

Macedonia2025 Monthly Digest:

A Recap of Activities in February 2024

Dear Macedonia2025 Community,

At the outset of this year, we're filled with excitement for the upcoming Summit this May.

This newsletter not only highlights the Summit's early bird offers but also features three innovative open calls, our dedicated Talent Fund Mentors, uplifting messages from the "Science for the Future" campaign and many more.

We are deeply appreciative of your unwavering support, as it remains the cornerstone of our mission to drive economic growth and nurture the leaders of tomorrow. Together, we can achieve remarkable things in the months and years to come.

Let's embrace March with the energy and optimism needed to forge a prosperous future for Macedonia.

Warm regards,
Macedonia2025 Team

Macedonia2025 Annual Summit: Grab an Early Bird Ticket Now!

Secure your spot at the Macedonia2025 Summit, the not-to-be-missed event of the year! Join us on 15-16 May at the Skopje Marriott Hotel for an unforgettable experience of networking, innovation, and inspiration.

Don't miss this chance to connect with leaders and visionaries from around the globe.



Last year's Macedonia2025 Summit brought together 45 speakers from 18 countries and 500+ passionate participants from various industries, all dedicated to driving positive change and fostering innovation in our country and the region.




CONTACT US FOR SPONSORSHIP OPPORTUNITIES

We extend our deepest gratitude to all participants, speakers, sponsors, partners, and supporters who make the Macedonia2025 Summit a resounding success. Together, we are building a brighter future!

Pathways to Progress: Seize Your Chance with Our 3 Open Calls



Macedonia2025 announces an Open Call for the Business and Entrepreneurship Development Training – The LEADER Project.

 When?
April 15-26, 2024, in Skopje.

The LEADER Project is implemented in cooperation with the Ivey Business School – Western University.

FIND OUT MORE


Application deadline: March 31, 2024.


Macedonia2025, in collaboration with the Cabinet of the President of Macedonia, cordially invites you to participate in the prestigious "Call for Nominations For Recognition of The Contribution of Members of The Diaspora for The Year 2024"

FIND OUT MORE

Application deadline: March 15, 2024.

Macedonia2025 announces an Open Call for the Ohrid Camp for high-tech excellence.

 Who can attend?
The camp is open for children aged 11-15 from socially vulnerable families.

 When?
The week long camp is scheduled to take place from July 7-13, 2024 in Ohrid.

FIND OUT MORE

Application deadline: March 31, 2024.

Empowering Tomorrow's Leaders Today

We are thrilled to announce our deepest appreciation for the mentors of the "Talents Today – Leaders Tomorrow" program.



MACEDONIA 2025
Helping Build a Stronger Future

Thank you for your mentorship and being a driving force of change!

Nikola ANDONOV
Owner of Evn Eden marketing and strategy. Experienced entrepreneur skilled in Marketing Management, Strategy, Business Planning, Sales and e-commerce.

Nela JOLEKA
CEO of Genus Dynamics, COI Coach and Advanced Facilitator for Emotional Intelligence and Performance Management.

Nana MANCHEV
Head of Education and Leadership Programs in Macedonia2025.

Slavica TASEVA
Founder of Resources & Solutions, Career Coach, Trainer and HR & HR Consultant.

Tijana SKENDEROVSKA POLENKOVIKJ
MS in Industrial Engineering and Management with experience in the automotive and software industries.

Daniela CUNNINGHAM
Instructional Designer, Public Speaker, Learning and Development Consultant.



MACEDONIA 2025
Helping Build a Stronger Future

Thank you for your mentorship and being a driving force of change!

Angelia BUSHESKA
Engineering Student, Social Entrepreneur, Public Speaker, and Former Beneficiary of the "Talents Today – Leaders Tomorrow" Scholarship Program.

Daniel CUNNINGHAM
Instructional Designer, Public Speaker, Learning and Development Consultant.

Zehra KAJULLIU
Program Associate at the International Republican Institute (IRI), dedicated to environmental and social causes.

Ivana NIKOLIKJ
Business Development Executive int. at W/Change!, Forbes Councils Official Member, Jump! SKISnowED Top Leader, Women in Tech/Women in AI Ambassador and Mentor, Top Leadership 5000.

Maja CHANAKJEVIKJ
English Horn soloist and cello player at the National Philharmonic Orchestra.

ABOUT THIS PROGRAM

Your unwavering commitment to guiding talented high school students from economically disadvantaged backgrounds is making a profound difference. Thanks to your mentorship, we are not just shaping futures; we are empowering young minds across Macedonia to reach their full potential.

Promoting and Inspiring Quality Science Education

Through the incredible "Science and Me" initiative, part of Johnson Matthey's Community Impact Program, we've had the amazing opportunity to distribute brand new science equipment and materials to 20 schools across Macedonia.



