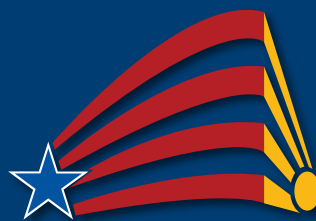


EMERGING MACEDONIA



The Magazine of the
American Chamber of
Commerce in Macedonia

Volume 3/2019

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Spotlight:

Tourism – a Macedonian Adventure

Executive Leadership
Talk with Deputy Prime
Minister and Minister of
Labor and Social Policy

AmCham Welcomes New
U.S. Ambassador
Kate Marie Byrnes

Women's Economic
Empowerment Panel

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Dear members,

I am pleased to present to you the issue of Emerging Macedonia magazine dedicated to the development of adventure tourism in the country. A number of domestic and foreign experts have identified tourism as a sector with an incredible potential for growth and we believe that this industry deserves a lot more attention and investment as the returns are likely to be substantial.

We reached out to a number of operators offering a variety of experiences to give you a taste of the potential of Macedonian adventure tourism. The authors also focused on some of the obstacles and challenges to the development of this sector. Additionally, you will learn about some of the programs that support tourism development in the country.

In the Meet Our Members section we introduce you to Veze Sharri, an innovative company that is a proponent of circular economy, a practice that eliminated waste and allows for the continual use of resources. Read about how they use the waste from the egg-laying chickens to produce electricity on page 28.

In AmCham news, you will read about our events from the past few months, including the Executive Leadership Talk with Deputy Prime Minister for Economic Affairs, Kocho Angjushev, and Minister of Labor and Social Policy Mila Carovska, and the welcome reception for US Ambassador Kate Marie Byrnes. Don't forget to check out the member - to - member discounts made available to you through our Advantage Program on page 37.

Finally, I'd like to wish you a festive end of the year and a dynamic and productive 2020. Next year AmCham celebrates its 20th anniversary so stay tuned for interesting events to mark the occasion. We also have a number of exciting activities and initiatives coming up, such as the launch of our redesigned website, the introduction of a customer relationship management (CRM) platform, as well as the inauguration of a couple of new AmCham committees. We hope you will be as excited about these novelties as we are.

Have a wonderful holiday season and a happy and prosperous new year!



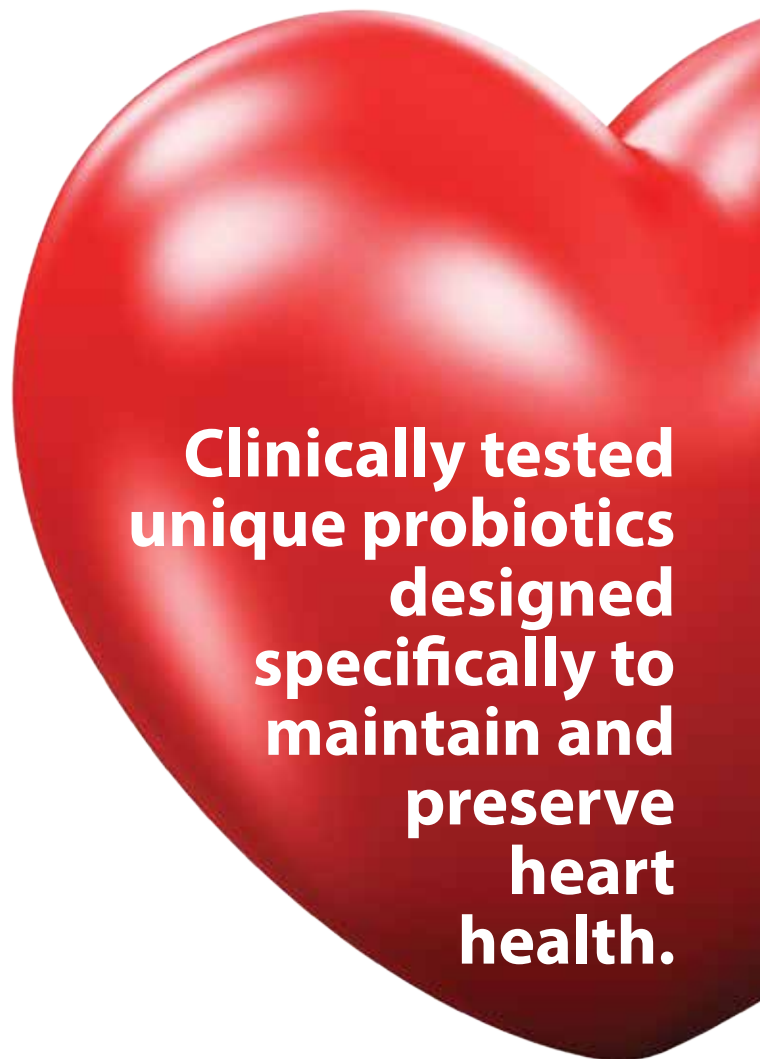
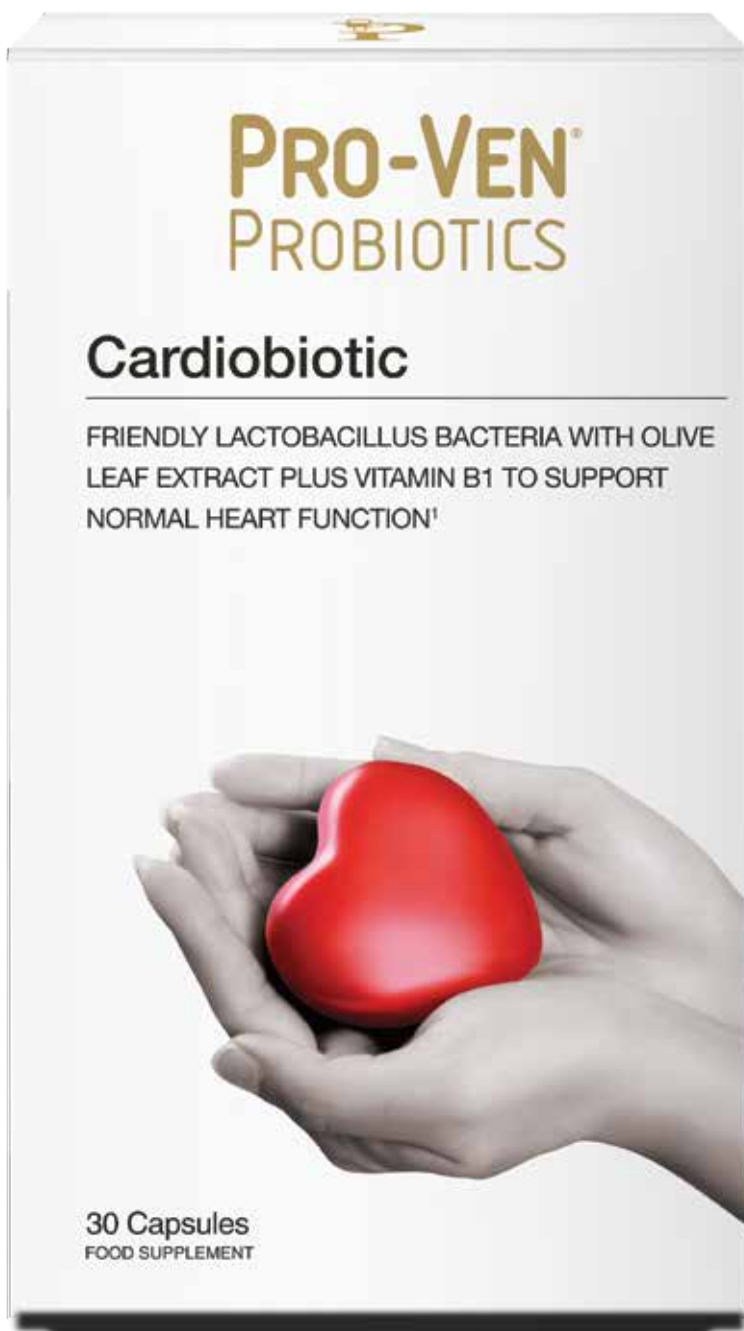
Dijana Despodov
Executive Director

