

The cover features a central diamond-shaped frame with a double black border. Inside the frame, the text 'ANNUAL REPORT' is at the top, followed by '2021' and 'YEAR OF STRATEGIC SHIFT'. The background is a collage of four images: a modern office interior with a white desk and a person working; a group of people in a meeting; a dining table with food and drinks; and a high-rise office with a city view and silhouettes of people. The design is divided into four quadrants by the central diamond, with blue and red geometric overlays.

# ANNUAL REPORT

2021

YEAR OF STRATEGIC  
SHIFT

# AMCHAM COMMUNITY

THE AMERICAN CHAMBER OF COMMERCE IN NORTH MACEDONIA IS A BUSINESS COMMUNITY, COMPRISED OF 129 MEMBER COMPANIES IN 2021, WITH A DIVERSE SPECTRUM OF BUSINESSES, FROM NGO, SMALL ENTERPRISES AND LOCAL COMPANIES TO LARGE FOREIGN INVESTORS. IT SERVES AS AN UMBRELLA, WHERE THE BUSINESS PROFESSIONALS DEDICATE THEIR TIME AND EXPERTISE, TO CO-CREATE A BETTER BUSINESS ENVIRONMENT IN THE COUNTRY.

AmCham is a platform for advocacy, networking, exchange of knowledge and sharing of best practices, that stands as the voice and harmonizer of the interests of the member companies striving for business prosperity through uniting global and forward-looking perspectives.

## AMCHAM NORTH MACEDONIA IN NUMBERS:

**129** MEMBERS

**21** YEARS PRESENT

**2** ACTIVE COMMITTEES

**2** TASKFORCES

PART OF NETWORK OF

**46** AMCHAM OFFICES

IN **44** COUNTRIES IN EUROPE


## WHAT MAKES AMCHAM UNIQUE?

- Networking opportunities with leading U.S., international and local companies
- Access to more global perspective through the AmCham network, with focus on U.S. Chamber of Commerce - the world's largest business organization & Amchams in Europe (ACE) - an umbrella organization representing total of 17.000 progressive companies throughout Europe
- Sharing inspiring business experiences and stories



# CONTENT

<b>LETTER FROM THE BOARD OF DIRECTORS PRESIDENT</b>	<b>1</b>
<b>AMCHAM BOARD OF DIRECTORS</b>	<b>2</b>
<b>EXPANDING THE ADVOCACY OUTREACH</b>	<b>3</b>
<b>KEY AREAS OF WORK IN 2021</b>	
• Strengthening regional cooperation	5
• Digitalization as the new “must have” mindset	8
• Navigating through business changes	10
• Building and sustaining relations	12
<b>NETWORK NEWS</b>	<b>17</b>
<b>AMCHAM MEMBERSHIP</b>	<b>18</b>





# LETTER FROM THE BOARD OF DIRECTORS PRESIDENT



Dear members,

2021 is a year that will be remembered for the efforts of entire nations in coping with the impacts that Covid-19 has made in the previous year, as well as for its strong recovery efforts and ability to move forward again.

As a voice of the business sector, AmCham is increasingly proud of the collective resilience exhibited by its members in the face of these unique challenges while continuing to do business, take care of the people and contribute to the community by being environmentally and socially responsible.

This year, AmCham activities were focused at: building and sustaining relations with high profile international organizations, agile government institutions and innovative, bold businesses; strengthening regional cooperation with different AmChams across our region; promoting digital transformation for better and easier communication, and navigating the membership through the rising business challenges via intellectual impact.

Over the past year the Embassy of the United States has proven to be a partner to both AmCham and North Macedonia. We are grateful for their open-handed support in developing efficient institutions that can attract and retain foreign investment as well as create well-paying jobs. Yet, there is still much to be done. Strong rule of law that provides certainty for businesses to be able to run smoothly their operations and major reforms are crucial to North Macedonia and its path to EU.

We as AmCham will continue to support our members in pushing for reforms and scoping a new economic environment focused on reduction of grey economy, making tax regulations more predictable, reforming the healthcare sector, promoting the green agenda and facilitating the foreign trade.

“Community isn’t about place, it’s about what we do for one another. Each of us – regardless of size, industry, race, gender, background or ability – can effect positive change when we are empowered, included and supported. Your continuous support and engagement helped the AmCham North Macedonia to be the strongest independent Chamber.”

