



**2023**

MACEDONIA

2025

Helping Build a Stronger Nation

**ANNUAL  
REPORT**

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# OVERVIEW

Macedonia2025 is an international, independent, nonpartisan, non-profit 'think & do' tank founded in 2007 by Macedonian expatriates, who envision a proactive way of contributing to the economic and democratic development of Macedonia. With headquarters in Skopje, and supporters around the globe, we encompass a wide array of programs that enable expatriates to give back to their homeland.

We are dedicated to helping create a prosperous economic climate and a 'stronger nation' that will improve opportunities for citizens, companies and foreign investors. We promote sustainable economic growth through fostering competitiveness, entrepreneurship, innovation, and values based leadership.

## VISION

### VISION

Our vision is for Macedonia to become the leading economy and most prosperous country in the region.

## MISSION

### MISSION

Our mission is to shape Macedonia's future by promoting sustainable economic growth that will improve opportunities for citizens, companies, and foreign investors.

# MESSAGE FROM THE CHAIRMAN AND CEO

Dear Friends of Macedonia2025,

As we reflect on 2023, we are filled with immense gratitude and pride for what we have accomplished together. It is with great pleasure that we share with you the highlights of our impactful initiatives in our annual report for 2023, a year marked by remarkable achievements and sustained growth toward our mission of advancing Macedonia's economic and social prosperity.

This past year, thanks to the unwavering dedication of our Board of Directors, membership bodies, staff, volunteers, and donors, we have made significant strides in elevating Macedonia's presence on both a regional and global scale. Your steadfast support has been instrumental in the breadth and depth of our impact, and for that, we are profoundly thankful.

In 2023, our small yet dedicated team implemented over 40 programs, impacting more than 1,500 individuals including businesses, leaders, entrepreneurs, and students from Macedonia and the surrounding region. While quantifying our contribution to the country's economy and society is challenging, the volume of participants and their testimonials allow us to assert with confidence that we are making significant improvements. Moreover, beyond the immediate scope of our programs, we have committed ourselves to advocating for business reforms and enhancing the business environment. We also strive to unite main stakeholders around a common vision for Macedonia's prosperity.

Our commitment to fostering leadership and innovation was evident through several key programs. The Bitove Family Entrepreneurship Program supported the growth of Macedonian MSMEs with Canadian expertise, enhancing their global competitiveness. Furthermore, the Leader Project and the Zafirovski Executive Education Program have been pivotal in advancing the skills of emerging leaders, directly impacting over 130 participants with world-class business training and mentorship.

Through our scholarship initiatives, we have continued to support young talent, awarding 134 scholarships to students from diverse backgrounds, empowering them to pursue higher education and professional excellence.

Our focus on STEM education has also expanded, with initiatives like the "Science and Me" project inspiring young minds to embrace careers in science and technology.

In 2023, we proudly organized the 12th edition of the Macedonia2025 Summit, which continued to serve as a crucial platform for dialogue and partnership. We hosted over 45 distinguished speakers and welcomed more than 500 participants, including 350+ business leaders. The Summit facilitated essential conversations on strategy, digital transformation, and sustainable investment, significantly contributing to our advocacy for a thriving business environment.

In our efforts to build strong international linkages, we successfully hosted the "Pathway to Prosperity" Fundraising Gala in Chicago, raising an impressive USD 1 million, which will significantly fuel our initiatives in the coming years. This event, along with multiple networking events across the globe, has strengthened our connections with the Macedonian diaspora and international stakeholders, reinforcing our collaborative efforts for Macedonia's future.

As we look to 2024, we are energized by the foundation we have built and the opportunities that lie ahead. Our goals are ambitious, but with the continued support of our community, we are confident in our ability to make a lasting difference in the lives of those we serve.

Thank you for your unwavering support and belief in our mission. Together, we are forging a path to a more prosperous future for all.