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Our Mavrovo - a Cradle for Adventure Tourism



*Emir Dauti,
Marketing Coordinator,
K.A.K. DOOEL*



For the increasing number of tourists visiting North Macedonia, those seeking to roam further afield in search of unique experiences – adventure travel has become a cornerstone of the tourism experience here in North Macedonia. As we alternate to a more globalized world, consumers are progressively hunting legitimate adventure experiences which makes the adventure tourism presumably one of the segments facing soaring interest. Yet for guests, adventure tourism means an experience - based holiday; it means extra value as they learn and interact with local residents and connect with their core values. For us businesses, adventure tourism brings guests during and after the high season, and focuses on the natural and cultural

values of a destination, consequently advocating for conservation, which helps differentiate destinations from the competition, and creates happy guests likely to return. Also, adventure tourism consolidates and promotes the values of tourism we want, tourism that complies with the cultural and natural laws and protects the most vulnerable.

In order to become more familiar with adventure tourism we must first differentiate it from mass tourism. Adventure tourism can also be described by what mass tourism is not. Mass tourism incorporates large - ship cruises around theme parks or casino resorts. It relies on the economies of scale, the replication of standard products and cost reduction. In other words, the

three S - sun, sand and sea. The reasons people engage in adventure travel are different, but one of the biggest reason is relaxation, exploring new places, and learning about different cultures.

Progress

Adventure tourism has increased in our country over the past years with tourists visiting the beautiful Bistra Mountain and Mavrovo from all over the world. This allows us to market our destination as truly unique, appealing to travelers looking for extraordinary, incomparable experiences. The private sector initiatives within adventure tourism are guaranteed to produce economic benefits for the whole country. The advantages of this type of tourism are that it is resilient, attracts high value customers (tourists that are willing to pay a premium for exciting and authentic experiences), supports the local economy and encourages sustainable practices.

Challenges and Concerns for Macedonian Adventure Tourism

Our country is small, but young and eager, and adventure tourism is still not fully identified as one of our unique selling points by the government. As a resort which strives to attract a global community of travelers, we cannot accomplish this without the help and support of the local government. The distance from the airport and the substandard transport infrastructure are things which concern us as a business offering relaxing leisure, especially the inconvenient and unorganized transportation services from the capital city to Mavrovo, making the downhill skiing an uphill battle. With investments in adventure parks, Mavrovo is on its way to becoming a year-round destination, operating 365 days of the year in all seasons, and attracting more and more tourists each year. More tourists equals more waste, and more waste inevitably translates into a larger environmental footprint. Waste, especially plastic waste, represents a huge problem also in terms of the decreased value of the destination, especially during spring when the snow melts, and all the plastic trash resurfaces. Our resort is setting up an efficient waste management system in our destination to deal with plastic waste and

we strive to become a plastic-free destination.

Conservation of Natural Resources

Well-managed environmental resources are crucial for tourists, the businesses, and locals. This type of tourism generally takes place in or near naturally preserved environments, social environments with distinct cultural flair, or sites hosting historical artefacts. As such, destinations touched by adventure tourism are fragile and in a great need of protection. According to the first proclamation in 1949-1952, Mavrovo and the forest area around the Mavrovo Field was proclaimed a national park which gives it a protected status. While significant numbers of visitors can offer a financial incentive to conserve attractions, they also increase threats



to destination integrity. We must work together with the community in a cooperative way in order to provide authentic, legitimate, and meaningful experiences to tourists while at the same time maintain the integrity of the local cultures, historical sites, land, and wildlife.

Global Challenges to Macedonian Adventure Tourism

Climate change is another big factor impacting adventure tourism, especially in the winter resorts. Sadly, we as a resort find ourselves the most vulnerable to climate change and its negative effects. As a result, we take action in order to prevent and ameliorate disruption by identifying the challenges and developing coping and adapting strategies to further develop our business while attempting to mitigate any contribution to climate change. As climate change has a big impact on the snow, we were forced to invest in a snow - making system. Last year the main investment in Resort Mavrovo was the installation of the snow-making system along the two kilometer long ski trail “Korja,” which cost 1 million Euros. “With 9 powerful snowguns and 4 giraffe snow sticks the skiing season will be longer by 30%. The resort continued to surprise its visitors by investing 600.000 Euros in the second-by-length slope with the snow - making system. This will guarantee more snow during the winter on the lower parts of the mountain and will automatically bring more tourists and longer skiing season,” said Ognjan Cigovski, CEO of Resort Mavrovo.

Support of Local Businesses

We are aware of the brain drain and its impact on the economy, especially on the small and medium businesses in our country. Migration of highly skilled workers to more developed countries is one of the biggest challenges the whole region faces. To deal with the problem, our company, in cooperation with an external agency, is conducting trainings and education for young generations in various fields such as customer service and customer care, hospitality and gastronomy. As mentioned previously, adventure tourism as an industry is still not the selling point of our country as a result of the lack of support of the government. Therefore, we put in effort to help the local businesses with our very own initiative, Nashe Mavrovo a semi annual magazine in three languages (Macedonian, Albanian and English). Our magazine supports the local businesses by promoting them to a big number of audience printing more than 6,000 copies every six months. Adventure as a way of travel is rapidly attracting consumers and has a huge economic benefit. We are positioning our marketing almost exclusively towards adventure travelers. In general, this kind of travel is gaining favor among the travelers mainly because it promotes health and physical activity and allows cultural exchange with different people of different nationalities. Adventure travel is also most often viewed as a guilt - free vacation, given that the money spent penetrates more and more deeply into communities, contributing to the local economy. In this vein, adventure tourism focuses on the triple bottom line - people, planet and profit. ■





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North Macedonia – The Unexplored Gem



*Damjan Petreski,
Founder,
Paddle Klub*



Although the Republic of North Macedonia is landlocked, it boasts an abundance of water. With over 50 mountain and glacial lakes, countless rivers and waterfalls, more than 15 artificial lakes and 3 big natural lakes, North Macedonia is a true paddlers' paradise. It was a matter of time before this new trend of stand up paddle boarding (SUP) made its way to our country. This fairly new sport is a great way of bringing people closer to nature, getting them outdoors and away from the everyday fast paced life, in the company of fun-loving, adventurous people. People started wanting to experience something new and exciting, something that they have never done before, as well as go and explore places that were previously not available to them. The ability to 'walk' on water, overlooking the crystal clear watery surface of our lakes and

ivers, can leave anyone speechless. Truly a unique way of exploring the country. Most of the lakes and rivers in the county usually play host to the occasional fishermen, while only a few are used for recreational purposes. It was 5 years ago that we began with our adventures around our lakes and rivers. Many of these adventures, campouts, organized cleanings, cookouts and bbq-s, Paddle Klub organized in these unique locations, most only accessible by water. With paddleboarding, we found a new perspective to somewhat familiar places, while calmly and gently "walking" on water. Other times we explore places no one has ever paddled before, let alone paddleboarded there.