I look forward to us jointly continuing the same path.

A handwritten signature in blue ink, which appears to read 'M. Filipceva'.

Maja Filipceva,

President of AmCham North Macedonia BoD 2020/2021

# BOARD OF DIRECTORS

THE AMCHAM NORTH MACEDONIA BOARD OF DIRECTORS HAS BEEN ACTIVELY INVOLVED IN ALL FACETS OF THE ORGANIZATION'S ACTIVITIES AND ENRICHED ITS ACCOMPLISHMENTS VIA THEIR UNWAVERING SUPPORT, COMPETENCE, AND DEDICATION. EACH MEMBER OF THE BOARD NOT ONLY RADIATES BY THEIR MERE PRESENCE, BUT ALSO HONORS OUR ORGANIZATION WITH ENTHUSIASM AND VISION. WE WOULD LIKE TO TAKE THIS OPPORTUNITY TO EXPRESS OUR GRATITUDE.



**MAJA  
FILIPCEVA**  
PRESIDENT  
Director  
Tax and  
Outsourcing  
Grant Thornton



**NIKOLA  
LJUSHEV**  
FIRST  
VICE-PRESIDENT  
CEO Makedonski  
Telekom



**LAMBRO  
PATCE**  
SECOND VICE  
PRESIDENT  
Corporate Affairs  
Manager at  
Pivara Skopje



**DRAGAN  
DAVITKOV**  
SECRETARY-  
TREASURER  
General Manager  
PwC North  
Macedonia



**JORDAN  
DIMITROVSKI**  
BOARD MEMBER  
Owner and CEO of  
AITONIX



**IVAN  
KOSTIĆ**  
BOARD  
MEMBER  
General Manager  
of PMI North  
Macedonia



**IVAN  
NOVAKOVSKI**  
BOARD MEMBER  
Director of NOVA  
International Schools



**ARBEN  
GEGA**  
NON-VOTING  
MEMBER  
Commercial  
Specialist  
U. S. Embassy

# EXPANDING THE ADVOCACY OUTREACH

*Your Voice Heard in the Public Debate*

## ACTIVE AMCHAM COMMITTEES & TASKFORCES

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### Law Making & Implementation Committee

The Committee has continued its goals to advocate for the inclusion of the business in the law-making processes and to ensure more effective implementation.

The analysis of the most important economic laws, the purpose of which was to assess the predictability and stability of the regulatory environment based on several parameters, has been reestablished in 2021 after a 5 years gap, providing a total of 17 years bases for analysis.

The Committee also scanned the practical application of the regulation and identified the possible difficulties that businesses could face in the procedures under the jurisdiction of the Central Registry. The findings of the analysis were presented to representatives of the Central Registry.

As third major focus the Committee undertook an activity to determine the possibility for holding virtual shareholder meeting by conducting an analysis of the regulatory environment and the technical opportunities that are necessary for predictability of the process.

As part of its broader goals, the Committee has advocated for highlighting the importance of the local economy and enhancing cooperation with the Government, other business organizations, and the international community regarding the proposed laws, programs, and strategic plans.

## Digital Transformation

In its first year, the Committee has prioritized the promotion, development, and implementation of projects driving the digital transformation of the public sector, as well as initiatives for innovation-friendly regulation. Consequently, the primary focus of the Committee's efforts in 2021 has been to continue and support the goal of promoting the digital transformation of the public sector by participating and providing its expertise in working groups established by public institutions.

Through the organization of educational training and podcasts focusing on cyber security, the Committee also focused on promoting and creating initiatives to improve digital awareness in the society. Members of the Committee have collaborated on various projects, forming new business partnerships between company members.

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## **ESTABLISHMENT OF NEW TASKFORCES:**

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### **Healthcare Taskforce**

The recent period has shown how profoundly healthcare can influence the economy and society, and the need for building a resilient healthcare sector as an essential pillar for welfare of the whole society.

To our great delight, AmCham members who share the same determination toward creation of a modern, affordable, and efficient healthcare system contributed to the establishment of the Healthcare Taskforce, expanding our advocacy efforts.