Warm regards,



Michael Cklamovski  
Chair of the Board of Directors



Nikica Mojsoska Blazhevski  
CEO

# CORE VALUES

## ENVISION

We envision programs, advocacy and research facilitating creation of an advanced knowledge and transformation of Macedonia into a vibrant economy

## ENERGIZE

We energize the Macedonian citizens, businesses, academia and Diaspora through collaboration, networking and social engagements

## EVOLVE

We evolve the leadership, managerial and entrepreneurial capacities of the Macedonian leaders of tomorrow globally through talent development programs

## EXCEL

We excel in efficient execution of all programs and maximum leverage of our donors' support

## ETHICAL

We promote ethical approach to business as a fundamental pillar of a healthy and prosperous society

# MAIN STRATEGIC PILLARS

Macedonia2025 fulfills its objectives through the execution of programs and initiatives anchored in four key strategic areas. Our annual work plans are based on the 5-year Strategy of the organization. We execute the planned programs with excellence, high transparency and accountability to our Board of directors and all our stakeholders (program participants, donors and partners).

Throughout the year, we meticulously execute our initiatives in close collaboration with Macedonia's business sector, our expatriates worldwide, as well as global economic and diplomatic bodies, always incorporating our own research, insights, and observations.

This annual report outlines our core strategic pillars, alongside the principal programs and initiatives undertaken within each pillar in 2023.

Our heartfelt appreciation goes to all our members, supporters, and friends. Your unwavering support, dedication, and enthusiasm have been indispensable to Macedonia2025's achievements in 2023. Together, we have made significant strides towards our ambitious mission.





## PILLAR1:

### ACCELERATING THE GROWTH AND COMPETITIVENESS OF MACEDONIAN BUSINESSES

*We are dedicated to supporting the competitiveness of Macedonian companies, stimulating export development and attracting foreign investment. We work on supporting the steady development of entrepreneurs, start-up companies and growth in foreign markets.*





Through the Bitove Family Entrepreneurship Program and in collaboration with CESO SACO, Macedonia2025 facilitated the advancement and global outreach of three Macedonian MSMEs by leveraging the skills and knowledge of Canadian professionals. Feedback gathered from the companies at the program's end showed an exceptionally high level of satisfaction. During 2023, Macedonia2025 was approached by 15 companies for support, with plans to assist 7 of these in 2024. 2 Companies received support in 2023. The number of supported companies was lower because there were administrative obligations for new contract signing, followed by an extensive process of matching companies with experts.

We extend our heartfelt gratitude to the Bitove family for their pivotal role in propelling Macedonian enterprises towards excellence!

This program is designed to boost the private sector in Macedonia, thereby enhancing the country's economic development and increasing its export capabilities.

Scan the QR code for more  
information about the Bitove Family  
Entrepreneurship Program





The 12th Macedonia2025 Summit, held on 26-27 April 2023, concluded with remarkable success. The event facilitated a vibrant exchange of insights and best practices among speakers and attendees, fostering discussions on reforms and facilitating connections through various panel sessions and networking events.

With 45 distinguished speakers and 500 participants, the Summit brought together eminent figures from the realms of policy-making, business, academia, civil society, the international sphere, and promising young talents. The discussions were centered on critical themes such as long-term economic growth, business enhancement, and the significance of regional collaboration. A special emphasis was placed on innovation and digitalization, positioning them as pivotal for the country and the broader region. The event also highlighted the accomplishments of technology companies, contributing to a narrative of economic innovation.

In a notable collaboration with the Cabinet of the President, Macedonia2025 also hosted a scientific conference on 15 April as a precursor to the Summit, with over 100 participants. Additionally, the Summit included three networking events and facilitated 40 B2B meetings, enriching the experience for all involved.

The Summit's overarching goal is to act as a platform for the dissemination of knowledge, fostering connections among various organizations, and catalyzing transformative initiatives across Southeast Europe.



*Scan the QR code to view  
the 2023 Summit topics  
and speakers*



*Scan the QR code to view  
videos of panel sessions*









Connect2MK

powered by  
Macedonia2025

Through the online platform Connect2MK, Macedonia2025 connected Macedonian businesses with experts from around the world, therefore helping them grow and prosper in an international environment.

Macedonia2025 established a platform for connecting Macedonian businesses with our professional diaspora using the digital tool Connect2MK. Thus far, 69 companies and 63 experts are engaged on the platform, and in 2023, 2 high-level consultative processes were completed, with 15 ongoing partnership consultations.

The platform's goal is to leverage the diaspora's potential and networks to promote Macedonia's economic growth by supporting the expansion of local businesses.