These locations filled with beautiful and untouched nature, greenery and wildlife, will definitely give you an experience of a lifetime.

Places like ‘Snake Island’ on Lake Prespa, the ‘Marble Lake’ in Prilep, the Isolated Church of St.Zaum on Lake Ohrid or even the sunken church in Lake Mavrovo seem like places made to be explored by SUP, leaving nature and its beauty undisturbed.

With the help of the local expert guides, anyone can get a better appreciation and feel the true beauty of our country and its diverse nature. Whether the idea for many is to try something new or maybe to improve their technique in paddleboarding, what we always offer is a personalized and friendly service to help follow your own rhythm, while making new friends and having lots of fun exploring new destinations. Great for sport and recreation, helping you find a new way of exercising and at the same time showing you how to truly relax.

Fun Facts about Macedonian Lakes

Macedonian lakes are remarkable. Landscapes around these lakes are mostly mountainous with colorful and untouched nature rich with endemic species and plants. For example Lake Kozjak in Skopje is the largest artificial lake in the country, stretching for 35 km (21 miles), surrounded by the natural reserve ‘Jasen’. The lake itself is quite unique. Throughout the year it changes three colors, green, blue and red, depending on the type of algae in bloom. On the other hand, Lake Matka is the smallest artificial lake in a range of three continuous lakes that use the same

water from the river Treska, and it has one of the deepest underwater caves in the World, Cave ‘Vrelo’. The lake is 6km (3.7 miles) long and comes right after Lake ‘Sv. Petka’ which is almost twice the size of Lake Matka. All three are cascade lakes, divided by three dams starting on top with Kozjak, and continuing all along the length of the magnificent Canyon Matka.

Lake Ohrid is part of UNESCO Natural World Heritage Sites, and it’s one of Europe’s oldest and deepest lakes with clarity over 20 m (65 feet), making it one of the clearest as well. On the other side of National Park Galicica is our second largest natural lake, Lake Prespa, most famous for it’s ‘Snake Island’ or Golem Grad. These two lakes are connected through underground karstic channels, with Lake Prespa siting 150 m (490 feet) higher then Lake Ohrid.

Located an hour’s drive from Skopje is Lake Mavrovo, again a man made lake that sits on an altitude of 1220 m (4000 feet) in National Park Mavrovo, a true challenge to every nature lover. Thanks to the view of the green shades of mountain Bistra, fresh air and the famous flooded church St. Nicolas, this lake is one of the top SUP destinations in the country.

Challenges and Actions

Lots of these places are eye-catching and beautiful throughout the year, but still one of the most common problems that we are constantly faced with is the pollution of our lakes and rivers



by the negligence of many people in our country. From plastic bottles and cigarette buds, to plastic bags these are just a fraction of what we find alongside the coastline or the middle of our lakes and rivers in our country. These breathtaking locations ruined by our fellow countryman. We have organized many group cleanings, as 'Team Building' activities for many different companies at many of these famous places and with this we hoped to at least encourage others to do the same and bring awareness to these popular attractions, very often we even gathered our friends and family to do the same. Always hoping that in the future it would significantly change, making people more aware of the damage that are doing, and also hoping that the local municipalities erect different kind of info signs, more trash cans as well, so that people will start to respect and protect nature. Other problems we face while going paddle boarding on any of these places are the unregulated gas or diesel powered motorized boats. Constantly polluting with their leaky and loud engines, disturbing noises coming from their boats and their old engines, different kinds of speedboats and jet-skies and their uncontrolled speed limits. These are just addition problems to the already changing wildlife and nature in these breathtaking places, especially on our 2 most famous lakes, Lake Ohrid and Lake Matka. These two lakes are the jewels of tourism in our country. Both of these lakes should be protected by the highest laws and regulation, protecting their eco-system and the environment of these very unique places. As

an example, Slovenia has banned the use of all gas/diesel powered engines and only allowed electric powered boats on both man-made and natural lakes all over the country. Macedonia is a land of contrasts: high snowy mountains reflected in calm translucent waters, fast running rivers flowing into tranquil and deep lakes, long steamy summers and fun frosty winters. Whenever and wherever you decide to explore, be adventurous and enjoy a completely new and unseen side of nature, be sure paddling on water marries all these contrasts into one unforgettable Macedonian adventure! ■



New Member Highlight



Aquasave Ltd Skopje (Akvaseiv DOO Skopje) provides specialist consultancy and contracting services in the area of water loss control for all private industry, utilities, public sector bodies and domestic clients throughout Macedonia and wider region.

We are specialized in water loss reduction technologies including leak detection, pipe tracing, water audits, flow and pressure data logging, pressure management, heating system leak detection, training and transfer of technology, visual inspection of sewer systems and sale of water saving devices. The results of our activities – leaks and wastage identified, less water used, less money spent! ■



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Developing Rural Agro-Tourism in Prespa



Ana Labor,
Owner,
Spirit of Prespa



Rural tourism is trending throughout the world and our country has a lot to offer. Every region in North Macedonia has unique stories, warm hospitality, and amazing landscapes. One of those regions is the sleeping beauty Prespa. Prespa is surrounded by 2 national parks, Galichica and Pelister, sharing Prespa Lake with Greece and Albania, and hosts the only island in our country, Golem Grad. It is time for Prespa to wake up and offer her potential to the guests. From mountain biking, hiking, climbing and trekking to off road skiing and snowboarding, birdwatching, visiting old churches, swimming and paragliding - you name it, we will tell you that you can do it here.

Spirit of Prespa

My love for Prespa and the desire for promoting the region led to the creation of the brand Spirit of Prespa. People often ask, what is Spirit of Prespa? My answer is: it's just an apple orchard, similar to any of the other 2,000 orchards in Prespa. But, Spirit of Prespa is not an ordinary orchard, Spirit of Prespa is the first open orchard in the country. It has been in our family for over 60 years and we are fifth generation owners. The orchard is quite large (over 50,000 m²), allowing our guests to observe apple and cherry production, taste traditional food, and buy products from our farm shop. The food is prepared by the Rural Women of Prespa Association and the products in our farm shop are homemade

by us or by other households in Prespa. In 2017, we realized that diversification was needed so the farm could be sustainable. We conducted research and, following American and European trends, we decided to turn slowly toward agro-tourism. We started hosting 'pick-your-own-fruit' events in 2018. We started with picking cherries in June, then plums in August and finished with the Apple Harvest which was held in September and October 2018. Over 200 people visited our farm in the first year which gave us hope that our ideas may come true. In 2018, we started working with tourist agencies and we are now happy to be part of a few tours. Additionally, the great recommendations brought us even more tourists. Following the Apple Harvest 2019 event on October 20th, we counted over 750 visitors in 2019 so far. Now we represent a landmark in Prespa and as a good friend recently wrote about us, "Spirit of Prespa is changing the standards in the rural tourism in North Macedonia".

The Spirit of Prespa Experience

We welcome our guests with traditional coffee, fresh homemade Macedonian cookies made with our seasonal fruits and tasty fresh berry juice. Following our warm welcome and getting to know each other, we start the tour around the orchard. Everyone gets a branded tote bag which they use to pick their own fruit from the trees, and children get a safe drive on the tractors' trailers for an unforgettable experience. Our guests are accompanied at all times to ensure a constant exchange of information about the farm, the farming experience, and the whole area of Prespa. The day ends back in the yard with a gathering around homemade traditional food and drinks. Kids can listen to local stories and legends as well as bob for apples. Our guests have the possibility to taste traditional gjomleze and homemade cheese, cironki, tavce gravce, pitulici with garlic and other Prespa delicacies. Guests can also use our apple press and prepare cold pressed apple juice with the apples they picked. At the end, we serve alcoholic beverages to sample cherry rakija, apple rakija, homemade wine and Mum's liqueurs.

