

MACEDONIA

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Helping Build a Stronger Nation

ANNUAL REPORT 2024

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OVERVIEW

Macedonia2025 is an international, independent, nonpartisan, and non-profit 'think & do' tank, established in 2007 by visionary Macedonian expatriates who sought an active role in supporting the economic and democratic progress of Macedonia. Headquartered in Skopje, with a global network of supporters, we offer diverse programs that empower expatriates to contribute meaningfully to their homeland.

Our mission is to help build a thriving economic environment and a stronger nation that creates greater opportunities for citizens, businesses, and foreign investors. We champion sustainable economic growth by promoting competitiveness, entrepreneurship, innovation, and values-based leadership.

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.

MESSAGE FROM THE CHAIRMAN AND CEO

Dear Friends of Macedonia2025,

As we reflect on 2024, we are filled with pride and gratitude for the incredible progress we have made together. It is our privilege to share with you the highlights of this transformative year in our annual report, showcasing the strides we've taken in advancing Macedonia's economic growth and leadership development.

This year marked a new chapter for Macedonia2025 with the transition of leadership within our Board of Directors. We extend our heartfelt thanks to Michael Cklamovski, whose visionary guidance as Chairman from 2021 to 2024 laid a strong foundation for our success. Under his leadership, we reached new heights in our mission to drive Macedonia's development.

As the new Chairman of the Board, I am honored to continue this important work, collaborating with our dedicated Board of Directors, staff, volunteers, donors, and partners. Together, we have made 2024 a year of impact, empowerment, and innovation.

Over the past year, we implemented more than 45 impactful programs, touching the lives of over 1,700 individuals, including businesses, leaders, entrepreneurs, and students across Macedonia and the region. These programs have not only equipped participants with the skills and knowledge needed to thrive but also fostered a stronger and more competitive business environment.

Our initiatives have continued to focus on leadership and innovation, with significant milestones achieved through programs like the Bitove Family Entrepreneurship Program, which furthered the growth of 10 Macedonian MSMEs by leveraging international expertise. The Leader Project and the Zafirovski Executive Education Program played a pivotal role in nurturing emerging leaders, empowering 26 participants with world-class business acumen and mentorship.

MESSAGE FROM THE CHAIRMAN AND CEO

In education, we have remained steadfast in supporting Macedonia's youth. This year, we awarded 170 scholarships to deserving students, enabling them to pursue academic and professional excellence. Our dedication to fostering STEM education has expanded with initiatives like the Science and Me project, sparking curiosity and encouraging young minds to explore science, technology, and innovation.

We also successfully organized the 13th edition of the Macedonia2025 Summit, which once again served as a cornerstone event for collaboration and dialogue. With over 50 esteemed speakers and 700 participants, including business leaders, the Summit advanced critical discussions on topics such as strategic leadership, digital transformation, and sustainable investment, while strengthening the network of stakeholders dedicated to Macedonia's prosperity.

On the global stage, our engagement with the Macedonian diaspora has deepened. The Pathway to Prosperity Fundraising Gala in Chicago raised an extraordinary USD 1.2 million, reflecting the unwavering commitment of our global community. These funds will enable us to continue driving impactful initiatives that benefit Macedonia.

This year, we also made significant strides through the Platform for Prosperous Future, creating One Vision for Accelerated Growth, which embodies our commitment to advocating for policy reforms and shaping a conducive environment for accelerated growth. This vision is built upon three key pillars: digitization and digital transformation, focusing on comprehensive e-government services for citizens; increasing the competitiveness of Macedonian businesses, driving innovation and market expansion; and optimizing processes for obtaining visas and work permits, as well as attracting expats and innovative businesses to Macedonia. Our efforts focused on addressing key economic challenges, driving impactful recommendations, and collaborating with government and industry stakeholders to foster a more dynamic and competitive economy. This advocacy work underscores our dedication to creating a sustainable foundation for Macedonia's future.

MESSAGE FROM THE CHAIRMAN AND CEO

Looking ahead to 2025, we are inspired by the opportunities before us. As we celebrate Macedonia2025's 18th anniversary, our vision remains focused on creating a prosperous future for Macedonia through innovation, leadership, and collaboration.

We extend our deepest gratitude to you—our supporters, partners, and advocates—for believing in our mission. Your dedication empowers us to make a meaningful difference in the lives of so many and fuels our optimism for the future. Together, we are building a brighter tomorrow for Macedonia.