Improving access to innovative medicines and medical devices and fostering innovation in the healthcare sector has been noted as an ultimate priority of the Task Force. By introducing itself as a reliable and constructive partner of the policymakers, the Task Force promotes digitalization and using data in the decision-making processes and co-creating a stable, transparent, and predictable regulatory affecting the healthcare sector.

### **Donation & Sponsorship Taskforce**

The Donation & Sponsorship Taskforce was established as part of the Partnership4Giving Project by Association Konekt, in light of the announced changes in the local regulatory environment affecting the companies' decisions regarding their donation and sponsorship activities. The Taskforce is a member of the Ministry of Justice's working group responsible for drafting the new Donation and Sponsorship Law. The aim of the Taskforce is to advocate for and provide expertise in the consultation process toward creating a more efficient, facilitated and beneficial-for-all-stakeholders system for donations and sponsorships in our country.

## **INITIATIVES FOR ESTABLISHMENT OF NEW COMMITTEES & TASKFORCE:**

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### **ESG (Environmental, Social & Governance) Committee**

Given ESG's prominence as a fresh and rapidly expanding concept on a global basis, numerous AmCham members launched an ESG Committee effort.

### **Taxation Taskforce**

An initiative for establishing a Taxation Taskforce was taken in light of the announced tax changes and their effects on the local business sector.

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# STRENGTHENING REGIONAL COOPERATION

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IN TODAY'S WORLD, ESPECIALLY FACED WITH THE LATEST DEVELOPMENTS GLOBALLY, REGIONAL ECONOMIC CONNECTIVITY AND BUILDING A ROBUST REGIONAL BUSINESS ECOSYSTEM ARE PREREQUISITES FOR DEVELOPING A MORE STABLE, SUSTAINABLE, AND COMPETITIVE ECONOMY. RECOGNIZING THE SIGNIFICANCE OF REGIONAL COOPERATION, AMCHAM FOCUSES ITS ENDEAVORS TOWARD THIS STRATEGIC COMMITMENT.

DURING THIS PERIOD, AMCHAM HAS BEEN FOCUSED ON SUCCESSFULLY DEEPENING ITS TIES WITH ITS NEIGHBORING COUNTRIES, BY UNITING BUSINESSES, GOVERNMENT OFFICIALS, EXPERTS, AND ESTEEMED DIPLOMATS, ALL GATHERED TO PROMOTE A POSITIVE ECONOMIC AGENDA AND INCREASE BILATERAL BUSINESS COLLABORATION. THE AIM IS TO EMPHASIZE THE IMPORTANCE OF PRESENTING POSITIVE EXAMPLES OF SUCCESSFUL COOPERATION BETWEEN BUSINESSES FROM OUR COUNTRY AND NEIGHBORING COUNTRIES AND ENCOURAGE MEMBER COMPANIES TO SHARE THEIR POSITIVE EXPERIENCES TO ENCOURAGE THE REMAINING BUSINESS SECTOR TO GET INVOLVED IN THE PROCESS OF FOSTERING AND PROMOTING GREATER ECONOMIC COOPERATION IN THE REGION.

AS A VISIONARY CHAMBER OF COMMERCE REPRESENTING THE INTERESTS OF THE BUSINESS SECTOR, AMCHAM'S ENDEAVORS ARE FOCUSED ON CREATING AN INTERCONNECTED, REGIONAL, AND SUSTAINABLE BUSINESS ECOSYSTEM, AND PLANNING TO CONTINUE FIRMLY ADVOCATING TO REACH THIS GOAL.



## STRENGTHENING REGIONAL COOPERATION

THE YEAR 2021 SAW THE START OF FRESH AND ENHANCED INTERACTION WITH AMCHAM GREECE AND AMCHAM BULGARIA WHICH WAS MARKED BY A NUMBER OF MEETINGS AND AGREEMENT ON THE KEY POINTS AND ACTIVITIES FOR JOINT PROJECTS IN THE UPCOMING YEAR.

### WELCOME MEETING WITH AMCHAM BULGARIA IN SKOPJE TO EXPLORE REGIONAL PARTNERSHIP BENEFICIAL TO BOTH COUNTRIES' BUSINESS SECTORS

As 2021 marks the continuation of the strategy for further fostering neighbor cooperation, the Boards of AmCham North Macedonia and AmCham Bulgaria met in Skopje to agree on the promotion of collaboration and to establish cooperative initiatives for the following period.