The Beauty of Apple Harvest

Apple harvest is the time of the year we all wait for. I remember when I was a child we would come back from school, put on some old clothes and rubber boots and go to the orchards. My sister and I would compete and see who will pick more apples. It was all a game for us and we loved it! We would count how many boxes we have full on the trailer and how many are left at the end of the day. When it was time to move the tractor a bit further up we would jump on the trailer. Our parents would shout at us to be careful, but we didn't care at all. As I said, it was just a game for us. You would hear people shouting from one orchard to the next one, greeting themselves or singing together. People were happy at the time and they enjoyed working in the orchards. A lunch there was a must. We would sit on the empty boxes, sharing bread, sausages and tavche gravche. Right before sunset, the trailer would be



full, and we would leave to go home. We would be up on the trailer on some corner and had to be careful not to sit on the apples. That was a rule if we wanted a lift on the tractor's trailer. Coming back, we would meet a lot of tractors from the orchards and as we would pass them we would "borrow" an apple from them. What an adventure this was for us. Everybody was unloading the full boxes and filling out the trailers with empty boxes so they would be ready for the next morning. This was our routine every day for a month. The smell of the apples was all around Prespa. It was the same in every village, not just in Carev Dvor, and to be honest it still



is. You've got to love Prespa in the autumn! I don't know if the kids still experience the apple harvest period the same as we did 25 years ago. A hope they do because these are one of the best memories I have from my childhood and this is one of the reasons I started to host the Apple Harvest events.

Development and Start of the Rural Agro-Tourism in Prespa

The main income of the inhabitants Prespa comes from agriculture, most importantly from the production and distribution of apples. We aim to put Prespa on the map of rural agro-tourism. This will strengthen the regional rural economy with the promotion of tourism and regional cooperation. Our event, being one of its kind in Prespa region, will act as the first initiative to attracting visitors to the region. Agriculture is what we know best, and we hope in the coming years our event will be connected with other events in the region. Guests have the possibility to visit Prespa, to be farmers for a day and try traditional food and drinks. The more visitors come to Prespa, the stronger the impact on our local community and economy.

This is one example on how we can develop rural agro - tourism through a personal initiative. We hope it will snowball, inspiring and encouraging others to come up with their own initiatives, to create a chain of attractions in the area. ■

New Member Highlight



Lear Corporation is a leading global supplier of automotive seating and electrical distribution systems. Lear's world-class products are designed, engineered and manufactured by a diverse team of 132,000 employees at 235 facilities in 34 countries around the globe.

With facilities in 35 countries on six continents, Lear operates in every major auto producing region of the world. Achieving \$18.2 billion in 2015 sales, Lear ranks #154 among the Fortune 500. Headquartered in Southfield, Michigan, Lear's world-class products are designed, engineered and manufactured by a diverse team of more than 135,000 employees. Lear shares are traded on the New York Stock Exchange under the symbol [LEA].

One of the latest investments was in 2016, when Lear Corporation invested over €15 million in North Macedonia's Tetovo free zone, in an area of 12.000m², employing over 1.200 people. ■



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How *When in Krusevo* Opened the Door for Adventure Tourism for the Locals



Antonio Kuzmanovski,
Founder,
Webgliders, *When in Krusevo* and *When in X*



It was late spring of 2017 when we were finishing the development for the new marketplace app *When in X* that was going to engage locals at various destinations in the country to offer tours and experiences online. In the promotion strategy we had in mind to organize an event that will involve most of our potential partners and create awareness for our startup. Picking the right location for the event was not so hard, since I come from Krushevo. The connection with the locals was the most important factor for us for the

development of the *When in Krushevo* outdoor adventure festival, which turned out to be one of the most successful adventure festival in the region.

Eagle's Nest

For those who don't know, Krushevo's nickname is Eagle's Nest. It is one of the historically most important places in Macedonia. It is located in the heart of the mountains, surrounded with untouched nature, and situated at an altitude of

1230 meters it is the highest town in the Balkans. During Yugoslavia it was populated with around 5,000 people. Infrastructure for winter tourism was sufficiently developed with a couple of hotels, ski lifts and one of the rarest Doppelmayr chair lifts that starts from the town and finishes at the highest point of the ski fields. Because of climate change and the development of many more ski centers in the region, Krushevo as a ski center had very little chance to be competitive and stay in the tourism business as winter destination.

Fortune Favors the Brave

Then a shift happened - a group of enthusiasts in early 1990s figured out that the surroundings of the town, especially near the famous landmark Mechkin Kamen, have one of the best conditions for paragliding and hand gliding in Europe. Because of the predictable weather patterns and lack of strong winds, thousands of adrenaline seekers started visiting Krushevo from all around the world, and numerous professional competitions were held. The future looked good, but regional tourists failed to recognize the potential for other outdoor sports, as not everyone is meant to be a paraglider or a hand glider. Krushevo desperately needed promotion

and development of other outdoor activities, such as hiking, mount biking, horse riding, water sports, etc. Modern travelers need more experiences than ever, people are tired from the identical Starbucks and McDonald's offerings in every city they visit. Krusevo is the perfect getaway — it is rustic, clean and full of potential for tours and activities!

The Beginnings

In June 2017, we planned the first festival with paragliding as a starting point and a trademark outdoor sport. In cooperation with the local club, we offered a special price to all participants who wanted to try tandem paragliding. We also marked two tracks for mountain biking, a 20 km one and a 40 km one, we invited hiking guides to lead groups on hiking routes of 10 km and 20 km. Next was the development of the camping ground; we selected the lakeside as a camping zone, where we provided fresh water, showers and toilets, and we secured the cooperation of the local authorities. They helped cover some of the expenses and provided infrastructure assistance. Since we also wanted to highlight the local culture, we asked the local museums to open the doors for all of our participants. This is



how we closed the circle of outdoor sports, nightly open air parties and museum tours for everyone during the weekend of *When in Krushevo*, which was visited by more than 2,000 guests.

Progress

Fast forward to the next year, and the great potential of the Outdoor Adventure Festival *When in Krushevo* was recognized and supported by the AECOM project Move your Finger and the Swiss embassy project Increasing Market Employability (IME). New activities were developed, such as kayaking and stand up paddle boarding, yoga, Cross Fit etc. We improved the cultural segment with local food tasting, and we had the opportunity to massively improve the open air parties. We had the pleasure to host Grammy awarded reggae group The Inner Circle from Jamaica. The event was a major success with visitor numbers that were more than double compared to the first year.

Winter Edition

In February 2019, the gates of Krushevo opened for the first ever Winter Outdoor festival — *When in Krushevo: Winter is here!* The organization teamed up with local guesthouse owners and provided significantly discounted prices for accommodation during the event. A winter hiking route was organized in addition to the food tasting and indoor parties and the table was set for more winter festivals.

Scaling Up

In June 2019 was the third edition of our outdoor festival. We are excited and happy to have more and more satisfied visitors. The locals are willingly providing support and are firm believers in our mission to set Krushevo as the capital of outdoor sports in North Macedonia. During our preparations, one of the locals who owns horses came to us with a proposal to offer the guests horseback riding tours, an activity that did not exist in Krushevo till then. We gave him our full support by promoting the tour as part of our variety of activities. It turned out to be one of the most popular experience that was fully booked during the two days of the festival. Throughout



the following summer, the horse owner prepared marketing materials about his tours and spread them around the town and local hotels and guesthouses. His results were astonishing and he was fully booked during the whole summer. That made me and the rest of the team filled with pride and honor, knowing that we have set the base for adventure tourism in Krushevo.