Join the platform as an expert or  
company on the QR code



# We bring together

Macedonian businesses & expatriates from around the world







Macedonia2025's "Business and Entrepreneurship Development Training: The Leader Project" has empowered individuals with high potential to devise business solutions at local, regional, or international levels. To date, the program has sharpened the business acumen of 408 young business leaders and professionals in Macedonia.

In 2023, 26 participants engaged in the Leader Project, receiving mini-MBA training from MBA candidates at the Ivey Business School, recognized as one of Canada's premier business institutions. This training was aimed at refining and enhancing business plans, leading to a satisfaction rate surpassing 85%. The three most innovative business proposals were honored with consultancy/mentorship services by experts from the Macedonia2025 network.

This Program is designed to instruct Macedonian young professionals, managers, entrepreneurs, and those aspiring to entrepreneurship, in transforming their business ideas into viable projects, and to guide them in scaling their businesses domestically and internationally.

Scan the QR code for more  
information about the Business and  
Entrepreneurship Development  
Training: The Leader Project.









As part of our efforts to advocate and support digitalization of Macedonia (government, businesses and digital skill of citizens) as a substantial focus area of our Platform for Prosperous Future, in 2023 we established the Centre for Digital Transformation "GoDigital". GoDigital is a non-for-profit organization with a mission to support digitization of micro, small and medium-sized enterprises (MSMEs) in Macedonia.

Given the current situation in this area, GoDigital aims to develop an overall eco-system for digitization of companies, which consists of few elements: train and certify consultants for digital transformation; select companies which are willing and able to digitize to increase their competitiveness; match the consultants and companies and provide vouchers to co-finance implementation of digital solutions in companies.

We strongly believe that the Centre for Digital Transformation will make a large impact on the digital maturity of MSMEs, increasing their productivity, efficiency and competitiveness and helping them become part of Industry 4.0.



Contact

Center for

# Digital Transformation



## PILLAR 2:

### ACCELERATING LEADERSHIP DEVELOPMENT AND SUPPORTING YOUNG TALENTS

*We evolve the leadership, managerial and entrepreneurial capacities of top Macedonian leaders of tomorrow, supporting promising young talents to reach their full potential and become successful professionals.*



Macedonia2025 has significantly contributed to the professional and personal growth of leading Macedonian business figures through the Zafirovski Executive Education Program. We take pride in having involved 40 Zafirovski fellows, who are Zafirovski Fellows, in various Macedonia2025 initiatives throughout 2023. A notable 72,7% of these alumni have reported that their participation in the EDP Kellogg program has had a substantial impact on their professional development and career progression. Additionally, these Zafirovski Fellows are collaborating on Capstone projects with Macedonia2025, aiming to further our organization's objectives.

In the year 2023 alone, 10 senior executives completed the Kellogg Executive Development Program (EDP) successfully.

Our heartfelt thanks go to the Zafirovski family for their instrumental role in elevating leadership within Macedonia! We are progressively nearing our co-founder Mike Zafirovski's vision of having the top 100 Macedonian leaders become Zafirovski Fellows!

The program's objective is to bolster the skills and effectiveness of Macedonian business leaders, thereby aiding in the advancement of the nation's economy and its workforce.

Scan the QR code for more  
information about the Zafirovski  
Executive Education Program.



Macedonia2025 is dedicated to uplifting students from underprivileged socio-economic backgrounds by awarding them scholarships, thus enabling these young individuals to unlock their potential and thrive professionally.

In 2023, under the "Atanas Bliznakoff" Scholarships for Student Excellence program, Macedonia2025 administered 134 scholarships to students at "Ss. Cyril and Methodius University" in Skopje, providing each student with an annual stipend of 2,500 USD.

Moreover, Macedonia2025 granted 10 scholarships through the Support Fund for Talented Students "Talents Today – Leaders Tomorrow". This program is designed to help selected students refine their talents and skills with additional training and participation in international contests, while also offering mentorship and internship opportunities at leading companies. The scholarships are funded by contributions from our Ambassadors Club and Advisory Board members, as well as donations and partnerships with both corporate and individual sponsors. We extend our deepest appreciation to all who contribute to fostering the growth of Macedonia's emerging talents.

Additionally, Macedonia2025 hosted training sessions on financial literacy, AI, and coding/programming, reaching 212 children from disadvantaged communities in the Ohrid and Skopje regions. In parallel, we provided business and entrepreneurship training for 115 young individuals, instilling in them the principles of tech leadership.