That year, the joint activities with AmCham Bulgaria were focused at understanding the prospects and possibilities that both countries offer for businesses, the importance of intensified cooperation and the exchange of know-how in the digitalization process, EU accession, and the potential of using EU funding.



AmCham North Macedonia BoD Hosts AmCham Bulgaria to discuss regional cooperation potential





## BILATERAL MEETING IN THESSALONIKI AS AN OPPORTUNITY TO EXPAND TRADE RELATIONS AND STRENGTHEN INTERCONNECTIVITY WITH GREECE

Confirming the importance of bilateral cooperation between the neighboring countries, the Board of Directors representatives from the American-Hellenic Chamber of Commerce and AmCham North Macedonia used the meeting during the 5th Southeast Europe Energy Forum in Thessaloniki to wrap up the activities discussed during the past several months. During that time, two e-meetings between the Boards of both AmCham Offices were held in regard to deepening collaboration aimed to initiate joint projects and activities for the promotion of regional cooperation, expanding trade relations and increasing interconnectedness of the business community in the two countries.

The main objective of the visit in Thessaloniki was laying the foundations of the first joint trade mission and meeting with the U.S. Ambassador to North Macedonia, Kate Marie Byrnes and Deputy Chief of Mission in the US Embassy in Greece, David Burger. The meeting was attended by AmCham Greece BoD and Executive Office representatives, as well as BoD President Maja Filipceva, Vice-President Nikola Ljushev, Secretary Treasurer Dragan Davitkov and Executive Director Jelena Arsovska, representing AmCham North Macedonia.



# DIGITALIZATION AS THE NEW “MUST HAVE” MINDSET

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AS THE GOVERNMENT, PRIVATE COMPANIES, AND INDIVIDUAL CONSUMERS BENEFIT FROM DIGITAL TRANSFORMATION, THE ECONOMY AS A WHOLE GAINS THE MOST BENEFIT FROM DIGITALIZATION'S WIDESPREAD ADOPTION.

AMCHAM FOCUS WAS DEDICATED TOWARD TAKING ACTIVE STANCE FOR RAISING AWARENESS AMONG ITS MEMBERSHIP AS WELL AS THE GENERAL PUBLIC REGARDING THE ROLE OF DIGITAL TRANSFORMATION IN DRIVING FUNDAMENTAL CHANGES IN THE BUSINESS DURING UNCERTAIN TIMES. OUR EFFORTS WERE DIRECTED AT ORGANIZING A YEARLONG SERIES OF EVENTS TO HIGHLIGHT THE VARIOUS EXPERIENCES AND KNOWLEDGE OF PROFESSIONALS WHICH WOULD ULTIMATELY LEAD TO A GREATER LEVEL OF ACCEPTANCE AND IMPLEMENTATION IN THE BUSINESS SECTOR.

AS ONE OF THE MAJOR HAPPENINGS IN THE FIELD OF DIGITIZATION THAT YEAR WAS THE INCREASING NUMBER OF CYBERATTACKS. IN LIGHT OF THIS, AND IN LINE WITH AMCHAM'S ADVOCACY FOR DIGITAL TRANSFORMATION, THE DIGITAL TRANSFORMATION COMMITTEE PUBLISHED ARTICLES AND ORGANIZED SERIES OF EVENTS SERVING AS AN ADDITIONAL KNOWLEDGE TO BUSINESSES AND INDIVIDUALS TO STAY CYBER-PROTECTED.

DIGITALIZATION HAS BEEN A CORNERSTONE OF AMCHAM'S STRATEGY FOR SEVERAL YEARS NOW, AND AS TIME PASSES, ITS SIGNIFICANCE ONLY GROWS.

