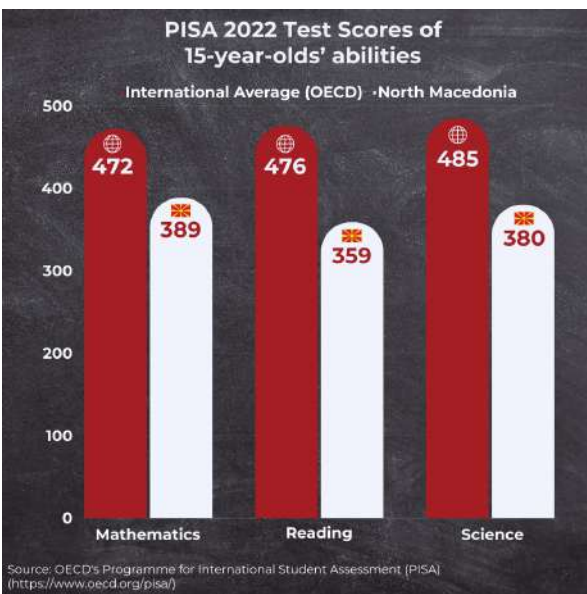
This initiative is made possible through the support of Johnson Matthey's "Science and Me" Community Impact Program. Thank you for being a part of this remarkable journey, and for your invaluable contribution to the future of science education.

Country Dashboard Takeaways



In a recent update from the [World Bank](#), Macedonia's development journey presents a mixed bag of progress and challenges. On the bright side, the country has made impressive strides in economic development, with a notable reduction in poverty and advancement towards shared prosperity, alongside improvements in infrastructure, health, education, and environmental management. However, the nation faces significant hurdles, including persistent economic challenges, governance issues, and administrative inefficiencies. Productivity remains low, and the labor market is struggling, compounded by pressing climate and energy challenges. These factors highlight the complex landscape Macedonia navigates as it seeks sustainable growth and improved living standards for its citizens.

Exploring the latest PISA 2022 test scores unveils the proficiency in key academic areas of 15-year-olds' in Macedonia. While the country set an ambitious goal on the Macedonia2025 Country Dashboard to rank in the top half among 19 structural and regional peers, it fell short of this target. However, a significant highlight is Macedonia's performance in Mathematics, boasting the narrowest gap with OECD countries. In stark contrast, the results revealed a substantial challenge in reading proficiency, marking the largest gap compared to OECD standards.



KEY TAKEAWAYS FROM PISA 2022:

- Students had better math scores and more confidence in self-directed learning when their teachers were available during closures.
- Minimizing digital device distractions in class is recommended.
- Peer-to-peer tutoring results in a stronger sense of belonging among students.
- Schools that minimized closures during COVID received higher scores and students reported a greater sense of belonging.

Source: OECD's Programme for International Student Assessment (PISA) (<https://www.oecd.org/pisa/>)

EXPLORE OUR COUNTRY DASHBOARD

These insights from the PISA 2022 scores underscore the critical need for targeted improvements in Macedonia's education system, particularly in enhancing reading skills, to build a resilient and supportive educational environment for its future generations.

Presidential Center for Political Education End Year Reception

In a vibrant start to the New Year, President Stevo Pendarovski hosted a captivating reception at the Presidential Center for Political Education, "School of Politics," bringing together three generations. Macedonia2025, along with partners NDI, IRI, WFD Western Balkans, Konrad-Adenauer-Stiftung, Friedrich-Ebert-Stiftung, and RYCO, played a pivotal role in contributing to the success of this impactful School for Politics.



The event celebrated the significant influence of socially active and engaged young individuals, whose passion, energy, and fresh perspectives drive positive change and foster a more inclusive policy-making landscape. Together, we applaud the power of youth engagement, political diversity, and collaborative partnerships in shaping the future!

Connect2MK Platform



[MORE INFORMATION HERE](#)

We are proud to offer this innovative platform as part of our commitment to supporting the economic development and prosperity of Macedonia. Many thanks to Intertec.io for donating and developing the platform, as well as the promotional video.

2023 Achievements

As we reflect on an extraordinary 2023, it's your unwavering support that turned our ambitious dreams into impactful realities. Together, we've achieved remarkable milestones: over 230 Macedonian youths, both local and from the diaspora enhanced their skills. These victories aren't just ours; they're YOURS too.

ACHIEVEMENTS 2023

Accelerating the growth and competitiveness of Macedonian Businesses

- Successfully organized the 10th 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 5 high-level policy makers) at the **Macedonia2025 Summit 2023**
 - Held 7 networking events, 1 one-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 SMEs with the expertise and knowledge of Canadian experts**
 - Supported 7 Macedonian SMEs through the **Global Family Entrepreneurship Program** in partnership with Catalyst, of which 3 have successfully completed, while a further 4 SMEs 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 training**
 - 26 participants took part in the **Local Impact Project**, undertaking a 3-12 month MSB training offered by key Business School students and alumni aimed at development and improvement of business plans. The top 5 business ideas were awarded with Macedonia2025 mentorship.
 - 103 participants took part in trainings for tech leadership and entrepreneurship.
- Connected Macedonian businesses with experts from around the world through the online platform connect2025, therefore helping them grow and prosper in an international environment**
 - Improved the online platform to expand the possibilities for matching and introducing additional functionalities.
 - Engaged 49 companies and 45 experts on the platform.
 - Completed 214 user-consumer profiles, with 30 ongoing partnership consultations.
- We monitor the country's progress in becoming a modern, developed and democratic economy and hold the policymakers accountable to deliver progress**
 - Continuously delivered metrics in 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 posted the Dashboard in order to raise awareness among the public and press for faster progress. Selected Dashboard 5 items include interview.