With heartfelt thanks,



Viktor Mizo
Chairman of the Board



Nikica Mojsoska Blazhevski
CEO, Macedonia2025

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 advances its mission through programs and initiatives rooted in four key strategic pillars. Our annual work plans align with the organization's 5-year Strategy, ensuring that all activities are executed with excellence, transparency, and accountability to our Board of Directors, as well as to our stakeholders—program participants, donors, and partners.

Throughout the year, we diligently implement our initiatives in close partnership with Macedonia's business community, our global network of expatriates, and international economic and diplomatic institutions. Our approach is informed by in-depth research, data-driven insights, and first-hand observations.

This annual report highlights our core strategic pillars and showcases the major programs and initiatives carried out within each pillar throughout 2024.

We extend our deepest gratitude to all our members, supporters, and friends. Your continued dedication, generosity, and passion have been vital to Macedonia2025's success. Together, we have made meaningful progress toward our bold mission.

PILLAR 1:

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.



The Bitove Family Entrepreneurship Program, in partnership with Catalyst+, is a powerful initiative designed to empower Macedonian MSMEs to achieve sustainable growth, enhance competitiveness, and expand their presence in global markets. By providing expert mentoring, skills development, and tailored business solutions, the program helps businesses overcome challenges and unlock their full potential.

In 2024, 10 companies benefited from transformative guidance provided by Catalyst+ experts, resulting in significant improvements in their operations, productivity, and market positioning. The feedback from participating businesses highlights the program's impact, showcasing its vital role in strengthening the private sector in Macedonia.

We extend our heartfelt gratitude to the Bitove Family for their unwavering commitment to advancing Macedonian enterprises and fostering economic development. Their support is instrumental in driving positive change and helping businesses thrive.

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





"Vori is a manufacturing company that continuously invests in the development of new products. This is quite a complex and lengthy process that requires appropriate expertise and financial resources. Macedonia2025 provided us with both by connecting us with Mrs. Lily Leung, with whom we conducted a two-week training program. The results are excellent, and in about two months, we expect the new products to be on the shelves of many markets. We sincerely thank Macedonia2025 and the Bitove Program for their activities, which inspire us and show us through actions how to love and support our own country."



We had an excellent experience with the Macedonia2025 External Consultants Program. The advice and support from our advisor, Mr. William (Bill) Murphy, were of a professional level and broadened our horizons. We were able to better understand the IT market in Canada, develop better strategies and marketing models, and establish new business connections. This resulted in increased efficiency and an expanded market. We entered negotiations with several new clients and successfully launched projects with two of them. We gained new friendships and continue to feel the positive effects of the collaboration to this day. Thank you for the opportunity, and we hope to participate in the program again."



2024 Macedonia2025 Summit: Connecting Leaders, Driving Prosperity

The 13th Macedonia2025 Summit, held on 15-17 May 2024, 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 50 distinguished speakers and 700 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.

Beyond the main agenda, 13 side events with speakers and Board members provided additional opportunities for engagement. High-level meetings with the Prime Minister-designate, the President of Macedonia, and the Chamber of Commerce highlighted the Summit's influence on policy making. The event culminated in a Sponsors Lunch attended by 25 sponsors, where the Sponsors Report was unveiled.

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 2024
Summit topics
and speakers.*



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



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 2024, 20 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.



The LEADER Project by Ivey Business School, organized by Macedonia2025, has been a transformative experience for my entrepreneurial growth and self-development. Over two weeks, I gained invaluable insights and practical knowledge that have refined my business strategies and leadership approach. Additionally, the opportunity to connect with a network of fellow young entrepreneurs has been inspiring and empowering. I highly recommend this program to anyone seeking to enhance their entrepreneurial skills.

Olga Nikolovska – LEADER Project 2024



"The Leader program was a very valuable experience for me and there are more than a few reasons for that. It gave me confidence to work on some of the concrete business challenges nowadays and it networked me with a mixed group of great international lecturers and peers at home.

The mixture of people with professional and educational backgrounds was a perfect set to get to know and use the cross-sectoral approach to realize ideas and willingness to change the business environment around us. I highly recommend this training that will equip you with pitching skills and practices and show you that education is a never-ending process."

Ivan Durgutov – LEADER Project 2023



Connect2MK

platform for
Macedonia2025

Macedonia2025 continues to advance its mission of fostering economic growth through the Connect2MK platform—a cornerstone initiative designed to connect Macedonian businesses with global professionals and the Macedonian diaspora.

Through Connect2MK, companies in Macedonia access valuable mentoring, expert advice, and support for entering international markets. This innovative platform bridges local businesses with global expertise, driving innovation, collaboration, and sustainable growth.