Next Steps

Our organizations is not going to remain focused only on the winter and summer editions of the festival. We work hard to improve them for sure, but our main goal is to develop into a larger community that will provide tours and activities in Krushevo and its region year round. Opening an office in the town and procuring our own equipment for outdoor sports is our next challenge. We believe that many organizations will recognize our mission in turning Krushevo into an outdoor capital of the country. Until then, book your ticket for our next event, and see you in Krushevo! ■



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Sustainable Tourism and How to Achieve It



*Aleksandar Celeski,
Executive Director,
DUEL Consulting*

World Tourism Day is being celebrated on September 27. The purpose of this day is to raise awareness about the role of tourism and to demonstrate how it affects social, cultural, political and economic values worldwide. In 2019 it was for the first time that World Tourism Day was hosted by India under the theme 'Tourism and jobs: a better future for all'.

The 2030 Agenda - Tourism and the Sustainable Development Goals (SDGs)

Tourism has the potential to contribute, directly or indirectly, to all of the Sustainable Development Goals (SDGs). In particular, it has been included as target in Goals 8, 12 and 14 on inclusive and sustainable use of oceans and marine resources, respectively.

Sustainable tourism is firmly positioned in the 2030 Agenda of the United Nations (UN). A clear implementation framework, adequate financing and investment in technology, infrastructure and human resources is required to achieve this agenda. Tourism is one of the driving forces of global economic growth, and currently accounts for 1 in 11 jobs worldwide. By giving access to decent work opportunities in the tourism sector, society - particularly youth and women - can benefit from enhanced skills and professional development. The sector's contribution to job creation is recognized in target 8.9 "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products".

Tourism grows faster than merchandise trade. Tourism is the world's third largest export category after chemicals and fuels, and ahead of automotive products and food.

Adventure Tourism

Adventure tourism, according to the Adventure Travel Trade Association, is a tourist activity that includes a physical activity, a cultural exchange, or activities in nature. Adventure travel is a type of niche tourism, involving exploration or travel with a certain degree of risk, and which may require special skills and physical exertion. Adventure tourism is defined as the movement of the people from one to another place outside their comfort zone for exploration or travel to remote areas, exotic and possibly hostile areas. This may include activities such as mountaineering, trekking, bungee jumping, mountain biking, cycling, canoeing, scuba diving, rafting, kayaking, zip-lining, paragliding, hiking, exploring, canyoneering, sand-boarding, caving and rock climbing. Adventure tourism is one of the fastest growing sectors of the tourism sector, attracting high-value customers, supporting local economies, and encouraging sustainable practices. The continued growth of this sector creates net positive impacts not only for tourism, but also for destination economies, their people, and their environment. Some importance and benefits of adventure tourism are as follows: Employment Generation, Foreign Exchange, Economy Development, Support Local Communities, Conservation of Natural Resources, Creating Business Opportunities, Local and Foreign Investment.

Macedonia - Emerging Destination on Global Adventure Tourism Market

Adventure tourism is one of the fastest growing tourism sectors in the world. In only two years, the sector grew globally by 195%, and emerging markets are attracting more tourists than



developed countries. Macedonia is one of those emerging markets, as it has much to offer in natural beauty. But there are many challenges that need to be addressed to increase tourism growth including better promotion of destinations potential. Since 2014, Switzerland is investing in the growth of the tourism sector through the Increasing Market Employability (IME) Project. By 2018 IME introduced the Destination Management approach in three destinations: Ohrid, Mavrovo and Krushevo. By recognizing Adventure Tourism as a niche market for sustainable tourism growth 10 incoming travel agencies promoted 25 new products in Ohrid, 10 in Mavrovo and 5 in Krushevo. Mavrovo and Krushevo reported a 25 % increase in overall tourist arrivals and over 20 % increase of sales in travel itineraries.

As a result of the road show to Kosovo and Albania, Ski Centar Mavrovo managed to increase their winter offer while the Destination Management group from Krushevo initiated the organization of a large - scale event, When in Krushevo. In the first year, the organizer, When in X, reported 400 ticket sale, arrival of 3,000 domestic tourists and 40, 000 CHF generated volume sale for them and the destination. The event has grown as an annual event and there are initiatives for replicating the approach in other destinations throughout Macedonia. In 2019 the 16th FAI Paragliding World Championship was held in Krushevo.

Recognizing the potential for adventure tourism and continuous need for supporting beneficiaries and partners in the value chain, Increasing Market Employability Project 2 in its 4 - year mandate will expand its activities to new destinations and make sure that both lessons learned and new innovative approaches are promoted. The goal is to support local initiatives and strategically facilitate linkages between other two sectors of intervention: agriculture and ICT. Integrated approach will allow greater cooperation between different industries resulting in creating new, innovative approaches towards promotion of specific offer of the destinations. Also, the project's aim is to generate employment in the three sectors of intervention by increasing the competitiveness of companies and expanding their presence on international markets. In the tourism sector IME 2 will work with: incoming tour operators, owners of family owned bed & breakfasts, eco - farms, small family owned restaurants and other stakeholders from other industries contributing towards the increased attractiveness of Macedonia as a new emerging market for consumers of various experiences combined in adventure tourism.

Challenges to the Tourism Sector in Macedonia

Macedonia as of 2019 reached the mark of 1 million tourist visitors and 3 million nights spent.



Worldwide, international arrivals grew +5% in 2019, and, in Europe growth was +4%. Southern Mediterranean destinations led growth with most destinations enjoying double - digit growth. Among the larger destinations are Greece and Croatia.

In Macedonia in the period from January to July 2019, compared to the same period last year, the total number of nights spent increased by 0.9%. With the expected growth of +5% to +7% of tourists and over - night stays respectively, Macedonia will exceed the number of 1.3 million tourist visitors and as close as 4 million nights spent in 2019. Leisure travel is the main purpose of visit in all world regions where visiting friends and relatives (VFR) or health or religious purposes predominate. This is completely proven as a situation in Macedonia as well. Additionally, adventure tourism is one of the fastest growing tourism sectors in the world, and in North

Macedonia in the last years this trend is fully established.

Macedonia is also suitable for gastronomy tourism which forms an integral part of local life and is forged by the history, culture, economy and society of a territory. With the natural potential to enrich the visitor experience, establish a direct connection to the region, its people, culture and heritage, Macedonia is greatly positioned to benefit from this kind of tourism. Although a small destination, Macedonia is very well connected by air with almost all of Europe via charter flights or low cost airline carriers, and with few internationally connecting hubs such as Istanbul or Vienna. The main challenge that will remain in the next 3-5 years is preserving sustainable growth with activities that will lead to greater results. Few of the factors that would lead to greater results are: better road and rail connection within the region; advanced tourist products that will attract the travelers to Southern Mediterranean destinations to visit and stay in Macedonia, reshaping this micro destination into a regional destination with cooperation with neighboring countries so the tourist can spend more days in the region enjoying different kind of visits and activities, and creating a tourism content so the tourist will prolong their stay up to 5 days in Macedonia. Some of the ways this can be done is by developing high class tourism on lake sides and on mountains, as well as developing leisure venues with spa and medical treatment for retirement tourists from Europe. ■

New Member Highlight



InPlayer is a Macedonian-British company which develops its own monetization platform, and in that way helps many worldwide companies to monetize their digital content. Digital content monetization is an attractive industry, and InPlayer, thanks to its dedicated, state-of-the-art platform, and the experienced and

dedicated team, has been well positioned on the market, and further aims to become leader in the industry and the market.