Unlock the treasure within you with the wisdom of Prof. Dr. Anka Trajkovska Petkoska, who eloquently reminds us that knowledge is a treasure that remains forever secure.

JM Johnson Matthey | MACEDONIA
Inspiring science, enhancing life

PROMOTIONAL CAMPAIGN
"SCIENCE FOR THE FUTURE"

"Knowledge is the greatest wealth that we can possess without the fear of being robbed."

Science and Me

Prof. Dr. Anka Trajkovska Petkoska
Full-time Professor, Faculty of Technology in Veles

READ ABOUT ANKA'S JOURNEY WITH SCIENCE

Join us in the 'Science for the Future' campaign, a proud partnership with Johnson Matthey, as we delve into the world of learning. We invite scientists from all disciplines to share their inspiring stories or quotes, just like Prof. Dr. Anka. Your journey in science could inspire countless others to explore the vast realms of chemistry, biology, physics, and beyond.

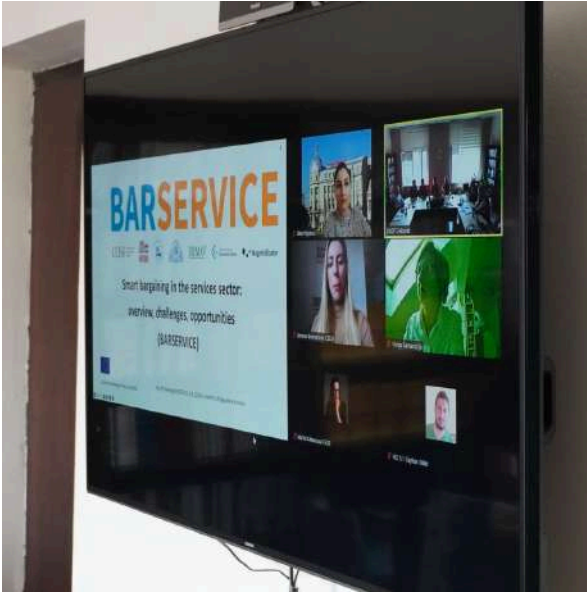
Participation is a breeze:

- 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

Shaping the Future of Labor Rights and Equality Across Borders

The project launch of BARSERVICE outlined the project's aims to explore bargaining practices in nine countries, focusing on improving labor conditions, wage adequacy, and gender equality in sectors like social care, commerce, finance, and publishing.



FIND OUT MORE

The meeting in Belgrade marked the beginning of an ambitious journey to reshape collective bargaining, with the ultimate goal of establishing fair and decent working conditions across the continent.

Digital Transformation of Macedonian MSMEs

GoDigital
in partnership with

IME
INCREASING MARKET
EMPLOYABILITY

This activity is supported by the Government of Switzerland through the Increasing Market Employability Program - IME.

We are thrilled to inform that GoDigital starts with its first activity, that is a training and international certification of digital transformation consultants. The training begins March 15 and the first group of consultants will be certified by mid-April.

MORE ABOUT THE PROGRAM

At the same time, we are starting with a selection of companies that will be supported in their digital transformation journey using the expertise of the consultants but also through a vouchers for co-financing their investments in digitalization.

Our mission is to ensure that more Macedonian business become business of the future!

Join our Community!

JOIN OUR AMBASSADORS CLUB

A remarkable team of talented individuals from Macedonia making an impact worldwide.

www.macedonia2025.com

JOIN

Can ESG Promote Better and More Sustainable Business Practices?

Our CEO, Prof. Nikica Mojsoska-Blazevski was part of the enlightening Panel Discussion on 'Sustainable Partnerships: The ESG standards in the business community' hosted by the European Business Association - N.Macedonia at the Sparkasse Training Center in Skopje.



One point she emphasized was: "ESG (re)introduces a forgotten side of the companies in today's world of constant chase for higher profits. That is the non-financial side, the societal side. Without taking into consideration the impact a business has on the environment, customers, employees ... we devastate our habitat."

Connect2MK Platform

Are you a Macedonian company seeking support or a worldwide business expert offering support?

Sign up to the Connect2MK platform, Macedonia2025's matchmaking platform for connecting businesses with experts!



We're inviting experts from the Macedonian diaspora to join us on the Connect2MK platform. Your knowledge and experience can greatly benefit Macedonian businesses. By signing up to mentor, consult, or partner, you contribute to individual success and national resilience. Let's collaborate to drive economic development, foster innovation, and create opportunities for prosperity across borders.

MORE INFORMATION HERE

Many thanks to Intertec.io for donating and developing the platform, as well as the promotional video.