In 2024, Connect2MK facilitated 9 successful connections between Macedonian businesses and both international and domestic experts, highlighting its role in facilitating impactful collaborations. The platform now hosts 91 companies and 78 experts, forming a dynamic network of professionals committed to the advancement of Macedonia's private sector. These partnerships have provided businesses with the guidance needed to optimize operations and seize global opportunities.

By tailoring matches to the specific needs of companies, Connect2MK ensures every collaboration is purposeful and productive. Once a match is mutually approved, businesses and experts come together to exchange knowledge, develop skills, and implement innovative solutions, reinforcing Macedonia2025's dedication to building a stronger, globally competitive economy.



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

Through the **Connect2MK platform**, we have the opportunity to collaborate with a consultant who, in regular sessions, helps us refine our business model and more effectively identify both our strengths and areas for improvement. One of the key benefits for us is the development of action plans after each session, giving us a structured, continuous approach to improving our business and achieving our goals.

Vladimir Mihailovski
Chief Executive Officer



Xessable

With the support of the Connect2MK platform, we connected with a consultant from the USA who provided expert insights into entering the US market. The personalized advice and actionable strategies we received were instrumental in shaping our market entry approach. Each session helped us refine our business plans, and we now feel more confident about our expansion efforts. We're grateful for the mentorship and look forward to continuing this valuable collaboration.

Marjan Gushev
CEO & Founder





ATTRACTING FOREIGN DIRECT INVESTMENTS

In 2024, Macedonia2025 actively contributed to strengthening Macedonia's appeal to foreign investors through strategic initiatives and high-level engagements.

As part of our ongoing commitment to fostering economic growth, Macedonia2025 organized a lecture in collaboration with the Foreign Investors Council at the Economic Chamber of North Macedonia. The session, attended by over 25 participants, explored strategies for attracting and sustaining Foreign Direct Investments, providing valuable insights and fostering dialogue between stakeholders.

Additionally, the Chair of the Board participated in three key FDI meetings in the United States alongside the Prime Minister, reinforcing Macedonia2025's role as a vital connector between Macedonia and potential international investors. These efforts reflect our dedication to positioning the country as an attractive and competitive destination for foreign investments.



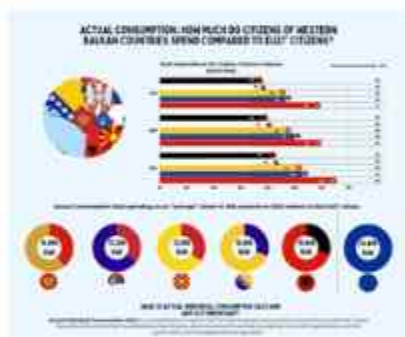
COUNTRY DASHBOARD: TRACKING PROGRESS, INSPIRING ACTION

Macedonia2025 continuously monitors the nation's progress towards becoming a modern, prosperous, and democratic economy, holding policymakers accountable for driving tangible improvements.

The Country Dashboard, developed by Macedonia2025, is a key tool for measuring progress against specific, quantifiable goals such as economic development, job creation, competitiveness, legal integrity, and anti-corruption. By regularly updating the Dashboard and producing periodic reports based on its analyses, Macedonia2025 strives to raise public awareness and advocate for accelerated national development.

This year, the Country Dashboard was updated to reflect Macedonia's progress over the past three years and will soon be available on our website. In 2024, insights from the Dashboard were cited in eight media interviews, emphasizing its significance in shaping public dialogue and policy discussions.

The Dashboard not only tracks progress but also provides actionable recommendations and shares global best practices to guide policymakers and key stakeholders. Its ultimate goal is to foster accountability and inspire effective actions that promote a more prosperous and democratic Macedonia.



More information about the Macedonia2025 Country Dashboard available on the QR Code



GoDigital: Pioneering Digital Transformation for Macedonian Businesses

As part of our commitment to advancing digitalization in Macedonia—across government, businesses, and citizens' digital skills—Macedonia2025 established the Centre for Digital Transformation “GoDigital” in 2023. GoDigital is a non-profit organization dedicated to supporting the digitization of micro, small, and medium-sized enterprises (MSMEs) in Macedonia.

Recognizing the need for a robust digital transformation ecosystem, GoDigital focuses on several key elements: training and certifying consultants in digital transformation, selecting companies ready to digitize and enhance their competitiveness, matching these companies with certified consultants, and providing co-financed vouchers to implement digital solutions.