## THE FIRST CYBER TALKS PODCAST

*Professionals from various relevant fields provide insights into the most current topics related to digitization in the country and share their expertise to bolster the cyber-resistance of the business sector.*



## RAISING AWARENESS AMONG THE PUBLICS

*Raising awareness on cyber security and improving company's readiness by reaching a wider audience with "Are Cyber Criminals Just Criminals? Or Something Worse?" & "Regional Cybersecurity for Beginners", articles by Andrej Petreski, Cisco Territory Business Manager for North Macedonia & Kosovo and "The Rise of Data Economy" article by Meri Kucera-Ilievska, Business Development Manager at Oracle.*

44 CTAB



РАСТЕЖОТ НА  
ЕКОНОМИЈАТА НА  
ПОДАТОЦИ

## E-EVENTS FOR DT

*DT events by AmCham members sharing the most effective digital concepts guided the entire membership toward adapting to the new unpredictable environment in a faster, safer, and more efficient way.*

*The sessions covered the following topics:*

- **Making Virtual Legislative Meetings Work for Everyone**, by Bojan Nedelchev, CISCO Webex

- **How To Integrate Microsoft Teams and Cisco Webex**, by with Bojan Nedelchev, Cisco Collaboration Product Sales Specialist – Balkans, Croatia & Slovenia

- **Microsoft Teams – Tips & Tricks for Effective Online Collaboration**, by Gorana K. Jankoska, Business Productivity Consultant at Meloski Consulting

- **How To Engage Your Employees in Digital Transformation Programs**, by Elena Bundalevska, Associate Professor at UACS

- **Digital Reboot**, by Alexandru Belenchi, Digital Transformation Specialist of EMEA, Oracle.



# NAVIGATING THROUGH BUSINESS CHANGES



ON THE NATIONAL AND GLOBAL BUSINESS LANDSCAPES OF 2021, A NUMBER OF FAVORABLE ECONOMIC DEVELOPMENTS TOOK PLACE, AS THE ECONOMY HAS SEEN IMPROVEMENT SINCE THE OUTBREAK OF THE PANDEMICS. TO SUPPORT AND FURTHER ENCOURAGE THE ECONOMY TO ADVANCE AND EVOLVE INTO ONE THAT IS TRULY EFFICIENT, GREEN, AND INCLUSIVE, ALL ECONOMIC ACTORS, REGARDLESS OF SIZE, SHOULD CONTINUE TO DEVOTE THEIR EFFORTS TOWARD SUCCESSFULLY OVERCOMING THE EXISTING CHALLENGES.

AS ONE OF THE MOST POWERFUL NATIONS IN THE WORLD, THE UNITED STATES' ECONOMY UNDERWENT A TRANSFORMATION IN THAT YEAR WITH THE ELECTION OF A NEW PRESIDENT, HAVING THE POWER TO STEER THE COUNTRY IN A NEW DIRECTION WHILE ALSO AFFECTING OTHER NATIONS AROUND THE GLOBE. WE HAVE CONNECTED DIRECTLY WITH THE WHITE HOUSE CORRESPONDENT, JOHN DECKER TO HEAR HIS OVERVIEW OF THE CURRENT SITUATIONS AND FUTURE POLITICAL AND ECONOMIC PREDICTIONS.

THE ECONOMIC CONTEXT OF OUR COUNTRY IN 2021 PRESENTED SEVERAL CHANGES THAT WERE INFLUENTIAL FOR ALL BUSINESSES. IN THE DIRECTION OF FOSTERING A CULTURE THAT ENCOURAGES DIRECT, IMMEDIATE, AND TRANSPARENT COMMUNICATION, SEVERAL MEETINGS AND SESSIONS WERE ARRANGED WITH REPRESENTATIVES OF STATE INSTITUTIONS, BRINGING THEM CLOSER TO AMCHAM MEMBERS.

AMCHAM MAINTAINS ITS ROLE AS A HUB, A FOCAL POINT WHERE FIRST-HAND INFORMATION RELEVANT AND IMPORTANT TO THE BUSINESS SECTOR IS TRANSPARENTLY AND OPENLY DISCUSSED, SHARED, AND DEBATED IN AN EFFORT TO POSITIVELY CONTRIBUTE TO THE ENHANCEMENT OF THE LOCAL BUSINESS SECTOR AND, BY EXTENSION, TO THE ECONOMIC GROWTH AND DEVELOPMENT OF THE COUNTRY IN THE PRESENT AS WELL AS THE FUTURE.

## PREDICTIONS ON AMERICA'S ROLE ON THE GLOBAL ECONOMY -

Informational session with Senior National Editor and White House Correspondent Jonathan Decker on "The First 100 Days of the Biden-Harris Administration and What to Expect Over the Next 2 Years", explaining how the new Administration is likely to redefine America's leadership role on the international stage.

