

## ACHIEVEMENTS 2025



**168**

Businesses  
Supported



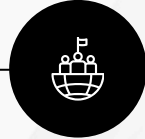
**190**

Scholarships  
Awarded



**2,573**

Leaders and  
Talents Supported



**94**

Active members in  
our governance  
and advisory bodies



**6**

Major policy  
proposals

In 2025, Macedonia2025 advanced several flagship initiatives that strengthened our impact both at home and across the global Macedonian community. We completed the first-ever large-scale **Global Diaspora Survey**, generating comprehensive data that will guide evidence-based diaspora policies and enable deeper engagement of our diaspora in Macedonia's economic and societal development.

Through our **Platform for a Prosperous Future / One Vision for Accelerated Growth**, we delivered a series of strategic proposals to the Government focused on digitalization, competitiveness, innovation, diaspora services, and regulatory improvements. We are proud to report that several of these recommendations have already been completed or implemented as concrete measures and policies, while the more complex ones are currently underway with expected results in 2026.

At the same time, we continued to invest in **business and leadership/talent development** by implementing our core programs: the Zafirovski Executive Education Program, Atanas Bliznakoff Scholarships for Student Excellence Program, the Bitove Family Entrepreneurship Program, the Leader Project, and Executive Education Program in Canada - empowering professionals and entrepreneurs to grow, scale, and lead with excellence.



### Vision

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



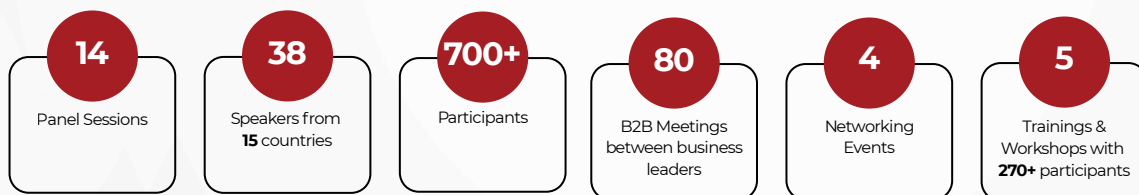
### Mission

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

## PILLAR 1:

### Accelerating the Growth and Competitiveness of Macedonian Businesses

The **14th annual Macedonia2025 Summit** addressed the country's key economic priorities, bringing together global leaders to discuss growth strategies, foreign investment, education, AI transformation, and the vital role of the diaspora in shaping Macedonia's future.



Canadian experts supported the growth and internationalization of **4** Macedonian MSMEs through the **Bitove Family Entrepreneurship Program** in partnership with Catalyste+, while **4** are successfully matched for 2026.

**27** young managers and business owners strengthened their business acumen through high-quality training delivered by the Ivey Business School as part of **Business and Entrepreneurship Development Training: The Leader Project**, expanding our alumni network to **451** individuals.

A total of **553** professionals and business leaders participated in Macedonia2025 **trainings, workshops, and webinars** in 2025, contributing to continuous learning, innovation, and capacity building across the business sector.

**10** Macedonian companies collaborated with international experts through the **Connect2MK** online platform, gaining access to global knowledge, mentorship, and specialized expertise.

Through the **Center for Digital Transformation - GoDigital**, we supported Macedonian companies in accelerating their digital transformation journeys by enhancing capabilities and increasing the adoption of digital tools. In 2025, we completed **30** Digital Maturity Assessments, prepared **15** digital strategies, and provided technical and financial support to **5** companies to implement tailored digital solutions.

## PILLAR 2:

### Accelerating Leadership Development and Supporting Young Talents

**5** top Macedonian executives further enhanced their leadership and business skills through the **Zafirovski Executive Education Program** at the Kellogg School of Management, Northwestern University, USA, bringing the alumni network to **51** distinguished executives.

The **Zafirovski Fellows** actively participated in Macedonia2025 activities throughout the year, including mentoring young talents and supporting the development of young professionals.

**5** scholarships were awarded to Macedonian mid-level managers who attended executive training at the Smith School of Business at Queen's University in Kingston, Canada, complemented by job-shadowing placements. **The Executive Education Program in Canada** now counts **37** alumni.

A total of **121** students received scholarships through the **"Atanas Bliznakoff" Scholarships for Student Excellence Program**, generously financed by Mitre and Sophie Kutanovski through the Atanas Bliznakoff Foundation. This year, **75%** of scholars also benefited from tailor-made mentorship provided by top Macedonian professionals from our global network, supporting their academic and career development.

**10** high school students received scholarships and personalized mentorship through the **Support Fund for Talented Students "Talents Today - Leaders Tomorrow."**

**22** children from the diaspora and disadvantaged backgrounds in Macedonia joined the **Ohrid High-Tech Excellence Camp**, immersing themselves in coding, robotics, and innovation, while developing the networks between the diaspora and the homeland.