Furthering our commitment to innovation and leadership, Macedonia2025 organized a business contest for high school students. This event saw 16 teams, comprising 213 students, compete in the National Secondary Schools Competition's Green Innovation final pitch.

These efforts collectively aim to offer financial support, mentorship, and development opportunities to talented Macedonian youth from challenging backgrounds, empowering them to become the leaders of tomorrow.

*Scan the QR codes for more information about the programs:*

*Atanas Bliznakoff  
QR CODE*



*Support Fund for Talented  
Students "Talents Today -  
Leaders Tomorrow"  
QR CODE*









In July, Macedonia2025 organized its third annual Ohrid High-Tech Excellence Camp, endorsed by President Pendarovski, and awarded 22 scholarships for a transformative week of learning in coding, programming, and robotics. This endeavor aimed to enhance the high-tech skills of Macedonian youths from disadvantaged backgrounds, while also nurturing connections with their peers in the diaspora, thereby reinforcing their ties to Macedonian culture and heritage.

The project successfully elevated the digital proficiency of young participants, encouraging them to pursue STEM careers, instilled a sense of responsibility towards sustainable development, heightened awareness of cybersecurity, and strengthened the bond between Macedonian youths and the diaspora. Through this multifaceted program, Macedonia2025 empowered these young individuals with essential technical skills, a commitment to sustainability, and a reinforced cultural identity, reflecting a significant achievement in our 2023 initiatives.



More information about the Ohrid  
High-Tech Excellence Camp  
available on the QR code:







In 2023, Macedonia2025 introduced an online training series for educators, divided into three sessions, led by the renowned College Application Whisperer, Pam Fischer. This initiative, part of our UniGuide program, aims to prepare Macedonian students for U.S. university applications by offering assistance with application processes, guidance on visa and insurance matters, and providing networking opportunities for better integration into university life abroad.

UniGuide, by leveraging a global network of university alumni, seeks to facilitate the enrollment of Macedonian students in foreign universities, aiming to enhance Macedonia's economic and democratic progress through education. With 9 members currently in its community, UniGuide is dedicated to ensuring Macedonian students' successful adaptation to university life overseas, with the hope that their returned expertise will contribute significantly to Macedonia's prosperity.



The  
College  
Application  
Whisperer

[Home](#) [Services](#) [Students](#) [Blog](#) [Contact](#)

## Don't Leave Your Future Up to Chance

From the cut-and-dry requirements to the subtle nuances that admissions officers are secretly watching for, I can guide you through the college application process from start to finish, or offer more targeted advice at any point in between.



In 2023, Macedonia2025 entered into a long-term partnership with Johnson Matthey in Macedonia, solidifying our commitment to working together as strategic allies.

In this regard, Macedonia2025 is thrilled to announce its collaboration with the Johnson Matthey Community Impact Program “Science and Me,” aimed at propelling science education forward. As the executing partner, Macedonia2025 will oversee the implementation of Johnson Matthey Skopje’s comprehensive STEM initiative. This program is designed to improve access to superior science education for the youth of Macedonia, highlighting the critical role of scientific disciplines in benefiting humanity and safeguarding the environment.

Approximately 25 primary school science teachers from around 15 primary schools nationwide will benefit from a thorough selection and training regimen. They will be provided with the necessary resources, skills, and innovative pedagogical approaches to offer engaging, hands-on learning experiences, such as projects, fairs, and events, aiming to ignite students’ interest and aspirations in STEM fields. The initiative anticipates reaching about 1500 students in the short term, enhancing their understanding and skills in areas critical for leadership, growth, and competitiveness, as well as fostering collaboration and networking throughout the regional science fairs.

The kickoff event, a workshop for teachers focusing on effective natural science teaching strategies, is scheduled for January 2024.



More information about “Science and Me” available on the QR code



# STEMEQUALITY

In our ongoing commitment to fostering diversity and inclusion within STEM fields, Macedonia2025 proudly advanced the "STEM Equality" program, aimed specifically at empowering and motivating elementary school girls to pursue interests and careers in STEM.

