



**DIGITALIZATION, REGIONAL  
COOPERATION AND  
INVESTMENT IN INNOVATION  
ARE KEY TO THE RECOVERY  
OF THE ECONOMY**

Summit 2022 in numbers

14 Panel Sessions

44 Speakers

600 Participants

44+ B2B Meetings

18 - 19 MAY

Watch the Macedonia2025 Summit 2021 on our YouTube Channel [HERE](#).

At the 11th edition of the Macedonia2025 Summit, representatives of the business community, from the country and the region, representatives of governments and institutions, as well as international organizations, discussed the importance of digital transformation of businesses and societies, leadership in business, the potential of "block-chain" technologies and crypto-currencies. In addition, successful examples and experiences of digital transformation were shared. Leaders from business and sports in the country conveyed their visions for success and development.

*"This year's Summit covers several important topics through the prism of digitalization and advanced technologies. We are talking about the trinity of administration - companies - workforce. We exchange and analyze examples of successful companies of different sizes and successful leaders from different fields. A special focus is placed on women and the development of their careers. In the era of globalization, everyone has a chance if they are committed. It has been shown that small countries can lead and be leaders in innovation and technological development that will contribute to rapid growth. It is important to speed up progress in reforms and contribute to a higher standard of living with intensified action"* - said in her welcome address the CEO of Macedonia 2025 Nikica Mojsoska Blazhevski.

One of the founders and Member of the Board of Directors of Macedonia2025, John Bitove, also addressed the importance of a joint contribution to the development of society: *"Macedonia 2025 is dedicated to supporting common interests and promotes unifying ideas through the development of the economy, with opportunities for training and transfer of knowledge, while highlighting the importance of the rule of law. Our mission is to support the progress of societies in the region."*

Mike Zafirovski, as co-founder and member of the Board of Directors of Macedonia2025, highlighted the conclusions of the World Bank report in which it was noted for the Western Balkans that the recovery of economies can occur through structural reforms, accountability of institutions, rational spending of public funds and investing in digitization, which is possible through greater regional cooperation.

At the official opening of the Macedonia 2025 Summit, Macedonian Prime Minister Dimitar Kovachevski and Serbian Prime Minister Ana Brnabić emphasized the importance of regional cooperation to overcome economic and geopolitical challenges, as well as the necessity of building partnerships by following positive examples for the development of the region. Digitalization, investment in innovation and technological development, which contribute to sustainable economic growth, were part of the topics discussed by the two prime ministers.

Macedonia2025 also presented its **Platform for Prosperous Future**, which is based on 7 key areas - education and human capital, competitiveness and doing business, rule of law and fight against corruption, democratic society, environment, public management, digitalization and digital skills. This platform also offers a tool to measure the country's progress in these areas in order to advance economic growth and development.

Within the panel dedicated to gender equality, the female representatives of the business community from the country and abroad, presenting their success stories, emphasized that through the joint commitment of business and governments, as well as through strategic investment in education, gender equality can be achieved.

The participants in this panel agreed that there are no male and female professions, but only professions of the future, in which everyone must have equal opportunities. Kati Iceva, Software engineer at Microsoft and member of the Board of Directors of Macedonia2025, presented the latest trends in corporate culture and the system for employment and promotions.

he experiences and steps that Canada has taken in the direction of achieving greater gender equality and the inclusion of girls and women in technological and information sciences were conveyed by H.E. Giles Norman, Canadian Ambassador to North Macedonia, Serbia and Montenegro.



"We need gender analyzes that will be included in the strategies for different areas, such as education, tax policy, economic development and other areas. Only in this way will we fundamentally improve gender equality. Additionally, through education we can encourage girls to focus on these sciences", concluded the Canadian ambassador, Giles Norman.

Aco Momčilović, Director of the Global Institute for Ethics and Artificial Intelligence, presented research findings on the progress of countries and the importance of rapid investment and training of staff in this area.

"Artificial intelligence is a geopolitical and strategic issue. States in the region need to be quick, as those countries that are latecomers to investing in artificial intelligence will have trouble reaping its benefits. The region must unite in order to be competitive with the big markets and to be able to develop equally, but nevertheless, each country must find its interest and the area in which it will invest and develop", concludes Momčilović.

One of the panels discussed the potential of the popular "block-chain" technologies and crypto-currencies, that is, the possible approaches to their implementation, as well as the benefits that those technologies bring. The participants agreed that these are new technologies that have a huge number of advantages, but also risks, which is why they should be carefully monitored and their potential should be properly used in the right direction.

There is a need for more education in this area. Namely, research shows that 400 million children around the world do not have basic mathematical skills, and with intensive education in these areas, they could acquire those skills much faster and make a real contribution to the development and use of new technologies and artificial intelligence. However, for a greater result from investments in areas such as health and education, in addition to the private sector and startups, a greater involvement of Governments, through a strategic approach, is necessary.





At the closing of the Summit, the **President of the Republic of North Macedonia, H.E. Stevo Pendarovski**, gave his address, emphasizing the importance of Macedonia2025 and the contribution the organization makes to the development of business in the country. Referring to the challenges, he emphasized that it is necessary to increase economic growth to 5% annually, for which it is necessary to focus on the implementation of new technologies in production and service activities, greater digitalization, which will speed up the process of digital transformation and environmental care. President Pendarovski emphasized that in order to achieve this, it is important to start serious systemic initiatives for quality and digitalized education, adapted to modern world trends and the labor market.

Macedonia 2025 is dedicated to promoting success and integrity, supporting youth, supporting businesses and encouraging economic growth. Since its establishment, until now, Macedonia 2025 has implemented programs for economic development worth 3.5 million dollars. In addition to that, in the education and leadership segment, 1.6 million dollars were donated, and over 650 managers, entrepreneurs and young talents from Macedonia have been involved in these programs so far.

The Macedonia2025 Summit unites leading companies, business leaders, social actors and institutions in promoting successful examples that contribute to sustainable initiatives, growth and development.