Accelerating Leadership Development and Supporting Young Talents

- Elevated the professional and personal development of top Macedonian business leaders through the Zahrad Executive Education Program**
 - All senior executives successfully completed the Kellogg Executive Development Program (EDP), while 1 EDP candidate was recruited for 2024.
 - Engaged 47 Zahrad Fellows in a variety of Macedonia2025 activities.
 - Over 27 Zahrad Fellows offered 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 50 scholarships for 50 new and 70 re-applications for current beneficiaries to students enrolled at "St. Cyril and Methodius University" in Skopje in the amount of 2000 USD per year through the **Support Fund for Talented Students - Zahrad Safety Leadership Program**
 - Awarded 10 scholarships to high-school students through the Support Fund for Talented Students - **Zahrad Safety Leadership Program**
 - Organized a business case competition for high-school students from across the country and awarded Primal 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 for young talents to participate in the week-long **Global Tech Excellence Camp**, a program designed to develop the coding and robotics skills, education to youth residents, between young Macedonians from Macedonia and those from the diaspora.
 - Macedonia2025 supported **Entrepreneurship for young women for 2023 award** from the Ohrid region in partnership with Kusamta 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 **US Culture Ambassadors Skopje**.
- Supported and motivated primary school students to enter STEM fields**
 - Produced a comparative **study** on the main barriers for enrollment and career development in STEM fields for female students, offering policy recommendations for Macedonia and Serbia.
 - Study presented in a workshop for 100+ teachers titled "Where is the future of education? STEH education, gender equality and green innovations in our schools and communities"
 - Launched new Project "Science and Me" in partnership with **Jubina, Matchy, 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.

ACHIEVEMENTS 2023

Building Strong Partnerships and Linkages Worldwide

- Expanded the depth and breadth of our collective capabilities to grow our mission and impact**
 - Successfully held a **European Day in Chicago** themed "Pathway to Prosperity", where USD 13 million were raised for Macedonia2025 programs. The Gala hosted 450+ guests, including President of Macedonia's Great Professionals and Young CEO Council of Carous, 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 effectively 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 **Accelerators Club**.
 - We introduced new annual awards for diaspora contribution to Macedonia, in cooperation with the Macedonian President. In 2023, the **Recognition for Diaspora Contribution** was awarded to **Spaska Stefan Filipovska, Gordana Todorova, and Gligor Arandonovski**
 - 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 **DEHOUSE 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 **BASESPACE Project** titled, "Smart bargaining in the service sector: overview, challenges, opportunities" in partnership with 6 international research organizations.
 - Supported youth scientists' knowledge and engagement by actively participating in the Presidential Center for Distal 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, organization, 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, 84+ 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 strategic development strategy to the new industry tax reform.
- Continued our work on the Macroeconomic Reform 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 in prosperous future of Macedonia.
 - Established a **Center for Digital Transformation "CO-Creator"** to support the digital transformation of Macedonian SMEs.
 - Partnered with academia, semi-formal 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
26,100+ followers on all social media accounts
6.4% growth of our online brand audience
25% growth of contacts

SUPPORT MACEDONIA2025

But our journey doesn't end here. Imagine the wonders we can create with your continued support in 2024. Each donation is a building block for a brighter future, fueling initiatives that make a real difference. Let's join hands again and set new benchmarks of success. Be a part of this incredible journey; every contribution, big or small, writes a part of this inspiring story.

Macedonia2025 and the Media

Macedonia2025 wrapped up 2023 with a special event, joined by Macedonian media, to celebrate the year's achievements and unveil plans for 2024. The focus for the coming year includes driving economic reforms, attracting foreign investments, and enhancing competitiveness through digitalization and anti-corruption initiatives. Macedonia2025 remains committed to its vision of progress and a better future for the nation



Click on the respective picture to access the full articles:



DIGITAL RECAP Our digital presence as an organization keeps evolving! As of today, our Facebook page counts 14,295 followers and 13,532 liked our Facebook page. Our LinkedIn audience amounts to 10,104 followers and counting. We have around 69,129 YouTube views and an increased number of subscribers. While our Instagram followers amount to 2,274 as of today. In times like these, it is more important than ever to remain digitally connected and to build an active and engaged audience. So far, 91 users are using our new platform 'Connect2MK', launched on December 1, 2020. Specifically, 54 companies and 37 experts have created their profile and are using the platform.

Please make sure that you like/ follow Macedonia2025 on all social media outlets: Facebook, LinkedIn, Twitter and Instagram. Don't forget to subscribe to our YouTube channel! Please feel free to contact us at office@macedonia2025.com for further information, questions or comments.