## Q & A SESSIONS WITH GOVERNMENT INSTITUTIONS

### New Ultimate Beneficial Owners Disclosure Laws

With the announced legal change to mandatory disclose information for the Ultimate Beneficial Owners by the companies, a session with officials from the Financial Intelligence Unit and the Central Registry of the Republic of North Macedonia was held to further clarify and discuss the companies' legal obligations.

### Latest Employee Requirements Imposed by the new Working Environment

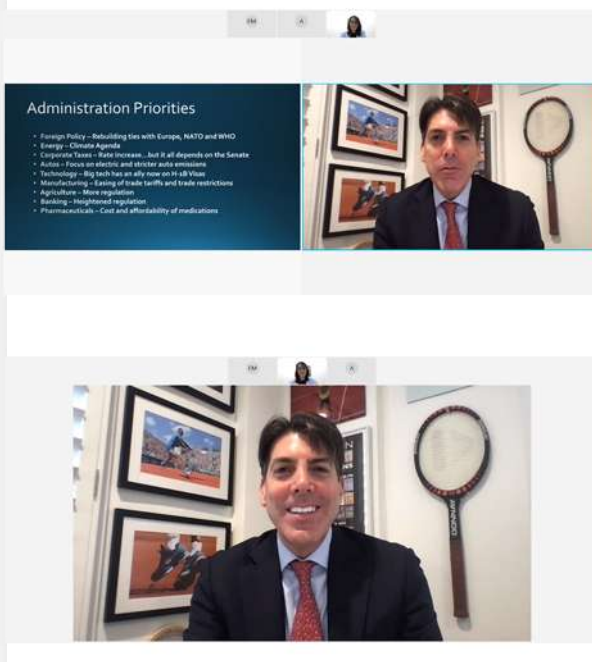
Two sessions with the State Labor Inspectorate answering members' questions on the most recent HR trends and changes, considering the role that the pandemic had in reassessing organizational operations and workforce structure.

### New Law on Personal Data Protection

Two meetings with the Personal Data Protection Agency to address any questions concerning the procedures and legal obligations that relate to controllers and processors of personal data, facilitating compliance with the new Law. The transcript can be found **HERE**

### Updated Central Registry Tariffs Beneficial to the Business Sector

Presentation with the Central Registry (CR) on their new tariffs that allow scalable discounted pricing, which are mostly beneficial to companies operating with larger amounts of CR data.



# BUILDING AND SUSTAINING RELATIONS

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WITNESSING A WORLD THAT CHANGES SO RAPIDLY, BUSINESSES HAVE CLEAR PRIORITIES TO ADOPT THE BEST PRACTICES AVAILABLE. ONLY IN SUCH A MANNER CAN THEY KEEP THE NECESSARY LEVEL OF COMPETITIVENESS IN ORDER TO PROSPER LOCALLY, REGIONALLY AND GLOBALLY.

AMCHAM AS AN INTERNATIONAL CHAMBER THAT PROACTIVELY ADVOCATES FOR THE LATEST BUSINESS CONCEPTS AND PRACTICES AND IS A FORERUNNER IN THEIR RECOGNITION AND PROMOTION AMONG THE MEMBERSHIP. IT IS NOT ONLY CONNECTED DECISION-MAKERS IN OUR COUNTRY BUT ALSO INFLUENTIAL STAKEHOLDERS AS PART OF ITS PROGRESSIVE GLOBAL NETWORK. WITH A FOCUS ON EUROPE AND THE UNITED STATES, AMCHAM NORTH MACEDONIA MAINTAINS FREQUENT COMMUNICATION AND CULTIVATES GENUINE RELATIONS, ALLOWING MEMBERS FROM MANY DIFFERENT AMCHAMS THROUGHOUT THE WORLD TO SHARE THEIR BUSINESS EXPERIENCES AND PROMOTE EFFECTIVE, MODERN BUSINESS PRACTICES.

THIS REPRESENTS A MAJOR PILLAR THAT SUPPORTS OUR EFFORTS TO CONTRIBUTE TO THE ENHANCEMENT OF THE BUSINESS SECTOR AND SOCIETAL WELL-BEING AND CONFIRMS THAT AS WE SHARE OUR EXPERIENCES AND LEARNINGS WITH EACH OTHER, THE AMCHAM COMMUNITY IS BECOMING MORE AGILE.

