

Macedonia2025 Monthly Digest: *A Recap of Activities in November 2024*

Dear Macedonia2025 Community,

As November comes to a close, we're excited to share updates on our latest initiatives.

This month, we highlighted the leadership journeys of the new addition of the [Zafirovski Fellows](#), who shared their experiences from the [Zafirovski Executive Education Program at Kellogg](#). We also visited the Tsar Samoil Hotel in Strumica as part of the [Bitove Family Entrepreneurship Program](#), where we're helping local businesses strengthen their strategies and market positioning.

Our [Macedonia2025 Executive Education Program](#) continues to empower professionals who gained valuable leadership insights at Queen's University, the [call for this program](#) is still open so do not forget to apply!

The [Connect2MK platform](#) is also gaining momentum, connecting Macedonian businesses with global experts. This edition highlights our ongoing commitment to leadership, innovation, and economic growth.

Warm regards,
Macedonia2025 Team

Empowering Macedonian Women Executives: November Leadership Journeys

Discover the journey, key takeaways, and experiences of three inspiring scholars—Elena Panova (AI Makedonija), Maja Lazarova (Alkaloid AD Skopje), and Kostandina Zafirovska (ItLabs Skopje)—as they share insights from the [Zafirovski Executive Education Program at Kellogg](#). Interviewed by EDP Academic Director Julie Hennessy, they discuss their time at Northwestern University and how it has shaped their leadership growth and impact.



Special thanks to Robin and Mike Zafirovski for supporting future leaders and fostering impactful change!

Bitove Family Entrepreneurship Program Supporting Macedonian Businesses

Our team visited the Tsar Samoil Hotel in Strumica, where the management team has been working intensively over the past three weeks on developing their brand and business strategy. This

collaboration, supported by Adrian Hippos from Catalyste+ Canada, is part of the [Bitove Entrepreneurship Program](#). Through this program, we aim to drive sustainable growth, innovation, and stronger market positioning for local businesses. Together, we are building a stronger and more competitive economy.



At Macedonia2025, we believe that the success of Macedonian businesses contributes to our collective growth. We remain dedicated to supporting innovation and global ambitions. Special thanks to the Bitove family for supporting this program!

Transform Your Career: Apply for the Macedonia2025 Executive Education Scholarship in Canada

The [2025 Open Call for Macedonia2025 Scholarships](#) for the prestigious Executive Education Program in Canada is now live! This is an incredible opportunity for ambitious Macedonian professionals and entrepreneurs to enhance their leadership and strategic skills through top-tier courses at the Smith School of Business at Queen's University. [Applications close on December 20, 2024](#)—don't miss your chance to invest in your future and contribute to Macedonia's economic growth.

MACEDONIA 2025
Queen's Executive Education

Open Call for 2025

FOR 5 SCHOLARSHIPS FOR EXECUTIVE EDUCATION PROGRAM IN CANADA

MACEDONIA 2025
Helping Build a Stronger Nation

Queens
Executive Education

MACEDONIA2025'S EXECUTIVE EDUCATION PROGRAM IN CANADA SCHOLARS

STRATEGIC EXECUTION COURSE

Packa Antovska
Senior manager,
Research & development,
Alkaloid AD Skopje

Viktor Taneski
Operations Manager (Head
of Operations), Kostal
DOOEL Ohrid

Nena Manchev
Leadership and Education
Program Manager,
Macedonia2025

Packa Antovska, Viktor Taneski, and Nena Manchev embarked on a two-week journey as part of the [Macedonia2025 Executive Study Program in Canada](#). Their journey began with the Strategic Execution Course at Queen's University, followed by job-shadowing at top Canadian companies like Bombardier and Rumble, gaining cross-industry leadership insights.

This transformative program, supported by John Bitove Jr., equips Macedonian executives to thrive in the global business landscape and create meaningful impact back home.