In 2024, 17 consultants were certified, and 15 companies were chosen to join the program. Currently, these consultants are implementing tailored digital solutions at 9 Macedonian MSMEs, driving transformation to improve productivity, efficiency, and competitiveness.

Through strategic leadership, impactful partnerships, and capacity-building initiatives, GoDigital has established itself as a pivotal force in advancing Macedonia's digital transformation and Industry 4.0 integration. We are confident that the Centre for Digital Transformation will significantly enhance the digital maturity of MSMEs, empowering them to thrive in an increasingly competitive global economy.



Scan the QR code to explore our digital programs and discover how we're driving Macedonia's 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.



Kellogg
School of Management

Macedonia2025 and the Zafirovski Executive Education Program: A Transformative Impact

Macedonia2025 continues to play a pivotal role in the professional and personal development of Macedonia's leading business figures through the Zafirovski Executive Education Program. To date, 46 Zafirovski Fellows have actively engaged in various Macedonia2025 initiatives, contributing their expertise and leadership to our shared mission. In 2024, an impressive 95,2% of fellows reported that their participation in the Kellogg Executive Development Program (EDP) significantly enhanced their professional growth and career trajectory.

Moreover, Zafirovski Fellows have been deeply involved in Capstone projects in collaboration with Macedonia2025, further advancing our organization's objectives and fostering impactful outcomes.

In 2024 alone, 6 senior executives successfully completed the prestigious Kellogg EDP, joining the ranks of transformative leaders dedicated to the progress of Macedonia.

We extend our deepest gratitude to the Zafirovski family for their unwavering commitment to leadership excellence. Together, we are steadily advancing toward our co-founder Mike Zafirovski's inspiring vision of cultivating 100 top Macedonian leaders as Zafirovski Fellows.

The program's core objective remains steadfast: to enhance the skills and effectiveness of Macedonian business leaders, driving forward the nation's economic growth and empowering its workforce for a brighter future.



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





Bridging Knowledge & Practice: Macedonia2025's Executive Program in Canada

In 2024, Macedonia2025 re-established the Executive Education Program in Canada and formed a new partnership with the renowned Smith School of Business to enhance opportunities for professional development. This program features two transformative components: the Executive Education Program at Queen's University in Kingston and a job-shadowing segment, offering invaluable hands-on experiences with esteemed professors, industry leaders, and companies in Kingston and Toronto.

This year, 5 Macedonian professionals in middle to senior management roles attended two impactful courses - Leadership and Strategic Execution - equipping them with cutting-edge skills to excel in their roles and contribute to the nation's growth.

We are deeply grateful to Prof. Goece Andreevski for being our bridge to Queen's University and for his unwavering support in facilitating this partnership, ensuring that Macedonian professionals benefit from world-class education and training. A special appreciation also goes to John Bitove Jr. for his invaluable support in making the job-shadowing component of the program a reality, providing participants with hands-on experiences and exposure to industry-leading practices. Fostering connections with Ambassador Club members, residing in Toronto, has greatly enhanced the program, offering invaluable support and networking opportunities that enriched participants' experiences and helped them build lasting professional relationships.



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



Nena Manchev

Leadership and Education Program Manager, Macedonia2025

The Macedonia2025 program helped me consolidate the knowledge, experience, and challenges I've accumulated over the years, creating a practical "playbook" for refining my execution style.



Lejla Mehmedovikj

Category Manager at Lear Corporation, Europe & Africa region

Macedonia2025 afforded us exclusive access to an exceptional Executive Leadership Program and exemplary leadership across a spectrum of Canadian companies.



BUILDING A STRONGER TOMORROW: SCHOLARSHIPS FOR MACEDONIA'S NEXT GENERATION

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 2024, the **Atanas Bliznakoff Scholarships for Student Excellence** proudly welcomed 40 outstanding new scholars, selected from a highly competitive open call of 226 applicants. This brings the total to 139 active scholarship recipients at the renowned "Ss. Cyril and Methodius University" in Skopje, each receiving an annual stipend of \$2,500 to support their academic and professional growth. Beyond financial support, the program fosters a sense of community and collaboration through its newly introduced Mentor-Mentee Program and two impactful networking events, which saw 70% of scholars actively participating. The program also celebrated remarkable accomplishments, awarding Certificates of Excellence to 13 scholars for maintaining exceptional 9,5 GPAs and honoring 16 graduates with Certificates for Academic Achievement.