### STRATEGIC DIALOG WITH OUR PATRON MEMBERS

IN SETTING THE ORGANIZATION'S LONG TERM STRATEGIC DIRECTION, THE BOARD CONSULTED WITH THE SPECIALLY LAUNCHED INITIATIVES TASKFORCE CONSISTING OF A DIVERSIFIED AMCHAM MEMBERS, TO IDENTIFY THE TOPICS OF HIGHEST INTEREST TO THE WHOLE MEMBERSHIP. THE NEXT STEP IN DEFINING THE KEY PRIORITY AREAS FOR THE 2021-2023 STRATEGY WERE THE IN-PERSON DISCUSSIONS BETWEEN THE BOARD AND PARTON MEMBERS, AS AMCHAM'S STRONGEST SUPPORTERS. THEIR CONTRIBUTION AND PERSPECTIVES PROVED INVALUABLE.

#### AMCHAM PATRON MEMBERS





### Summer Networking Event -

Bringing together the current and previous Boards for networking with AmCham members and catching up in person after over a year pandemic isolation and adjustment to new ways of work and communication showed to be very welcomed and appreciated. This networking event, proved to be an ideal occasion to renew old contacts and build new friendships, reflect on the previous year and discuss future activities.

By hosting this event at Four Restaurant, we supported the initiative Project Happiness, where half of the proceeds were donated as part of the larger commitment of Maliqi Group to provide school supplies to children at social risk.



### AmCham Holiday Party -

The event was a perfect wrap-up of another challenging year and a lovely occasion to reconnect and celebrate the holiday season, with the sounds of the American traditional pop music and spread the holiday cheer.

*December 20, 2021*



### 3 Seas – Summit and Business Forum

AmCham North Macedonia Board of Directors attended the 3 Seas Summit, an initiative of 12 EU member states in the CEE region and widely regarded as one of the most significant political and economic initiatives. Not only did the Summit provide an excellent opportunity for regional cooperation, but a Declaration of Cooperation with ten other AmChams was signed during the Summit, highlighting the importance of the chambers in achieving the "3 Seas" goals of creating a more integrated, prosperous, and overall safe region within the EU single market.

*June 8-9th, 2021 – Sofia, Bulgaria*



### Skopje Economic Forum (SEF) –

The first Skopje Economic Forum aimed to identify and assess key growth challenges, learn from other countries' policy experiences, encourage corporate social innovation practices, and recommend policy initiatives towards a more competitive and inclusive economy in North Macedonia. Among the distinguished speakers, the AmCham BoD President Maja Filipceva and AmCham member company leaders highlighted the concerns of the business sector in our country.

*June 23rd, 2021 – Skopje, North Macedonia*





**Skopje Economic Finance Forum (SEEF)** – As a new initiative by the Ministry of Finance aimed to facilitate public policy debates on relevant topics for North Macedonia and SE Europe, the key takeaways from the SEEF Conference were mainly aligned with AmCham's objectives - digital economy, green economy, and equal opportunities for all represent three key pillars for a post-pandemic recovery.

*September 6th & 7th, 2021 – Skopje, North Macedonia*



**Southeast Europe Energy Forum –** Discussing the most recent advancements in the dynamic energy sector in Greece and the SE Europe, the fifth Southeast Europe Energy Forum highlighted the significance of energy security and sustainable green energy. This was underlined by the US Ambassadors in the SE Europe countries during the US Perspective for SEE's Energy Role Panel, as the latest market and geopolitical developments emphasized Southeastern Europe as an important player in the EU's energy strategy.

*September 10th, 2021 – Thessaloniki, Greece*





# ACE NETWORK - BEST PRACTICES INITIATIVE

## PIVARA SKOPJE AND EVN PART OF THE 8 FINALISTS OF THE "TRUST IN BUSINESS INITIATIVE"

The new "Trust in Business" Initiative was launched by the AmChams in Europe (ACE) network and covers the best examples of companies that successfully implement ESG principles and adapt their operations to build trust with local communities.

From the 30 projects submitted by companies from 19 different countries, two AmCham North Macedonia members, EVN and Pivara Skopje, were chosen as finalists, demonstrating their progressiveness, competence, vision, and dedication to keeping up with the latest corporate sustainability trends.