The numerous success stories of the company are largely due to the constant investment in new technology and experts, who on their end are focused on what they do, and always ready for new challenges. Thanks to the dedication, innovation, and persistence, InPlayer's current goal is to expand even more on the domestic market. For the past years, that trend has only been growing. By the end of this year, another office is planned to be opened, where the focus will be on new, creative people and ideas, and where the team spirit of the company and its entire team will take a central position. ■

New USAID Regional Project Supporting Tourism and Other Sectors



The United States Agency for International Development (USAID) Economic Development, Governance, and Enterprise Growth (EDGE) Project is a newly commissioned regional activity to help create inclusive, sustainable economic growth and support intra-regional and Euro-Atlantic integration.

EDGE will be headquartered in Skopje and will cover 12 countries: Albania, Armenia, Azerbaijan, Belarus, Bosnia-Herzegovina, Georgia, Moldova, Montenegro, North Macedonia, Kosovo, Serbia, and Ukraine. EDGE will collaborate closely with local organizations and businesses, as well as with USAID and other donor projects, to bring stakeholders across countries together to address common problems.

EDGE will support activities in the following three areas:

- Improving the Business Enabling Environment (BEE) and Reducing Barriers to Trade
- Improving Financial Sector Stability and Increasing Access to Finance
- Improving Competitiveness through Value Chains and Trade Promotion

EDGE will support activities to help small and medium enterprises (SMEs) increase their knowledge and skills, become more competitive, and gain greater access to markets; and to help Business Service Providers (BSP's) improve their operations and support for SME's. In this connection, **EDGE will focus on three**

value chains: tourism; agriculture and ag processing; and light industry.

EDGE regards the tourism industry as a major source of job creation and a driver of economic growth.

EDGE's work will support sustainable and socially responsible tourism through regional activities such as developing tools and sharing knowledge, investing in skills development and training, and strengthening links with related sectors such as transport, handicrafts, infrastructure, etc.

EDGE includes a grants program designed to promote capacity building and sustainability of local organizations and the private sector.

EDGE will release a Request for Applications in November and encourages eligible organizations to apply. EDGE is implemented by International Development Group LLC (IDG) with subcontractors Chemonics International and Economic Integration Forum (EIF). For more information please contact Chief of Party Brian Kemple at bkemple@internationaldevelopmentgroup.com. ■



Central Asia Metals Plc is a London listed company that produces lead and zinc concentrates from its Sasa mine in Macedonia and LME Grade A quality copper from it's Kounrad operation in Central Kazakhstan.

In November 2017 , Central Asia Metals Plc (CAML), acquired the Sasa Mine. The Sasa mine is an underground lead and zinc mine that has operated in Macedonia for at least 50 years and has a long history of producing high quality lead and zinc concentrates.

The company is a leader in operational excellence and has achieved compliance with international standards ISO 14001 and BS OHSAS 18001 for Environmental and Safety Management and is a leading contributor to the social development of the Eastern Macedonian Region.

Through the acquisition of Sasa, CAML now moves into the future as a diversified business in terms of operation, geography and commodity. The Company looks forward to many more years of continued operations in both Macedonia and Kazakhstan



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Office: +389 33 279 200
contact@sasa.com.mk

Kounrad Copper Project
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Veze Sharri- Innovation Practices and Sustainable Development



Veze Sharri, is one of the largest fresh table eggs producers in North Macedonia located in the village of Trebosh, Tetovo under the slopes of the Shar Mountain. The company has been established in 2000 as a joint German - Macedonian investment with a completely German technology.

After 11 years of experience in cultivating day-old chicks and laying hens gained in Germany, Arben Abdurahmani returned to his country and established a family company where his love and passion for work have been the key factors for the growing success over the years.

achievements

On January 5, 2002, the first 30.000 day - old chicks were supplied. By September 2003, the company expanded its management and manufacturing capacity to 120,000 chickens and achieved annual production of more than 30 million eggs. In order to provide fresh, high-quality food for farm chickens, Lecker NS was founded in 2008 in Novi Sad.

When it comes to startups and the model for success, it is important to emphasize that the company was technologically advanced, but also started operating in a well-analyzed market. In the past, only brown eggs were produced

and placed on the market in North Macedonia. However, Veze Sharri decided to introduce white eggs on the market. The visual effect was the first thing that attracted the buyer besides the highest quality and freshness of the eggs. Nowadays, the farm of Veze Sharri has 2 facilities for day - old chicks with a total capacity of 60.000 chicks and 4 facilities with total capacity of 120.000 laying hens.

Business Expansion

Veze Shari constantly expands its own distribution network. It exports eggs to the countries in the region, mostly to Croatia and Greece and other EU countries with annual output of over 34,000,000 table eggs. In 2013, the company became a supplier of table eggs to NATO. The products are exported to NATO military forces in Kosovo and to their base in Turkey. Twice a year, teams from NATO military forces visit the farm in order to monitor the production process in the premises of Veze Sharri. Special precautions requirements are imposed, video surveillance and the quality of the eggs is tested according to their standards. As a result of the work and the circumstances that were created when the first population of the chickens needed to be replaced with new ones, we came to the idea

to produce poultry products and preparations. For this reason, in 2005 the construction of Lecker was initiated. The facility is constructed according to all European and Hazard Analysis and Critical Control Point (HACCP) standards for poultry production of meat products. The establishment has production capacity of 5 tons per day. Raw materials, additives, flavorings and packaging materials of reliable suppliers are used in the process of production. In order to guarantee safety of the products, the quality management system of Veze Sharri and Lecker is certified according to ISO 22000:2005 as well as to (HACCP) system with a constant reassessment of their effectiveness.

Innovation Practices and Sustainable Development

In order to deal with the problem of farm waste and animal by-products, in 2006 the management of the company started to think about a solution to this issue. By exchanging ideas and experiences with the German partner, we decided to invest in a biogas plant. On August 13, 2013, the cornerstone of Elektro Sharri, the first biogas plant in North Macedonia for production of the electricity from farm waste and animal by-products, has been laid. The capacity of the biogas and electricity production facility is 1 megawatt per hour and produces 8,760,000 kilowatt hours per year, which on 27 February 2015 started to distribute in the network as well. In Elektro Sharri, the waste is not treated as waste but as a renewable energy source from which after processing, methane is consumed that is burned to produce electricity and heat and then processed again to obtain organic fertilizers in an amount of 8,000 tons per year. The organic fertilizer naturpur is approved and registered in the relevant institutions and possesses a permit for export to the European Union countries meeting the highest international standards of quality, health and ecological safety. In order to expand the existing capacities and provide raw material for meat production in Lecker and feed for poultry, in 2016 we started building an agricultural complex in the village of Slavej in Prilep in an area of 560 hectares, or a total of 800 hectares including the Tetovo region. Primary agricultural products are currently



being produced such as feed for poultry and silage for the needs of Elektro Sharri. The final phase of commencement of the realization is the construction of farms for growing 1000 cattle per year. The company currently has more than 140 employees, but the growth plan does not stop there. The company is constantly focused on modernizing and introducing new technologies.

Value of the Company

The success of the company is based on permanent and guaranteed quality of products, adapting the product range to the trends and customer needs with a wide range of products at competitive prices.