2023 marked a significant milestone for the "STEM Equality" program, which was supported by CFLI, with the comparative study for Macedonia and Serbia and its promotion at a workshop for teachers, titled "Where is the Future of Education? STEM Education, Gender Equality, and Green Innovation in Vocational Education and Training." Hosted in front of an audience of over 100 teachers, the workshop underscored the importance of integrating STEM education with gender equality and environmental sustainability into vocational education and training.

Through initiatives like the "STEM Equality" program, Macedonia2025 continues to advocate for a more inclusive, equitable, and prosperous future for all, reinforcing the belief that the empowerment of women in STEM is not just a matter of gender equality but also a cornerstone of broader societal progress and innovation.



Scan the QR code to read the study





## PILLAR 3:

### BUILDING STRONG PARTNERSHIPS AND LINKAGES WORLDWIDE

*We are dedicated to building strong partnerships and working together towards building a stronger nation. We represent a platform for all Macedonians around the globe to unite, help and join our efforts in supporting the economic and democratic growth of Macedonia.*



# BOARD OF DIRECTORS 2023

Macedonia2025 expanded the depth and breadth of our collective capabilities to grow our mission and impact.

We enriched the Macedonia2025 Board of Directors with 3 new members, highly esteemed business professionals living in Macedonia, Poland, and the USA, growing the capacity of the organization to intensify its impact on the economic prosperity of Macedonia.



Michael Chlanovski  
Chairman of the Board



Vasko Kjonovski  
Vice Chair of the Board



Mike Zafirovski  
Co-founder



John Blinov  
Co-founder



Mitre Kutanovski  
Co-founder



Vera Slavoff



Chris Pawlowski



Peter Simoon



Jim Nikopoulas



Nevenka Dimitrova



Alek Isov



Kati Iovska



Viktor Miso



Berko Handjaki



Metodija Papazovski



Venera Krsta Handjaki



Gjorgji Vojnovic



Radisl Vukicovic



Zdravko Mukaosky



Robert Stevanovski



Zoran Stojchev

# ADVISORY BOARD & AMBASSADORS CLUB

Our strong mission and dedication attracted over 5 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.

## ADVISORY BOARD

Jana Marin  
Mihail Mateski  
Dejan Krstevski  
Vlado Dimovski  
Borijan Borozanov  
Mile Terziovski  
Slavica Waite  
Vesna Nikolova

Igor Tulevski  
Vlaho Kostov  
Ivan Skenderoski  
Vanja Josifovski  
Peter Atanasovski  
Vladimir Deskov  
Valentin Gjorgjioski  
Lily Stojanovska

Zoran Jolevski  
Branko Trajkovski  
Biljana Nikolova  
Eliza Prendzov  
Angelka Peeva Laurencic  
Dobrin Nedelkov

## AMBASSADORS CLUB

Mitko Andonov  
Vladimir Robevski  
Alan Castillo  
Petar Spaseski  
Aleksandar Celeski  
Nikola Kjurchiski  
Stefan Ivanovski  
Pero Jolevski  
Oliver Petkovski  
Bozhanka Vitanova  
Aleksandra Milosheska  
Aleksandar Orovchanec

Margarita Mincheva  
Ilija Maurovski  
Dimitar Siljanovski  
Zlate Koviloski  
Mircho Krsteski  
Sadat Alimi  
Petar Kajeovski  
Vahit Alili  
Ivan Naumovski  
Bojana Kiseloski  
Vasja Petkovska  
Monika Rizovska

Sandra Eliik  
Joseph Shulack  
Aleksandar Chaminski  
Jana Klopchevska  
Nikola Serafimovski  
Viktor Dinevski  
Vesna Cupikj-Andreska  
Trajche Angelov  
Seven Protogere



A close-up, slightly blurred image of a hand holding a small, bright red heart. The hand is positioned on the left side of the frame, with the thumb and index finger visible, gently gripping the heart. The background is a soft, out-of-focus light gray.

# FUNDRAISING

In 2023, Macedonia2025 successfully organized three networking and fundraising events abroad, drawing in an impressive attendance of over 500 participants. These gatherings served as a platform for connecting individuals, fostering collaborations, and generating support for the organization's initiatives, furthering its mission to promote economic and democratic development in Macedonia and beyond. The events highlighted Macedonia2025's commitment to building strong, international networks and demonstrated the widespread support for its cause across the global Macedonian community and its allies.