We strengthened science education in primary schools by training **109** science teachers, delivering science kits to **21** schools, and organizing **3** regional science fairs, engaging more than **970** primary school students. These activities were delivered in partnership with the Johnson Matthey Community Impact Program **"Science and Me."**

Delivered **4** **capacity-building trainings** and a **STEAM-focused masterclass**, engaging over **90** participants through expert-led sessions and practical learning formats.

The top **4** winning high school teams of the **"Best Business Concept for Green Innovations 2025"** competition received financial awards, courtesy of our Board member Chris Pavlovski.

## PILLAR 3:

### Building Strong Partnerships and Linkages Worldwide

We strengthened our global community of supporters: **3** new members joined the Macedonia2025 **Board of Directors**, **5** diaspora professionals joined the **Advisory Board**, and **4** new members joined the **Ambassadors Club**.

The Macedonia2025 Board of Directors held **high-level meetings** in Washington, D.C. during Inauguration Week, engaging with Prime Minister Hristijan Mickoski and international partners on economic growth, business development, and global cooperation.

We signed **8 Memoranda of Understanding** with domestic and international NGOs, academic institutions, and business organizations, expanding our partnership ecosystem.

Our Board members, CEO, and staff participated in more than **20** domestic, regional, and **international conferences** on topics central to our mission and to the country's development.

We jointly awarded **1 Recognition for Diaspora Contribution** with the Cabinet of the President of Macedonia, honoring exceptional contributions to the Macedonian community in the area of humanitarian work.

## PILLAR 4:

### Advocating to Improve the Macedonian Business Environment

Our work on the **Platform for Prosperous Future / One Vision for Accelerated Growth** continued with full momentum in 2025, resulting in the following key achievements:

- Advanced national reform dialogue by preparing **6 major policy proposals** in the areas of digitalization, diaspora relations and engagement, competitiveness, science-technology park, higher education, legislation for foreigners, and transport/logistics.
- Strengthened government collaboration through **30+ high-level meetings** with ministries and agencies, focusing on digital public services, diaspora relations, innovation and improvements of the business environment and competitiveness.
- Led evidence-based diaspora policy development by designing and executing the **Diaspora Survey 2025** (**1,400+** responses), and integrating the insights into the new National Strategy for Cooperation with the Diaspora 2025-2030.
- Launched a **communication campaign "Macedonian Diaspora, Welcome Home"**, in partnership with the Government, reaching **20,000+** diaspora members worldwide.
- Enhanced regional digital leadership by supporting the Western Balkans Digital Summit 2025, providing technical know-how, assisting in launching the networking app, and promoting Macedonia as a regional hub for innovation and competitiveness.
- Participated in working groups responsible for drafting the **National Strategy for Education 2026-2032** and the **National Strategy for Cooperation with the Diaspora 2025-2030**.

Developed **4 evidence-based position papers** addressing: Key Inflation Drivers and Proposed Measures; Public Sector Wages; Improving Services for the Diaspora through Digitalization and Tax Amendments; and Retirement Age in Macedonia, alongside **7 monthly Economic Monitors** produced using data from the **Macedonia2025 Dashboard**.

Published and presented a **comparative report** on collective bargaining in the finance, care, publishing, and commerce sectors, developed through the BARSERVICE project - a comprehensive initiative aimed at strengthening collective bargaining in the services sector across 9 European countries.

Prepared a **national study titled "Green Employment Diagnostics for Just Transition,"** sponsored by the International Labour Organization and conducted a workshop with more than **20** policymakers and trade union leaders.

Our Board members and CEO contributed to written and broadcast media through **50+ interviews and debates**, resulting in more than **990 media mentions** for Macedonia2025 in 2025.

### We Care

Organized an ad hoc fundraising campaign in response to the Kočani tragedy, raising a total of 55,356 EUR, which was fully allocated to essential medical equipment donated to three medical institutions in Skopje and Kočani.

As their annual project, the Ambassadors Club of Macedonia2025 donated 8,800 EUR to support the renovation of part of the children's ward at the Special Hospital "St. Erasmus" in Ohrid.

In 2025, Macedonia2025 strengthened its role as a driving force for economic development, leadership advancement, and global connectivity. Through more than **40 impactful programs and initiatives**, we supported businesses to grow, innovate, and compete; equipped leaders and young talents with world-class education and mentorship; and advanced digital transformation across Macedonian companies through the GoDigital Center. We elevated scientific and STEAM education for students and teachers nationwide, expanded international partnerships, and deepened engagement with our global diaspora - anchored by the first-ever Global Diaspora Survey. Our 14th annual Summit united global and regional leaders around a shared vision for Macedonia's future, while our policy work shaped national reform in digitalization, competitiveness, and human capital. As we close this transformative year, 2025 stands as a testament to our mission-driven dedication to **building a more prosperous, innovative, and globally connected Macedonia**.



[www.macedonia2025.com](http://www.macedonia2025.com)



@macedonia2025

*118,450+ Page views with 57,000+ active users on our official website*

*32,960+ followers across our social media accounts*

*552% of digital reach growth*

*25.7% growth of contacts*