Macedonia2025 proudly awarded 10 scholarships through the Support Fund for Talented Students, **"Talents Today - Leaders Tomorrow."** This initiative supports promising students by offering mentorship and coaching from experienced professionals, complemented by opportunities for additional training, internships, and participation in international competitions. The scholarships are generously funded by contributions from our Ambassadors Club and Advisory Board members, alongside donations and partnerships from corporate and individual sponsors. We express our heartfelt gratitude to all who have supported the growth and development of Macedonia's rising talents. To date, we are proud to have supported 50 scholars through this transformative program.



These initiatives are designed to provide financial support, mentorship, and development opportunities to talented Macedonian youth from disadvantaged backgrounds, equipping them to become the leaders of tomorrow. Our end-of-year open call for mentors generated significant interest, attracting over 130 professionals who are eager to make a meaningful impact on the lives of these promising young individuals.



*Atanas
Bilznakoff
Scholarships
for Student
Excellence*



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



A Week of Innovation and Identity: The 4th Ohrid High-Tech Camp

In July, Macedonia2025 hosted the fourth annual Ohrid High-Tech Excellence Camp, endorsed by President Gordana Siljanovska Davkova, awarding 21 scholarships for an impactful week of learning in coding, programming, and robotics. This initiative aimed to equip Macedonian youth from disadvantaged backgrounds with essential high-tech skills while fostering connections with their diaspora peers, and strengthening their ties to Macedonian culture and heritage.

The camp successfully enhanced participants' digital proficiency, inspiring interest in STEM careers, and promoting sustainability awareness. Additionally, it deepened the bond between Macedonian youth and the diaspora, reinforcing cultural identity and fostering a sense of shared responsibility.

This transformative program empowered young individuals with critical technical skills and a renewed connection to their heritage, marking a key milestone in Macedonia2025's 2024 initiatives.



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





INNOVATE, CREATE, INSPIRE: HIGHLIGHTS FROM THREE STEAM SUMMER CAMPS

In 2024, Macedonia2025 continued its mission to inspire the next generation through the STEAM Summer Camp, offering a unique 5-day learning experience for children aged 9-11. This initiative focused on hands-on, interactive education in STEAM, delivered through engaging activities, creative projects, and practical experiments. Designed to support children from socially vulnerable families and lower-income households, the program aimed to spark curiosity and passion for STEAM fields.

This year, between June and August, we created corporate partnerships with Vincini, Vinica (food industry), Comfy Angel, Prilep (textile industry), and SOS Detsko Selo, extending this opportunity to children of employees in labor-intensive roles and children without parental care. Together, we brought this transformative experience to 73 scholars from Kočani, Vinica, Makedonska Kamenica, nearby villages such as Orizari, Bunarci, Trstija, Prilep, and Skopje.

This diverse group of young participants brought a wealth of perspectives, ideas, and cultural richness, making the camp a truly vibrant community. Through the STEAM Summer Camp, Macedonia2025 not only nurtures technical skills but also fosters creativity, teamwork, and a passion for lifelong learning, contributing to the brighter futures of these young minds.

Successful Completion of the Macedonia2025 STEAM Summer Camp with Vincini Chocolate Factory!



Successful Completion of Macedonia2025's second STEAM Summer Camp with COMFY ANGEL in Prilep!



Celebrating the Success of the Third Macedonia2025 STEAM Summer Camp!







CONNECTING EDUCATION AND IMPACT: THE STORY OF "SCIENCE AND ME"



Johnson Matthey
Enabling sustainable growth



The "Science and Me" project, a flagship initiative of the Johnson Matthey Community Impact Program in partnership with Macedonia2025, continues to transform science education in North Macedonia. Launched in 2023, the project aims to empower teachers with modern teaching techniques and inspire students to explore science through hands-on learning experiences.

Key Achievements (2023/2024):

- 21 sixth-grade science teachers from 20 primary schools trained with innovative teaching methodologies such as inquiry-based learning and project-based education, directly impacting 1,100 students.
- Each teacher received a Science Set with educational resources, lab equipment, and materials to facilitate hands-on experiments in their classrooms.
- 5 science fairs (4 regional in Veles, Skopje, Delchevo and Struga + 1 in Skopje (kick-off)) engaged 186 sixth-grade students proudly presenting their innovative science projects to 1,300+ peers as audience members.
- A study visit to the Johnson Matthey plant in Skopje gave 20 students and 5 teachers firsthand exposure to scientific applications in industry, further bridging the gap between education and real-world STEM careers.
- 36 Johnson Matthey volunteers contributed 300+ days to mentoring, organizing fairs, and delivering inspirational sessions.
- A "Science for the Future" promotional campaign gathered 18 inspirational stories, boosting outreach through newsletters and social media.