The company's goal is to invest in the improvement of human resources, production capacities, technological processes, implementation of high standards, core materials and distribution network by implementing ecologically acceptable manufacturing technologies as well as to reach and maintain the leading position in the market and to become synonymous with quality in all segments of our work. ■



Executive Leadership Talk with Deputy Prime Minister and Minister of Labor and Social Policy



On June 7, AmCham organized another event in the series of Executive Leadership Talks providing our members a unique access to political, policy, corporate, and institutional leaders whose expertise, insights, and experience contribute to shaping the business, political, and social climate in the country. This time our guests were Kocho Angjushev, Deputy Prime Minister for economic affairs and coordination with the economic sector and Mila Carovska, Minister of Labor and Social Policy. The main topic of discussion was the lack of both qualified and unqualified workforce. The Deputy Prime Minister and the Minister of Labor and Social Policy presented their plans and activities for tackling this issue and how the private sector can become more engaged and contribute to the efforts to solve this pressing problem.

AmCham is a socially responsible chamber that unites companies that practice a culture of

continuous collaboration with state institutions. For the last 10 years, AmCham, along with the members of the chamber, has continuously strived to promote a sustainable, predictable and competitive business landscape through advocacy and events as well as sharing best practices. ■



Women's Economic Empowerment Panel



On September 25, AmCham Macedonia in cooperation with the National Democratic Institute in North Macedonia marked the Week of Women's Rights and Gender Equality by leading the conversation on women's economic empowerment.

Local and foreign experts discussed the situation on the ground and global best practices and offered practical mechanisms to address gender - based issues in the country. The key remarks that emerged from the discussion were raising awareness among policy makers about the relevant gender aspects of different policy areas, such as: employment, gender budgeting, dividing parental leave, flexible working hours, consistency in policies, and cooperation between different stakeholders in the society especially in the rural areas, as well as applying good practices and examples from other economies.

U.S. Ambassador Kate Marie Byrnes spoke about the US government initiative to advance global women's economic empowerment through the Women's Global Development and Prosperity

Initiative. Liljana Zaturoska, Member of the Parliament of North Macedonia presented the Strategy for Strengthening Women's Economic Power which will focus on increased participation of women in the labor market, gender budgeting, and better realization of employment rights. Sneshka Ilikj, a researcher from Reactor, spoke about the preliminary findings from Reactor's research of gender discrimination and labor rights in the country. Private sector representatives spoke of the measures and initiatives to attract more women in the workplace, especially in traditionally male industries and Jovana Trencvska, State Secretary, Ministry of Labor and Social Policy presented active employment measures targeted to women.

AmCham, along with its members and partners, continues to work towards the equal participation of women in the labor market because investing in women have multiplier effect - they reinvest their incomes in their families and communities while contributing to greater prosperity of the whole society. ■

How to Have More Productive Meetings

On September 17, AmCham organized a learning session on How to Lead Effective and Productive Meetings.

Participants got insights and recommendations on practical and fully interactive everyday techniques that they can use as a tool to have more effective and productive meetings. The workshop was led by coach and public speaker Miroslav Draganov (Продолжи со насмевка / Keep on Smiling). Miroslav Draganov has more than ten years of professional experience in different fields and is also an author, entrepreneur, founder of a motivational brand and co-founder of a social enterprise for education, motivation and personal development. The learning session covered topics such as: scheduling meetings effectively, content planning and meeting structure, tips for effective PowerPoint presentations and the fastest way to arrive at a collective decision. ■



Creating Cyber-Resilient Organizations with Ibis Instruments

On October 13, our member company Ibis Instruments held a learning session on Creating Cyber Security Resilient Organizations for AmCham members.

Participants got insights and recommendations on how to build and maintain their organization's cyber-resilience plan, understand the maturing path from cyber security strategy to cyber - resilience strategy, and its importance for the Board of Directors. The workshop was led by Ana-Maria Matejic, an executive-level cyber security market expert with in - depth knowledge of cyber security technologies, risk management, and cyber security auditing. Our guest speaker provided a unique opportunity to participants to learn more about the practice of protecting systems, networks, and programs from digital

attacks. She also presented practices and recommendations on how to build and maintain a cyber-resilience plan for an organization. ■



Joint Chambers Young Professionals Speed Networking

On June 18, AmCham in cooperation with MASIT - The ICT Chamber of Commerce, and the Economic Chamber of North-West Macedonia organized a Joint Chambers Young Professionals Speed Networking event. The event was designed to introduce the concept of speed networking to other chambers and give AmCham members an opportunity to expand their contacts with members of the other two chambers. The concept of speed networking gives the members an opportunity to meet everyone present in a no - pressure environment and learn more about the companies and professionals that are part of the three chambers. More than 50 participants had an opportunity to expand their contacts, meeting everyone present in a no-pressure environment and learning more about the companies and professionals who are part of the three chambers. One again we were hosted by Umbrella Bar, a social enterprise that employs persons with disabilities, making the event even more significant. ■



AmCham Members Meet U.S. Ambassador Kate Byrnes



On September 24, AmCham members had the pleasure of meeting U.S. Ambassador Kate Marie Byrnes at a cocktail reception at DoubleTree by Hilton Skopje.

Over 70 AmCham members were present to meet the new Ambassador in person. In her remarks, the Ambassador outlined her priorities for U.S. and North Macedonia relations: generating of new opportunities for prosperity through cooperation and exchange programs and maintaining strong people - to - people ties and shared democratic values. The Embassy enjoys a strong, collaborative relationship with AmCham.

We would like to thank to all members who joined us to welcome Ambassador Byrnes. ■



AmChams in Europe Exchange Best Practices in Belgrade

On October 16-19, a record of 53 people from 30 AmChams from all over Europe and Central Asia gathered in Belgrade, Serbia for the annual European conference, devoted to the sharing of best practices and knowledge exchange.

During the conference, AmCham executives shared best practices within the areas of Member Retention and Acquisition, Governance, Communications, Committee Management and Staff Management / KPI's.

Additionally, the finalists for the 2019 Creative Network award delivered inspirational presentations – with AmCham Belgium as the winner for their innovative #MemberMonday social media campaign. A special Thanks to AmCham Serbia for hosting an exceptional conference. ■



New Member Highlight

Tigo.mk

TIGO Finance is a modern and innovative FinTech company with high professional standards that offers fast and easy solutions for micro-crediting for individuals. We believe that everyone should have access to money when it is most needed. Guided by our values: Full commitment to our customers, Flexibility and individual approach,

Transparency in the work, Mutual trust with our customers and High ethical and moral values, we strive to provide our clients with premium customer service at touch points. Tigo services are available both online at www.tigo.mk or in 23 branches countrywide, where the application process is equally simple and efficient – the client receives an answer in 30 seconds, and the payment in cash is done within 10 minutes.

Tigo Finance is member of the Association of Financial Companies of Republic North Macedonia (www.afd.mk), aiming to further contribute towards creation of responsible practices, as well as enhancement of the financial system, services availability and customer protection in the Non-banking Financial industry. ■

AmCham Advantage Program

Member to Member Discount

The AmCham Advantage Program offers valuable discounts to members in good standing at AmCham member establishment. If you are interested in participating in this program, please email - info@amcham.com.mk



15% off
on all products



20% off
company services



10% off
all real estate services
until end of January, 2020.



5% off
all services



Up to **39% off** on
company products



15% off
Real estate, Technical maintenance,
Cleaning of premises, Cleaning of
ventilation duct channels, Technical
maintenance of HVAC units and
Fit out and renovation of business
premises.