Science and Me Project Continues: Inspiring the Next Generation of Scientists

JM Johnson Matthey
Inspiring science, enhancing life

MACEDONIA 2025
Helping Build a Stronger Nation

PROMOTIONAL CAMPAIGN
"SCIENCE FOR THE FUTURE"

We build on the work of those before us and owe it to those yet to come. Our mission is to advance the knowledge passed to us and inspire new generations to do the same. Our scientific contribution can transform local communities and should serve as a beacon of hope and innovation for the new generations, paving the way for a brighter future here in our homeland.

Nadica Vanova Nakjinova
Senior Researcher at Alkaloid AD's Institute of Research and Development

Science and Me

Through the "Science for the Future" campaign, we celebrate inspiring scientists like Nadica Vanova Nakjinova, a Senior Researcher at ALKALOID AD Skopje's Institute of Research and Development. Driven by passion and perseverance, Nadica contributes to scientific innovation while inspiring the next generation. This campaign is part of Johnson Matthey's "Science and Me" Community Impact Program, empowering future leaders of science.

Read more about Nadica's journey with science [HERE](#).

Supported by the Johnson Matthey Community Impact Program, this year's project aims to reach even more schools across Macedonia. Plans include professional training for over 100 science teachers and additional science fairs nationwide. Thanks to everyone involved, the fair was a huge success, fostering an enthusiastic learning environment!

Connect2MK Platform

Are you a Macedonian company seeking support or a worldwide business expert offering support?

Sign up to the Connect2MK platform, Macedonia2025's matchmaking platform for connecting businesses with experts!

THE EXECUTIVE EDUCATION PROGRAM EXPERIENCE IN CANADA

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.

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Queens
Executive Education

Hear Lejla Mehmedovikj's inspiring story about her experience with the Macedonia2025 Executive Education Program in Canada [HERE](#). From leadership coaching at Queen's University to insights gained at Martinrea International, Bombardier, and SummerFresh, Lejla shares how this journey reshaped her professional perspective and fueled her growth.



Many thanks to Intertec.io for donating and developing the platform, as well as the promotional video.



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




Meet Our Connect2MK Experts



Clarisse Behar Molad

Dr. Behar Molad holds a PhD in Global Business Management and is the Managing Director of Adizes Executive Education. With 30+ years of global consulting experience, she has worked with the World Bank, served as a US State Department advisor, and spent over 10 years as a professor and consultant to the government of Macedonia. She has also won four Fulbright Scholarships and authored "Will Women Rule the Internet?".

Connect2MK is a valuable platform that helps small and medium businesses gain insights from industry experts on foreign markets. During my discussion with my mentor, I gained important knowledge about the US market and received direct advice on market entry and business growth. I look forward to our continued cooperation and am pleased to be part of this network.

Ognen Kao
Business Development



MORE INFORMATION HERE

Join us on the Connect2MK platform! Macedonian diaspora experts can mentor, consult, or partner with local businesses, contributing to individual success and national resilience. Let's collaborate to drive economic development, foster innovation, and create opportunities for prosperity across borders.

Macedonia2025 at Conferences



[4th International Forum of Creative Industries: Innovation and Creativity as Capital in the Creative Economy](#)

[Debate on Fiscal Discipline and Sustainability](#), read the full report [HERE](#).



Discussion on labor shortages and effective methods to deal with the issue, organized by [International Labor Organization in Macedonia](#).



Key takeaways:

- ◆ Businesses are looking to hire foreign workers.
- ◆ Unions stressed that better wages are needed to retain local workers.
- ◆ Nikica Mojsoska - Blazhevski emphasized optimizing local talent before turning to foreign labor.

2023 Achievements

Together, we've achieved remarkable milestones in 2023. Our annual report provides a detailed overview of our achievements and impact made in 2023. For instance, within our business related programs, we supported 79 businesses, 30 managers and 469 young talents. Furthermore, we raised USD 1.3 million, funds that will be used to implement our programs and increase our impact, helping build a stronger Macedonia. These victories aren't just ours; they're YOURS too.



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