

## Macedonia2025 Monthly Digest: *A Recap of Activities in October 2024*

Dear Macedonia2025 Community,

As we wrap up an eventful October, we are excited to share the latest developments and achievements from our various initiatives.

This month, Macedonia2025 was proud to advance multiple impactful initiatives, from inspiring young minds in STEM through the [Science and Me Project](#) to supporting emerging leaders with the [Atanas Bliznakoff Scholarship](#) and the launch of a new Mentor-Mentee Program.

We also cheered on Macedonian female executives embarking on leadership journeys at the [Zafirovski Executive Development Program](#) and [Macedonia2025 Executive Study Program in Canada](#).

In addition, we shared testimonials from the [Connect2MK](#) program, introduced one of the expert advisors in the network, and share Why Agency's work under the [Bitove Family Entrepreneurship Program](#).

This edition captures these exciting developments and our commitment to empowering future generations.

Warm regards,  
Macedonia2025 Team

### **Empowering Macedonian Women Executives: October Leadership Journeys**

Best of luck to Elena Panova, Maja Lazarova, and Kostandina Zafirovska as they begin the [Zafirovski Executive Development Program](#) this October! These inspiring female leaders will spend three intensive weeks in person at the Global Hub on Evanston Campus of Kellogg School of Management, gaining insights and skills to drive impact in their industries. We look forward to witnessing the positive changes they will bring!

We're excited to announce that Lejla Mehmedovikj and Sanja Radovanovikj are joining the [Macedonia2025 Executive Study Program in Canada](#)! They'll begin with a week of executive education at Smith School of Business, Queen's University, followed by a job-shadowing week in Toronto, gaining insights from top Canadian companies.

**Zafirovski Executive Education Program**  
**Kellogg School of Management - Northwestern University**  
**2024 October Scholarship Recipients**



**Elena Panova**  
 Marketing and Digital Transformation Director at AI Makedonija Skopje



**Maja Lazarova**  
 Manager of Production Pharmaceuticals at Alkaloid AD Skopje



**Kostandina Zafirovska**  
 General Manager at ItLabs DOOEL Skopje

**MACEDONIA2025'S EXECUTIVE EDUCATION PROGRAM IN CANADA SCHOLARS**

**LEADERSHIP COURSE**



**Sanja Radovanovikj**  
 Managing Director at Mediterranean Shipping Company MSC Skopje



**Lejla Mehmedovikj**  
 Category Manager at Lear Corporation, Europe & Africa region

*Thank you, Robin and Mike, for your dedication to elevating leadership in Macedonia and empowering the next generation of leaders!*

*A heartfelt thank you goes out to John Bitove Jr. for his invaluable support and dedication to making this program's job-shadowing component a reality.*



**Bitove Family Entrepreneurship Program Drives International Expansion for Macedonian Companies**

Over the past two weeks, Why Agency has collaborated with Jennifer Lavoie from Catalyste+ to strategically position their brand in the global market. Thank you to Why Agency for joining the [Bitove Family Entrepreneurship Program](#)! We look forward to seeing the results of this partnership and the positive impact on their growth and development.



*At Macedonia2025, we believe that the success of Macedonian businesses contributes to our collective growth. We remain dedicated to supporting innovation and global ambitions.*

## New Scholarships & Mentorships for the "Atanas Bliznakoff" Scholars

We are thrilled to announce that 40 outstanding students have been awarded the [Atanas Bliznakoff Scholarship for Student Excellence](#)! Each recipient will receive \$2,500 annually to support their studies at the University of Sts. Cyril and Methodius (UKIM). This scholarship is dedicated to students from socially vulnerable backgrounds who have demonstrated exceptional academic achievements and a strong commitment to personal and professional growth. Read about this year's scholars [HERE](#).

### A WARM WELCOME

TO OUR **40**

**NEW SCHOLARS**



FOUNDATION  
MK 2025

Additionally, with support from the MK2025 Foundation, we are sponsoring a total of 134 students from various faculties and study programs at UKIM, bringing the total number of scholarship recipients this year to an impressive 174. Congratulations to all awardees!

We're excited to launch the ABF Mentor-Mentee Program as part of the "Atanas Bliznakoff" Scholarship, connecting over 100 students across three generations! This program fosters supportive relationships, with mentors offering guidance and mentees bringing fresh enthusiasm. Congratulations to our new scholars, and welcome back to our returning ones for another impactful year!

INTRODUCING OUR  
**MENTOR-MENTEE PROGRAM**



"ATANAS BLIZNAKOFF"  
SCHOLARSHIP FOR STUDENT EXCELLENCE

*We extend our heartfelt thanks to the Atanas Bliznakoff Foundation at UKIM in Skopje, the Atanas Bliznakoff Foundation in the USA, and the dedicated selection committee. Their commitment and invaluable contributions to the selection process help foster the academic and professional development of these talented students.*

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

The [5th Regional Science Fair, "Science and Me,"](#) launched another impactful year of collaboration between Johnson Matthey and Macedonia2025. Held at OU Vlado Tasevski in Skopje, this event welcomed over [500 students](#) and showcased inspiring science projects from 30 talented 6th graders, mentored by four dedicated teachers. Special guests Borijan Borozanov, Johnson Matthey's Manufacturing Director Europe, and Nikica Mojsoska Blazhevski, CEO of Macedonia2025, addressed students, sparking excitement and curiosity about science.





Teachers who participated in the ["Science and Me"](#) project training and science fairs have shared inspiring feedback on how the program is igniting a passion for science and fostering curiosity among primary school students. Through the partnership between Macedonia2025 and the Johnson Matthey Community Impact Program, this project is making a meaningful impact in shaping Macedonia's future innovators.



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!

## Consultancy Meeting on Green Employment for Just Transition in Macedonia

Macedonia2025 took part in a significant consultancy meeting as part of the ILO Project - Green Employment Diagnostics for Just Transition. The meeting brought together trade union leaders and policymakers from the Ministries of Economy and Labour to discuss essential topics, including climate adaptation, labor market impacts, and sectoral opportunities for sustainable growth.



Together, participants explored strategies for protecting vulnerable sectors and supporting Macedonia's transition to a green economy. This collaborative effort marks an important step toward building a resilient and inclusive green economy in Macedonia!

## Macedonia2025 at GDI Solution Day 2024



We're proud to have Nena Manchev Trajkovska, our Leadership and Education Program Manager, represent Macedonia2025 at the GDİ Solution Day 2024 Conference in Skopje! Nena highlighted the essential role of education in building society and the importance of fostering a digitally literate generation. She emphasized the power of collaboration between educational institutions, businesses, and government to align Macedonia's education with global trends, supporting critical thinking, innovation, and new opportunities for future generations.

## 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!



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 and the Media



## 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.

**SUPPORT MACEDONIA2025**

**2023 ACHIEVMENTS**



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