1-Hour Free
Digital
Transformation
Consulting



15% off
accommodation and using
corporate meeting facilities
at Hotel Bistra Mavrovo and
Hotel Epinal Bitola valid until
15th of September



15% off
on annual KARIERA PLUS
and
KARIERA PRO subscriptions



15%
discount for
all legal services



15% - 25%
discount for all consulting
services we offer related to
Microsoft technologies



15% off
legal services
No charge for brief
preliminary consultations
(AmCham Members only)



5% off
SSL Certificates

issued by:
• Symantec,
• Thawte,
• GeoTrust and
• RapidSSL Certificate Authorities.



10% off
• for accommodation in 5 star Park Hotel
and Spa and / or 4 star Next Door Park
Hotel
• for using corporate conference halls



10% off
legal services



10% off
for purchase of any of the
company's products or usage
of any offered services



10% off
for ready - made garments
and knitwear for upper wear
fabrics and blankets



15% off
legal services
No charge for legal
consultations up to 30 min
(AmCham members only)



5%
discount for pursuing
a master degree



AMCHAM MEMBER LIST

PATRON MEMBERS

- Alkaloid
- Ecotip
- EVN Macedonia
- Halk Bank
- Makedonski Telekom
- OKTA
- Pivara Skopje
- Wabtec MZT
- Zegin

CORPORATE

- Alliance One Macedonia
- Aptiv Macedonia
- ARC Automotive Macedonia
- ArcelorMittal
- ASSECO SEE
- Avon Cosmetics
- Avto Moto Sojuz na Makedonija
- CBS International
- Cementarnica Usje
- Cevahir Gurup
- CISCO Systems Macedonia
- Comfy Angel
- Deloitte
- DHL Express
- Diners Club
- Doubletree by Hilton
- Euroins Insurance
- Euromax Resources
- Eurostandard Bank
- EY
- Fersped
- FOD Novaci
- GD Granit
- Gemak Trade
- Gentherm Macedonia
- Grant Thornton
- Halkbank
- Halk Insurance
- Ibis Instruments
- IMB Mlekara
- InPlayer HUB ■
- Johnson Matthey
- Karanovic & Partners
- Kemet Electronics
- Komercijalna Banka
- Kostal Macedonia
- KPMG
- Kromberg & Schubert Macedonia
- Lear Corporation Macedonia ■
- Makpetrol
- Makstil
- McCann
- Merck Sharp and Dohme, MSD
- MI-DA Grand Motors
- Microsoft
- Neocom
- Novo Nordisk Farma
- Ohridska Banka Societe Generale Group
- Oracle
- Orbiko
- Philip Morris
- PI Vitaminka
- PricewaterhouseCoopers
- Prilepska Pivarnica
- ProCredit Bank
- Roche Macedonia
- Sasa Lead and Zinc Mine
- Savings House Moznosti
- Seavus
- Skopje Marriott Hotel
- Soravia Invest
- Sparkasse Bank Macedonia
- Stopanska Banka Skopje
- Supertrejd
- TAV Macedonia
- TDR
- TechnoLogica
- The Coca Cola Company
- Tinex-MT
- Unija Finansiska
- UNIQA
- Van Hool Macedonia

BUSINESS

- AIRCON
- AITONIX
- BI-MEK
- Cakmakova Advocates
- DMB Production
- Facility Management Services
- Inbox Archive & Data Center
- Infinite Solutions
- K.A.K.
- Kapital Media Group
- Law Office Pepeljuginoski
- M6
- Macedonian Stock Exchange
- Maj Pizza
- Netra
- New Moment New Ideas Company
- Nextsense
- Nielsen Audience Measurement
- Nova International Schools
- Pashoski Tobacco Dealer
- Polenak Law Firm
- Propoint
- Savings House FULM
- Sinpeks
- Sorsix International
- Stopanska Banka Bitola
- Taskforce BPO doo
- Teknoxgroup
- Teteks
- Tigo Finance ■
- Tikves Winery
- VezeSharri
- Vino - M

ENTREPRENEUR

- Analysis and Advisory Group
- Aquasave ■
- Audit Macedonia
- Baker Tilly Joanidis
- Experts
- IWM Network
- Kamburis i Barba doo Skopje (Institute Konzept)
- Kolemisevski&Partners Law Firm
- Law Firm Joanidis
- Marketing 365
- Martin Ivanov, Attorney at Law in cooperation with Schoenherr Attorneys at Law
- Meloski Consulting
- Monevski Law Firm
- Motiva
- Piperevski & Associates
- Private Employment Agency Motivi
- Radius Arhitekti
- Tosic & Jevtic Attorneys and Counselors at Law
- Ultranet Ultra

NGO

- Habitat for Humanity Macedonia
- Konekt
- LinkAcross
- Pakomak
- QSI International School
- SNB-REACT U.A.
- University American College

■ New Member

ELECTRO MOBILITY with EVN

Following the global trends, EVN undertakes specific steps in favor of wider adaptation of the electro mobility in Macedonia. The most important precondition for more intensive use of the electric vehicles is the existence of a suitable developed charging infrastructure.

From now on, each electrical vehicle owner from Macedonia and abroad, will have the opportunity of traveling without obstacle in any direction of the country and also abroad. The use of the chargers will be free during the initial promotional period. In order to use them, the drivers must apply for a charging card.



ELECTRO MOBILITY

as a term represents the use of electricity for vehicle performance instead of fossil fuels, meaning it's more related to a general concept rather than specific technology.



ELECTRICAL VEHICLES

are transport devices which operate with the help of electricity. The electricity is stored in batteries whilst the movement of these vehicles is carried out by the help of one or more electric motors.



THE AVERAGE DISTANCE

an electric vehicle can cover with a single charge is between

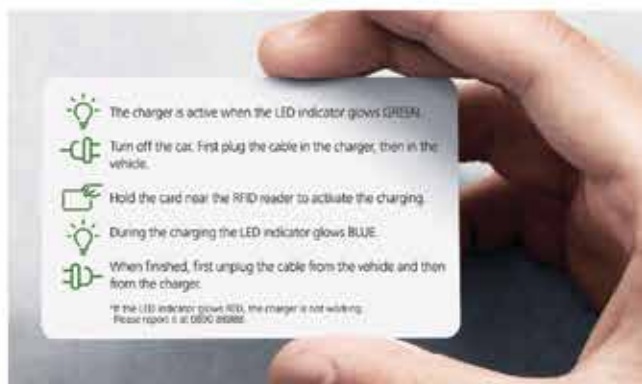
130 AND 250 KILOMETERS.

Already an electric vehicle user?

Apply for a charging card

Any interested owner of an electric vehicle can use the EVN charger network. It is necessary to apply for an electronic card that activates the charging process. The application procedure is short and simple and can be done at:

- evn.mk
- emobility@evn.mk
- in the EVN Info Center



The use of EVN chargers will be free for all users in a promotional period of one year.



1-21 CHARGING STATIONS ON THE TERRITORY OF SKOPJE

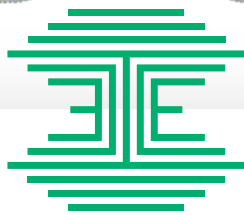
22-37 CHARGING STATIONS THROUGHOUT MACEDONIA

*DETAILED LOCATIONS AT evn.mk

**THE NETWORK IS BEING UPGRADED CONSTANTLY



Здрава рутина чиста средина!



HALKECO

POWERED BY HALKBANK