Beyond the direct classroom impact, the project also conducted a [small-scale research study](#), measuring improvements in teachers' confidence and motivation post-intervention. Findings emphasized the need for continued teacher support, better access to educational resources, and investment in experiential learning.

Encouraged by its success, the Science and Me initiative will expand in the 2024/2025 school year, aiming to train over 100 science teachers, increase the number of participating schools, and impact more than 2,500 students through expanded science fairs and professional development opportunities.





FOSTERING GREEN INNOVATION AND YOUTH LEADERSHIP: EMPOWERING SUSTAINABLE SOLUTIONS FOR A BETTER FUTURE

Demonstrating our dedication to fostering innovation and leadership, Macedonia2025 proudly partnered with the National Centre for Development of Innovation and Entrepreneurial Learning (NCDIEL) in organizing a dynamic business competition **"Best Business Concept in Green Innovation"** for high school students. The event brought together 16 teams and over 200 students, who showcased their creativity and entrepreneurial spirit in the National Secondary Schools Competition's Green Innovation Final Pitch. We are delighted to celebrate the success of the four winning teams, whose innovative ideas stood out, exemplifying the potential of Macedonia's young talents to drive sustainable and forward-thinking solutions.



As part of our commitment to fostering sustainability and innovation, Macedonia2025 proudly supported ARNO's 10th Annual **"Green Ideas"** Competition, a platform that promotes environmentally sustainable entrepreneurial solutions. The initiative culminated in the selection of three outstanding green projects that represented Macedonia at the regional competition in Sarajevo, Bosnia and Herzegovina, this September. Macedonia2025 offered the winners complimentary registration on the Connect2MK platform and mentorship services, reinforcing our commitment to fostering innovation and sustainability in the region.



"BEST BUSINESS CONCEPT
IN GREEN INNOVATION" for
high school students



ARNO Green Ideas
Competition

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 2024

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

We enriched the Macedonia2025 Board of Directors with 2 new members, highly esteemed business professionals living in Macedonia and the USA, growing the capacity of the organization to intensify its impact on the economic prosperity of Macedonia.



Viktor Mito
Chairman of the Board



Vasko Ristoski
Vice Chair of the Board



Mike Zajirovski
Co-founder



John Stone
Co-founder



Alina Kutanovski
Co-founder



Vera Stanoji



Michael Chikarski



Oris Petrovski



Asim Isari



Kati Isara



Borisa Hrandžiski



Melodija Papacski



Verica Kriva Hrandžiski



Gjorgje Vojnovski



Zdravko Mukaetovski



Robert Savanovski



Borjan Bonjanov



Saša Dimitrovi



ADVISORY BOARD & AMBASSADORS CLUB

Our strong mission and dedication attracted over 8 new diaspora professionals to join our other organizational bodies, the Advisory Board and the Ambassadors Club.

Advisory Board

Vlado Dimovski
Vlaho Kostov
Ivan Skenderoski
Vanja Josifovski
Peter Atanasovski
Vladimir Deskov
Valentin Gjorgjioski
Zoran Jolevski
Branko Trajkovski
Biljana Nikolova
Eliza Prendzov
Angelka Peeva Laurencio
Nevenka Dimitrova
Radosh Vukiceviki
Jim Nikopoulos
Jana Marin
Prof. Mile Terziovski
Slavica Waite
Vesna Nikolova
Igor Tulevski
Lily Stojanovska

Ambassadors Club

Vladimir Robevski
Aleksandar Orovcanev
Petar Kajeovski
Vahit Alili
Nikola Kjurchiski
Pero Jolevski
Zlate Koviloski
Mirco Krsteski
Mitko Andonov
Alan Castillo
Petar Spaseski
Stefan Ivanovski
Oliver Petkovski
Dimitar Siljanovski
Sadat Alimi
Matthew Zafirovski
Margarita Minceva
Ilija Maurovski
Aleksandar Celeski
Ivan Naumovski
Vasja Petkovska
Bozhanka Vitanova
Aleksandra Milosjeska
Monika Rizovska

Sandra Elik
Joseph Shulack
Jana Klopchevska
Aleksandar Chaminski
Steven Protogere
Nikola Serafimovski
Viktor Dinevski
Vesna Cupikj-Andreska
Trajche Angelov
Atanas Trajkov
Jana Mitev
Chris Balkos
Samenta Zaturaska
Ivica Jevtic
Aleksandar Kamchev
Aneta Korobkina
Dejan Miloshevski
Gorast Cvetkovski
Tina Meckarovski
Goran Dodikj
Rilind Hoxha



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 11 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.