# FUNDRAISING GALA IN CHICAGO

In September, Macedonia2025 successfully hosted a Fundraising Gala in Chicago, raising US\$ 1 million+ for its initiatives focused on Macedonia's development. The Fundraising Gala, which welcomed approximately 450 guests was themed "Pathway to Prosperity", inspired by the Platform for Prosperous Future - a roadmap that proposes an approach to bring together all stakeholders and to foster alignment on the key priorities for long-term growth i.e. prosperous future of Macedonia.

Organized by the Board of Directors, the "Pathway to Prosperity" Gala featured a keynote address by Boeing CEO David Calhoun and was attended by the Guest of Honor, President of Macedonia, Stevo Pendarovski. In a notable highlight, President Pendarovski awarded Calhoun with the Order "September 8", recognizing his significant contributions.

The glamorous evening brought together distinguished guests, including high-ranking officials from Macedonia, the USA, Canada, and other countries, offering them a lavish dinner, live performance by the incredible Duke Bojadziev, Ismail Lumanoski, and Krste Rodzevski, and the opportunity to network with peers committed to Macedonia's progress. The Gala also featured a successful silent auction, with proceeds supporting Macedonia2025's impactful programs and activities.

On this occasion, President Pendarovski presented two Recognitions for Diaspora Contribution, underscoring the importance of diaspora engagement in Macedonia's growth.

The Gala stood out as a key event of 2023, uniting global supporters of Macedonia2025's mission. We extend a heartfelt thank you to all our supporters. The \$1 million+ raised will be instrumental in implementing and expanding our programs. We are beyond grateful for their unwavering support and generosity.





# NAPLES

In February, Macedonia2025 held a fundraising and networking event in Naples, Florida, attended by 50 individuals, including the organization's Board of Directors. Co-founder Mike Zafirovski and Board Chair Michael Cklamovski shared insights into the organization's achievements and future directions, while CEO Nikica Mojsoska Blazhevski presented on its progress towards fostering economic growth in Macedonia. The event, which also featured a silent auction, successfully garnered substantial donations and pledges of continued support, significantly contributing to the "Bright Future for Bright Minds: Developing the Macedonian Digital Generation" campaign.





# MELBOURNE

In May, Macedonia2025 organized a networking event in Melbourne, hosted by Board Member Nevenka Dimitrova and Advisory Board Members Peter Atanasovski and Biljana Nikolova. The gathering welcomed over 30 members of the Macedonian diaspora in Australia, aiming to foster connections among Macedonian professionals in Melbourne interested in supporting Macedonia2025's mission. This event showcased our organization's achievements over the past 15 years and sparked discussions on potential activities in Australia. The successful meeting is expected to strengthen ties within the Australian Macedonian business community and potentially lead to the creation of a "Macedonia2025 Club Australia" or a network of "Macedonia2025 Professionals in AUS," enhancing long-term engagement.



Macedonia2025 successfully 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 8 domestic and international NGOs, academic institutions and business organizations.

Furthermore, Macedonia2025 implemented projects with highly-esteemed think-tanks from the region, making positive changes to the society and economy, especially the lives of youths.

Finally, we supported youth leadership, knowledge and engagement by actively participating in the Presidential Center for Political Education. As a partner of the PCPE, Macedonia2025 joined in organizing over 15 events, including the School of Politics.



Macedonia2025 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.

What's more, Macedonia2025 representatives 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.

In our efforts to promote transparency and foster a positive impact within the community, Macedonia2025 also hosted two significant events with media representatives in 2023, maintaining a close and constructive relationship with the media. These engagements are a testament to our commitment to openness and our dedication to keeping the public informed and engaged with our initiatives, further amplifying the reach and impact of our programs.





# CONFERENCES

Macedonia2025 actively participated and contributed to 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.



# RECOGNITION FOR DIASPORA CONTRIBUTION

Macedonia2025 initiated a program to honor diaspora members who have tirelessly contributed to their homeland, aimed at individuals deeply connected to the Macedonian heritage, irrespective of their birthplace or time. The Macedonia2025 "Recognition for Diaspora Contribution" is awarded under the auspices of the Macedonian President.

These honors are awarded for outstanding contributions across various fields such as economic growth, social development, education, science, arts, or enhancements in Macedonia. Awards are presented annually, up to three times a year, during special ceremonies and include a Distinction and a Plaque.

