

2024 Achievements

#OneVisionForAcceleratedGrowth

Key Achievements

1,680

 **Leaders and Talents Supported**

106

 **Businesses Supported**

841k€ +

 **Supporting Macedonian economy**

17

 **Digital Transformation Experts Certified**

2024 was a very important year for our country, our organization, and our prosperous future. We take pride in developing the reform plan called “One Vision for Accelerated Growth”, as an extension of the [Macedonia2025 Platform for Prosperous Future](#), which was at the center of our large fundraising efforts in 2023.

The Vision was shared with all stakeholders, from citizens to businesses, policymakers and political parties, with a view to influence and advocate for meaningful reforms that foster economic growth and improve the living standard. It presents a great achievement for Macedonia2025 that 90% of the suggested reforms are part of the 2024-2028 Government Work Program.

We are committed to support and are currently supporting the government in the implementation of the planned reforms, in all our capacities and potential, with one goal in mind “[To make Macedonia the most prosperous country in the region](#),” which coincides with our organization’s mission.

Vision

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

Mission

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

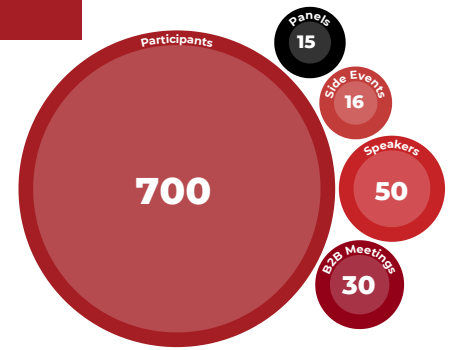


Geographical Distribution of the Macedonia2025 Community

Accelerating the growth and competitiveness of Macedonian Businesses

The [13th annual Macedonia2025 Summit](#) fostered growth and connections between leaders and businesses from the region and the world. We:

- hosted **50** speakers and **700+** participants
- held **30** B2B meetings
- organized **3** networking events as part of the Summit
- held 13 training sessions and workshops with Macedonian businesses.



Canadian experts supported the growth and internationalization of **10** Macedonian MSMEs through the [Bitove Family Entrepreneurship Program](#) in partnership with Catalyste+.

20 young managers and business owners gained high-quality business skills through the training delivered by the Ivey Business School, as part of [The Leader Project](#), expanding the alumni network to 420+ individuals.

400+ individuals were part of Macedonia2025 trainings, workshops, and webinars delivered in 2024, fostering knowledge and capacity building.

8 Macedonian businesses worked with experts from around the world through the online platform [Connect2MK](#).

Published **10** analytical reports on topics of importance for the economic growth and the business environment

Accelerating Leadership Development and Supporting Young Talents

6 top Macedonian executives further enhanced their business skills through the [Zafirovski Executive Education Program](#), at the Kellogg School of Management

46 [Zafirovski fellows](#) participated in a variety of Macedonia2025 activities, including mentoring of young talents, and improving the skills of young professionals, among other activities.

Awarded **5** scholarships to Macedonian professionals who attended the [Smith School of Business at Queens University](#) in Kingston, Canada, and received job shadowing placements.

139 students received scholarships through the [Program "Atanas Bliznakoff" Scholarships for Students Excellence](#), and assigned a mentor to **60%** of scholars.

10 high-school students received a scholarship and a mentor through the Support Fund for Talented Students ["Talents Today – Leaders Tomorrow"](#).

Awarded the top **3** winning teams of the competition titled "Best Business Concept for Green Innovations 2024," with the financial award, courtesy of our Board member, Chris Pavlovski.

21 children, mainly from disadvantaged background, participated in the [Ohrid High-Tech Excellence Camp](#).

Supported **73** socially vulnerable children to complete STEAM skills development trainings.

Fostered science education in primary schools across Macedonia: we trained **20+** science teachers, delivered science kits to **20** schools and organized **5** science fairs nationwide involving 1200 primary school students through the ["Science and Me" project](#) in partnership with Johnson Matthey Community Impact Program "Science and Me".

Building Strong Partnerships and Linkages Worldwide

Collected donations in the amount of 550k+ EUR, that were raised at the [Fundraising Gala in Chicago](#), themed "Pathway to Prosperity".

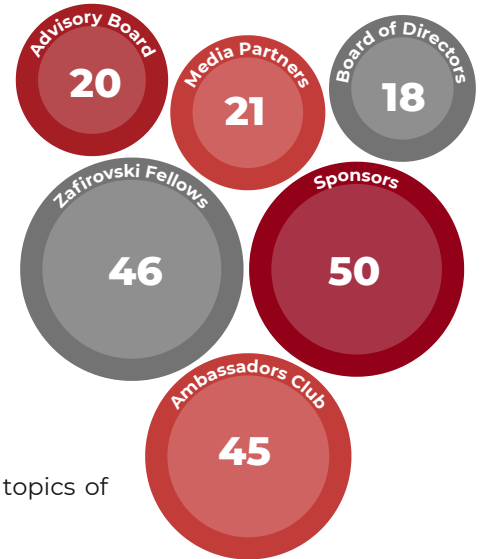
Grew the body of our supporters and friends: **2** new members joined the [Macedonia2025 Board of Directors](#), and **8** new diaspora professionals joined our [Ambassadors Club](#).

Signed **11** MoUs with domestic and international NGOs, academic institutions and business organizations.

Our new partnership with the Fiscal Council of North Macedonia should help improve the fiscal policy

A [partnership agreement](#) was signed between the Centre for Digital Transformation, Macedonian Clearing House (KIBS), VISA South-Eastern Europe and the Swiss project "Increasing Market Employability" for fostering digitalization of Macedonian MSMEs

Our CEO, staff, and Board Members took part in **15** conferences, on topics of interest of the organization and the country.



Advocating to Improve the Macedonian Business Environment

Our CEO and Board members participated in written and TV media, with 20 interviews and debates, contributing to **950+** media mentions for Macedonia2025 in 2024.

Prepared a [detailed analysis](#) and advocated for the improvement of the working conditions in the personal and household services through a project implemented with 5 international partners.

Started a [project](#) partnering with 6 international research organizations aimed at promoting smart bargaining in the service sector in Macedonia and the CEE countries.

Prepared a study for Macedonia titled "Green Employment Diagnostics for Just Transition," as well as a workshop presenting the first findings to **20+** policy makers and trade union leaders.

Our reform plan titled "[One Vision for Accelerated Growth](#)" advocated for policy reforms in the areas of digitalization, business competitiveness, and diaspora engagement. The plan is fully included in the current government work plan and our organization lends our resources to the government for the implementation of the planned reform measures.

The [Centre for Digital Transformation, "GoDigital,"](#) certified **17** experts and implemented digital tools in **9** companies to advance the digital transformation of Macedonian MSMEs.



This year, **Macedonia2025** proudly championed progress, leadership, and a vision for accelerated growth through 45 different programs. We supported businesses to export, increase competitiveness and productivity, and in their growth, while our scholarships and executive education programs nurtured the next generation of leaders and talent. We expanded impactful initiatives in education, empowering students with STEAM skills, and supported digital transformation for MSMEs through our Centre for Digital Transformation (**GoDigital**). The **13th annual Summit** brought together global leaders to inspire change. As we continue driving economic growth and fostering connections between the diaspora and Macedonia, 2024 was a testament to our unwavering commitment to a prosperous future for our country.



www.macedonia2025.com



*105,000+ Page views with 25,000+ active users on our official website
29,600+ followers on all social media accounts
38% growth of our online brand audience
12% growth of contacts*