Macedonia2025 advocated and inspired reforms that improve the business environment and support companies' growth.

Our team actively participated in 15 international conferences, where both staff and Board members represented Macedonia2025, strengthening global connections and promoting the organization's mission on an international stage.

Macedonia2025 representatives also engaged in high-level policy discussions related to key economic and business reforms in Macedonia, including strategies for attracting foreign investments, fostering long-term growth, enhancing education policies, shaping the national development strategy, and addressing the new solidarity tax reform.

In our commitment to transparency and community engagement, Macedonia2025 hosted 3 significant events with 90+ media representatives in 2024, nurturing strong and constructive relationships with the media. These efforts underscore our dedication to openness and our mission to keep the public informed and involved in our initiatives, further amplifying the reach and impact of our programs.





MACEDONIA2025 IN THE MEDIA



Македонија 2025 претстави единствена визија за забрзан економски раст

ЕКОНОМИЈА 12.05.2024 20:22

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Една визија за забрзан раст -
„Македонија 2025“ ќе ја ангажира
целата мрежа и ресурси за
економски напредок на земјата



STAFF AND BOARD MEMBERS IN CONFERENCES



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 build on its **Platform for Prosperous Future**, driving meaningful societal impact and advancing its mission for sustainable growth. A key highlight of this initiative was its prominent feature at the 2023 Chicago Fundraising Gala, underscoring its central role in our work.

In addition to establishing the GoDigital Center for Digital Transformation, in 2024 Macedonia2025 developed the Vision for Accelerated Growth—a strategic document outlining actionable measures aimed at inspiring decisive action from all stakeholders and ensuring effective implementation.

Ahead of the 2024 parliamentary elections, the **Vision for Accelerated Growth** was presented to all major political parties and the media. We are proud to report that the government's official work plan incorporated 91% of the measures proposed in this document, marking a significant step toward achieving Macedonia's long-term economic goals. Macedonia2025 has been actively working with the government to support the achievement of the priorities set in the Vision for Accelerated Growth. This strong alignment demonstrates the government's commitment to implementing transformative policies that advance Macedonia's economic development.



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



VISION FOR ACCELERATED GROWTH: A STRATEGIC PATHWAY FOR MACEDONIA'S PROSPERITY

Macedonia2025 reinforced its dedication to Macedonia's economic progress through the Vision for Accelerated Growth, a comprehensive reform plan aimed at improving the quality of life by accelerating sustainable economic development. Building on the foundation of the Platform for Prosperous Future introduced in 2020, the plan is anchored in three fundamental principles:

- Zero tolerance for corruption through transparency, merit-based systems, and accountability.
- Consistent GDP growth above 5% driven by investments in education, business reforms, export promotion, and reducing the gray economy.
- Efficient public administration and accession to the European Union.

Acknowledging the complex development challenges Macedonia faces, the plan emphasizes the urgency for decisive action to close the gap between current living standards and those of EU member states. It presents a clear roadmap of concrete measures designed to inspire all stakeholders to work collaboratively toward national progress.

The Vision for Accelerated Growth focuses on three strategic areas critical to fostering long-term economic development:

1. Comprehensive Digitalization:

The plan promotes the complete digitalization of government services, enabling both citizens and businesses to access essential services electronically. It also supports the digital transformation of micro, small, and medium-sized enterprises (MSMEs) through initiatives such as the GoDigital Center for Digital Transformation. This approach aims to enhance efficiency, reduce corruption, and boost overall economic growth.

2. Strengthening Business Competitiveness:

Recognizing that the country's economic growth is closely linked to its export capacity, the plan calls for reducing bureaucratic obstacles that hinder exporters and limit competitiveness. Simplifying regulations will help businesses operate more efficiently and tap into new markets.

To attract foreign direct investments (FDIs), the plan proposes the development of a modern, investor-friendly strategy and the establishment of streamlined processes that make investing in Macedonia more accessible and appealing.

3. Leveraging the Diaspora's Potential:

With ongoing emigration and population decline leading to labor shortages, the plan emphasizes the importance of engaging the Macedonian diaspora. It outlines policies designed to facilitate and ease the return of expatriates and create opportunities for them to invest in and contribute to the local economy.

The Vision for Accelerated Growth is the result of extensive research, expert insights, and a shared commitment to Macedonia's long-term prosperity. Macedonia2025 stands ready to collaborate with all relevant stakeholders—including government bodies, the business community, academia, and civil society—to drive the implementation of these reforms. The organization is also prepared to leverage its global network and resources to support efforts that align with this vision.