This year, President Pendarovski recognized the diaspora's contribution, celebrating three awardees: Sophie and Mitre Kutanovski, Vlatko Andonovski, and Stanley (Nace) Thomas, for their significant impact on Macedonia's development across different areas.

The Macedonia2025 organization is proud to recognize them for their exceptional contributions and hopes that their example will inspire others to make a difference in their communities as well.



*More information available on the  
QR code*







## PILLAR 4:

### ADVOCATING TO IMPROVE THE MACEDONIAN BUSINESS ENVIRONMENT

*We advocate for a transparent and corruption-free society by providing expert guidance and research on key economic challenges. From here, we improve the business environment and utilize the support from our expatriates for the economic progress of the country.*

Macedonia2025 has continued to advance its work on the Platform for Prosperous Future, achieving significant societal benefits. This initiative took center stage at the Chicago Fundraising Gala, underlining its importance to our mission. While we successfully met all Key Performance Indicators, we found the Task Force's effectiveness to be lacking, prompting a strategic pivot towards a singular focus on the digitalization of MSMEs. In response to this shift, we established the Center for Digital Transformation "GoDigital", developed its governing

*The Macedonia2025 Platform for Prosperous Future is available on the QR Code*



*Scan the QR code for more information about the Center for Digital Transformation "GoDigital"*



# PERHOUSE

In 2023, Macedonia2025 took a significant step forward with the PERHOUSE project, funded by the European Union to improve working conditions and service quality in the personal and household services sector across Central and Eastern Europe. This initiative aimed to analyze industrial relations, address service provision challenges, and enhance regulatory frameworks to promote decent work conditions. Collaborating with research institutions and social partners from twelve countries, PERHOUSE highlighted the importance of social dialogue and set out to integrate the sector into the broader spectrum of industrial relations, focusing on the reduction of undeclared work and the establishment of service quality benchmarks.



# BARSERVICE

In 2023, Macedonia2025 spearheaded the BARSERVICE project, an initiative funded by the European Union aimed at strengthening collective bargaining in the service sector across nine countries. This project focused on a detailed analysis of industrial relations, scrutinizing the structure of collective agreements, the involvement of unions and employers, and evaluating the challenges and opportunities in various sectors, including commerce and finance. By employing both quantitative and qualitative research methods, the project sought to address the digital and green transitions, the impact of COVID-19, and strategies against undeclared work, fostering a culture of mutual learning and co-creation among EU member states.



# AWARDS

Macedonia2025 is honored to announce the receipt of prestigious awards from Emerging Europe, underscoring our commitment to fostering innovation and development within the region. In a significant recognition of our efforts to empower the youth, the Ohrid High Tech Excellence Camp, aimed at enhancing the coding and robotics skills of underprivileged Macedonian youth, was awarded third place in the PEOPLE-FIRST ECONOMY INITIATIVE category. This award is a testament to Macedonia2025's dedication to creating opportunities for the younger generation, ensuring they are equipped with the necessary skills to thrive in the digital age.

Additionally, we are proud to celebrate the achievement of our CEO, Nikica Mojsoska Blazhevski, who was honored with a certificate of recognition as an ARCHITECT OF TOMORROW NORTH MACEDONIA. This accolade places her among a distinguished group of 28 exceptional individuals, each representing one of the countries of Emerging Europe and Central Asia. Nikica's recognition highlights her pivotal role and outstanding contributions to fostering a brighter future for Macedonia, demonstrating the impact of visionary leadership and dedication to societal progress.

We are also honored to announce that Macedonia2025 was awarded a "Significant Partner of VISA for 2023" at Visa's distinguished pre-New Year's celebration, organized for its esteemed partners and collaborators. Our heartfelt gratitude extends to Visa for their trust and unwavering support throughout this year's fruitful collaboration. The outcomes of our joint efforts serve not only as a substantial encouragement but also as a guiding beacon for the future enhancement and deepening of our partnership.

These awards reflect the essence of Macedonia2025's mission to drive sustainable growth and innovation, and we extend our heartfelt gratitude to Emerging Europe and VISA for these esteemed acknowledgments.