Learn Macedonian at Arizona State University



Every summer, CLI brings students from across the U.S. together to develop their linguistic and cultural competency rapidly and effectively through intensive in-person immersion programs. Students have the opportunity to live on the vibrant Arizona State University campus while speaking, studying, and living in Macedonian.

Audiobooks and E-books in Macedonian



The innovative Boksy app, created by a Macedonian team, aims to boost reading by offering e-books and audiobooks in Macedonian and English for all ages. Its vast library, especially for adults, is constantly updated. Boksy promotes reading enjoyment among both kids and adults. New users can get a one-month free trial by emailing support@boksy.mk.

LEARN MORE

LEARN MORE

2023 Achievements

As we reflect on an extraordinary 2023, it's your unwavering support that turned our ambitious dreams into impactful realities.

2023 ACHIEVEMENTS

Together, we've achieved remarkable milestones: we supported 79 businesses, 10 managers and 469 young talents. Furthermore, we raised USD 1.3 million, funds that will be used to implement our programs and increase our impact, helping build a stronger Macedonia. 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 26 sessions and 500+ participants including 350+ business leaders and 3 high-level policy makers at the Macedonia2025 Summit 2023.
 - Hosted 2 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 SMEs with the expertise and knowledge of Canadian experts
 - Supported 7 Macedonian SMEs through the [Trade Policy Implementation Program](#) in partnership with [Ontario](#), of which 3 have successfully completed, while a further 4 will undergo a 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 3-month MSB training offered by [Ivey Business School](#) students and alumni aimed at development and improvement of business plans. The top 5 business ideas were awarded with Macedonia2025 mentorship.
 - 101 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 introduced additional functionalities.
 - Engaged 83 companies and 43 experts on the platform.
 - Completed 214 meet-and-greet conversations, with 40 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 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 on these progress. Quoted the Dashboard 5 times in media interviews.

Accelerating Leadership Development and Supporting Young Talents

- Enabled the professional and personal development of top Macedonian business leaders through the [Zahradni Executive Education Program](#)
 - All senior executives successfully completed the Kellogg Executive Development Program (EDP), while 1 EDP candidate was recruited for 2024.
 - Engaged 40 [Zahradni](#) fellows in a variety of Macedonia2025 activities.
 - Over 20 of [Zahradni](#) 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 156 scholarships: 58 new and 76 renewals for current beneficiaries to students enrolled at "St. Cyril and Methodius University" in Skopje in the amount of 2600 USD per year through the [Support "Macedonian Elite" Scholarships for Students Excellence](#).
 - Awarded 10 scholarships to high-school students through the [Support Fund for Talented Students "Zahradni Talent Leadership Program"](#).
 - Organized a business idea competition for high-school students from across the country and awarded financial awards for the top 3 winners of the competition titled "Best Business Concept for Green Innovations 2023," courtesy of our Board members, [Chris Pavlovski](#).
- Developed the skills of 238+ Macedonian youth, both from the country and the diaspora.
 - Awarded 22 scholarships to young talents to participate in the well-known [Global Tech Excellence Camp](#), a program designed to develop the coding and robotics skills, localization to digital regions, between young Macedonians from Macedonia and those from the diaspora.
 - Macedonia2025 supported [Entrepreneurship for young entrepreneurs for 2023 edition](#) from the Ohrid region in partnership with [Kasemita Hub Ohrid](#).
 - Delivered a training for using the [ChatGPT](#) for young individuals.
 - Organized an online 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 Education Services](#).
- 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 promoted in a workshop for 100+ teachers titled "Where is the future of education? STEH education, gender equality and green innovations in curriculum and training."
 - Launched new Project "Science and Me" in partnership with [Jubilee, 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.

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 1.3 million were raised for Macedonia2025 programs. The Gala hosted 450+ guests, including President of Macedonia's Swiss Representative and Honorary CEO of the United Nations, 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 [Sofija Stojanovic, Stojanovic-Thoma, and Bistra Antonovska](#).
 - 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 Intellectual Services (PIS) Sector in CEE countries" in partnership with 5 international research organizations.
 - Signed the Grant Agreement and started working on the [BASERVICE Project](#) titled, "Smart bargaining in the service sector: overview, challenges, opportunities" in partnership with 4 international research organizations.
 - Supported youth scientists' knowledge and engagement by actively participating in the Presidential Center for Digital 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, legislation, 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, 500+ 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, educational reforms, national development strategy to the new regulatory system.
- Continued our work on the [Macedonian 2030: Pathway to Prosperous Future](#), leading to positive social 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-Creation"](#) 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
23% growth of contacts

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.

SUPPORT MACEDONIA2025