In 2024, Macedonia2025 presented the plan to key stakeholders, advocating for its integration into the country's broader development strategy. The Vision for Accelerated Growth serves as a unified call to action, inviting all sectors of society to work together toward building a stronger, more prosperous future for the nation. We proudly state that the organization and its members work closely with the government and several government institutions on implementation of key reforms and measures which are part of the Vision, as well as of the Government Work Plan 2024-2028.



The Macedonia2025 Vision
for Accelerated Growth is
available on the QR Code





PERHOUSE PROJECT: ADVANCING LABOR CONDITIONS IN THE PHS SECTOR

In 2024, Macedonia2025 successfully concluded the 2-year long PERHOUSE Project, focusing on the working conditions and industrial relations in the Personal and Household Services (PHS) sector. This year's activities included a workshop in Macedonia with key stakeholders from the PHS sector and the delivery of three major outputs: the National Report, Policy Brief, and Leaflet.

On June 21st, the project's final conference brought together 50 participants to discuss findings and insights. A short documentary was also produced, highlighting national findings and promoting awareness of key issues in the PHS sector. The project deliverables—Country Report, Policy Brief, Video, and Leaflet—were disseminated widely to ensure their impact and reach.

In the final phase of the project, which officially ended on July 31st, a comparative report summarizing findings across all partner countries was published. The PERHOUSE Project stands as a testament to Macedonia2025's commitment to advancing knowledge and improving labor conditions in key sectors.





BARSERVICE: STRENGTHENING COLLECTIVE BARGAINING IN THE SERVICE SECTOR

In 2024, Macedonia2025 continued its leadership in the BARSERVICE project, an EU-funded initiative to strengthen collective bargaining in the service sector across nine countries. This year marked significant progress, with the completion of key research activities and collaborative meetings with project partners.

The year began with an in-person meeting to officially launch the project and the initiation of field research. Interviews were conducted across three sectors to gather insights into industrial relations, collective bargaining practices, and sector-specific challenges. A second partner meeting provided an opportunity to share initial findings and align on next steps. Throughout the year, interviews with key stakeholders were finalized, and the process of reporting on the first half of the project commenced. Looking ahead, the project is poised to deliver impactful insights and recommendations to advance industrial relations in the service sector.





PROJECT "GREEN EMPLOYMENT DIAGNOSTICS FOR JUST TRANSITION"



Nikica Mojsoska Blazhevski, CEO of Macedonia2025, was honored with the prestigious "Woman Manager of the Year 2024" award, recognizing her dedication to leadership and impactful work across various sectors.

Receiving this award holds deep significance for Nikica, as it reflects the trust and recognition of those who nominated and voted for her. Though she initially questioned whether she was the right recipient, this honor affirms that her passion, commitment, and ambition have truly made a difference.

She extends her sincere gratitude to the dedicated team and the exceptional Board of Directors at Macedonia2025, whose continuous support has been vital in this achievement. Nikica views this recognition as a shared success and a source of inspiration to further the organization's mission and impact.



FINANCIAL SUMMARY

Financial Statement, Consolidated (in EUR)*					
	2024	2023	2022	2021	2020
Membership, Dues and Other Contributions	135,837	131,273	129,103	129,481	100,895
Revenues Dedicated to Programs	228,497	186,542	169,256	168,758	67,597
Donations and Corporate Partnerships	213,554*	550,589*	78,639	38,761	15,845
Total Revenue	577,888	868,404	376,998	337,000	184,337
Operational Expenses	-189,089	-190,347	-135,897	-148,417	-123,177
of which, Salaries	-146,210	-122,852	-98,833	-90,458	-86,879
Leadership and Education Programs	-218,403	-165,389	-138,641	-111,788	-29,380
Economic Development and Business Support	-118,837	-279,592*	-88,240	-40,803	-47,097
Other			-10,789	-9,661	-4,278
Total expenses	-526,328	-635,328	-373,567	-310,669	-203,932
Net Income/Loss	51,559	233,076*	3,431	26,331	-19,594
*Increased revenues/expenses/net income are related to the proceeds of the 2023 Fundraising Gala. Besides these revenues, additional funds were raised as a 5-year commitments.					

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.

In Addition to Financial Contributions, A Heartfelt Thanks to Our In-Kind Sponsors

A huge thank you to Nextsense for their incredible support and generosity, as well as Image PR for their significant contribution. We truly appreciate the dedication of all our in-kind sponsors in making a difference!

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



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