# FINANCIAL SUMMARY

Financial Statement, Consolidated (in EUR)*				
	2023	2022	2021	2020
Membership Dues and Other Contributions	131.273	129.103	129.481	100.895
Revenues Dedicated to Programs	186.542	169.256	168.758	67.597
Donations and Corporate Partnerships	550.589*	78.639	38.761	15.845
Total Revenue	868.404	376.998	337.000	184.337
Operational Expenses	-190.347	-135.897	-148.417	-123.177
of which, Salaries Administrative Staff	-122.852	-98.833	-90.458	-86.879
Leadership and Education Programs	-165.389	-138.641	-111.788	-29.380
Economic Development and Business Support	-279.592	-88.240	-40.803	-47.097
Other		-10.789	-9.661	-4.278
Total expenses	-635.328	-373.567	-310.669	-203.932
Income/Loss	233.076	3.431	26.331	-19.594
* In 2023, Macedonia2025 organized a Fundraising Gala in the US. Some of the proceeds from the Gala were paid in 2023, some will be collected in 2024, and others were made as a 5-years donation commitment.				

# Thank you

As we reflect on the past year, Macedonia2025 extends its deepest gratitude to all those who have supported our mission and generously contributed to our cause. Your donations have played a pivotal role in paving a pathway to prosperity for Macedonia, enabling us to undertake projects that foster economic growth, enhance educational opportunities, and support the underprivileged. The trust and support of our donors are the bedrock of our success, allowing us to make meaningful strides towards a brighter future for Macedonia. Your belief in our vision and your commitment to making a difference have been instrumental in our achievements. We are profoundly thankful for your generosity and look forward to continuing this journey together, building on the foundation we have laid towards sustainable development and prosperity for all in Macedonia.

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Church

Ivan Trajceviski

David & Lena Kutanovski

Petar Geras

Joe Brockton

Jim O'Connor

## HOW CAN YOU SUPPORT OUR MISSION?

Macedonia2025 is dedicated to helping create a prosperous economic climate and a 'stronger nation' that will improve opportunities for citizens, companies, and foreign investors. We promote sustainable economic growth through fostering competitiveness, entrepreneurship, innovation, and values-based leadership. Creating the desired impact requires a significant amount of resources – which we rely on our donors to provide. We are aware that our efforts and commitments need to increase further, now more than ever. Renowned professionals from around the world are encouraged to give back to their homeland, by volunteering their time, and sharing their network, knowledge and support. Your financial support is crucial for achieving our vision, mission, and strategic objectives. Donations can be directed towards a specific project or program, or generally towards our organization.

Please note that Macedonia2025 is a registered non-profit organization under the United States Internal Revenue Code Section 501(c)(3), and has been confirmed as a Charitable Foundation in Canada (Decision No. 3061947), meeting the requirements for tax-exempt status as a registered charity under the Income Tax Act. Contributions to the foundation are deductible against Macedonian taxes.

## SUPPORT US BY DONATING ON THE QR CODE



# TESTIMONIALS



"I'm quite honored to have had the opportunity to be a part of this excellent program. The Ivy Business School of Canada really has valuable things to offer, knowledge and experience wise, but also great people that represent it. I am thrilled to incorporate everything that I've learned here and grateful for being a valuable member of this quite distinguished group of leaders."



We all come across chances in life, and success often depends on our focus and commitment to seize them. When I had the chance to join Kellogg's Executive Development Program, which had a mix of online and in-person sessions, I didn't think twice. The knowledge and skills I gained were directly applicable to my everyday work, enabling me to drive positive change within my team and organization."



Collaborating with like-minded individuals on coding projects was both enjoyable and educational. It was inspiring to witness the diverse perspectives that each participant brought to the table, fostering a collaborative and supportive atmosphere."

## Science Me



"Science is the key to breaking through the walls of uncertainty, opening the door to endless possibilities for knowledge and 'changing the world around us.'"



Leon expressed his gratitude for the support provided by the 'Talent Today - Leaders Tomorrow' fund, emphasizing the role it played in his journey to becoming the Best Achiever of his generation. He quoted Confucius: 'Every day doing a bucket of soil to one place and tomorrow you will build a mountain.' 'With your help I built a mountain today that tomorrow I will be able to build an even bigger one.'

# PARTNERS AND SUPPORTERS

## PARTNERS



## SUPPORTERS





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2023 MACEDONIA2025

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**Voislav Ilievski**  
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