All projects were gathered in the **Promoting Trust in Business Initiative Brochure**.

This initiative, together with the accomplishments of our members, reaffirmed our understanding of the significance of the ESG trend as well as our decision to focus on this topic through establishing the ESG committee.



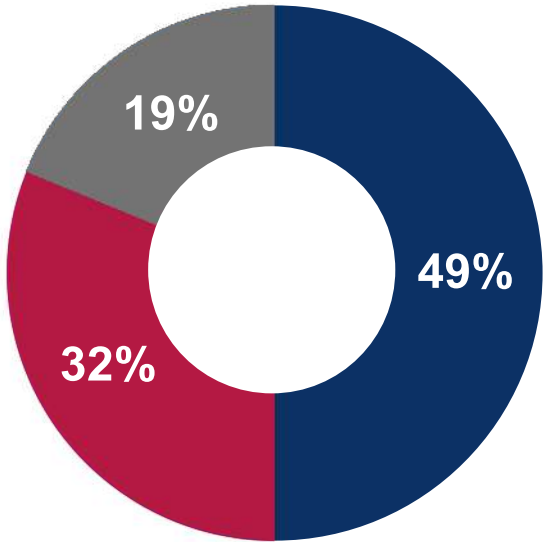
Reducing Air Pollution in North Macedonia - Popularization and Enabling of E-Mobility, by EVN



The Sustainability Initiative "World Without Waste, by Pivara Skopje



# OUR MEMBERS

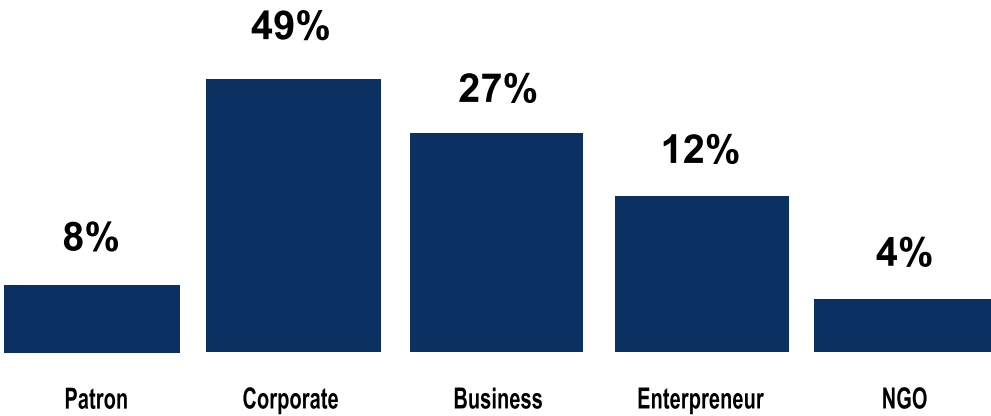


- Local companies
- International companies
- U.S. companies

Amcham members are characterized by diversity, belonging to more than 16 different sectors:

- Agriculture & Mining;
- Audit, Accounting & Consultancy;
- Construction & Real-Estate;
- Consumer Goods;
- Distribution & Logistics;
- Education;
- Energy, Oil & Gas;
- Financial & Insurance Services;
- IT & Telecommunication;
- Health Care & Pharmaceutical;
- Legal Services;
- Manufacturing & Production;
- Media, Marketing & PR;
- NGO SE & CSO;
- Outsourcing;
- Tourism & Hospitality;
- Other.

## By Membership Category



# MEMBERSHIP BENEFITS

- 
- **CREDIBILITY** – *Being part of an organization that acts as the voice of international & progressive businesses in the country*
  - **CONNECTIVITY** – *Gaining a new perspective through the eyes of the network of ACE, an umbrella organization representing the interests of more than 17,000 American and European companies in 44 countries*
  - **ADVOCACY** – *Raising your voice with the ones of the business sector and coming out as one powerful yet united voice*
  - **NETWORKING** – *Having constructive dialog with the business sector, leading foreign and local companies, American diplomats, government officials and international organizations*
  - **BUSINESS ACUMEN** – *Exchanging business information, news, experiences and inspirational business stories with the rest of the membership and moving forward together*
  - **IN THE SPOTLIGHT** – *Shining a light on your best practices serving as remarkable examples and encouraging a positive movement in the business environment*