



7TH MHRA INTERNATIONAL HR CONFERENCE

HR EXPERIENCE AND INNOVATION

WWW.MHRA.MK

30TH OCTOBER, 2015
M6 EDUCATIONAL CENTRE, SKOPJE

Greeting message & Event Introduction

Dear associates,

It is our great pleasure to invite you to the **7th International HR Conference and HR Expo**, which will take place on 30th of October at M6 Educational Centre in Skopje.

This year, the Conference is titled as **“HR Experience & Innovation”** due to the fact that business leaders consider the ability to innovate as one of the key challenges for achieving competitive advantage, and as one of the main factors for the overall long-term success of the organization. Taking into consideration the findings of the many studies on this topic testify that the foundation and the progress of any successful company through innovation is mostly as a result of a proper strategy that addresses the people and human capital. Thereby the HR professionals play a critical role in finding talents, and motivating them to engage in their work and devote to the organization by rewarding them and incentivizing them to express their talent supported by an innovative corporate culture.

At this event you will have the opportunity to find out about the international HR experience innovative practices applied by prominent HR professionals in their companies from the region and beyond from Slovenia, Bulgaria, Croatia, Greece, Netherlands... Exclusively, on this occasion, the HR Manager of the Year in RM, as well as the Best HR Essay for 2015 will be announced!

So far, we have been trying to organize and create productive, memorable and enjoyable events with sole purpose to make contribution to initiating positive changes and developments at companies and people by sharing experiences.

We hope you will be able to join us at this exciting event!

Sincerely,

Hristina Lozanoska
President
Macedonian Human Resources Association



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Key Takeaways

- ✓ Innovation and HR
 - ✓ Diversity Management
- ✓ Leadership with Coaching
 - ✓ Performance Management
- ✓ Transformation Process in Organization
 - ✓ Boosting Creativity
- ✓ Supporting Innovation
 - ✓ Innovative Organizational Culture
- ✓ Best Practices & HR Experiences

HR Expo 2015

During the conference MHRA traditionally is organizing an **HR EXPO** where the consulting companies, training centers, universities, head-hunting and recruitment companies and agencies for temporary employments, publishing companies etc., will have opportunities to present their services for the business sector representatives and the HR professionals.

About MHRA

The Macedonian Human Resources Association (MHRA) is a professional, non-governmental, non-political and not for profit civil association established on April 22nd, 2009. The purpose of the establishment was towards taking action and enhancing the workforce development, promotion of the importance of the human resources functions and the profession of human resources management as well.

Mission

MHRA supports and contributes to the development of the HRM profession and promotes its status in the country and abroad.

Vision

MHRA's vision is development of HR profession and implementation of the highest professional standards as well as development of human capital in the Republic of Macedonia.

Activities

MHRA is the only organization of this type which represents professionals from the area of the human resources management and undertakes activities for development and improvement of the standards in the profession of Human resources management.

MHRA has organized and supported several events, which were covered by all print and online media, and were attended by many participants from the country and abroad as well. The topics and the speakers are always selected with great care, in such a way to attract and to keep the attention of the participants, but at the same time to raise the awareness among the individuals and the corporations for the importance of the human resources management.



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Conference's Speakers



Vesna VODOPIVEC

Director of Human Resources and Organisation Development in NLB

She has been the director of HR since January 2011 and in March 2014 she also took over organisation development in NLB. Her main responsibility is to

devise and implement the strategy of HR development and organisation, manage changes in the area of know-how and processes, as well as talents and careers, and ensure compliance of employment processes with labour regulations across the NLB Group. Before that she worked for six years at Scania Slovenia, where she was in charge of HR, PR activities and promotion of sales. In 2014 she was awarded by the Slovenian Association for Quality and Excellence for exemplary implementation of structural changes in NLB on the basis of good practices and open communication about it. In April 2015 Planet GV and Slovenian HR Association awarded her a prestigious "HR Manager of 2015" award. At the end of 2014 she received a full Family-Friendly Company certificate. She also won the first prize at HRM Project 2014 for the project "Remuneration System Change". Last year NLB ranked among the top 10 Slovenian organisations investing in training and learning of employees.



Mihaela SMADILO

Global Business Leadership Partner, IBM

An experienced leader, focused on two disciplines: HR and organizational changes. Started as a sales consultant, project manager, business change management consultant, and

last 6 years working as the leader in HR. With more than 17 years of experience with responsibilities in Croatia, Central and Eastern Europe, but also globally around the world, today with the help of regional and global IBM team lead complex business transformation projects. She knows what it means to be an effective leader with 5 people on the team, as well as when affecting an organization of 400,000 employees. At its core, Mihaela is 'builder', likes to develop the organization, people and culture. She believes that the people and culture are of critical value to any organization, and is dedicated to development of people and organizational culture to their maximum potential. Despite various positions she held in her career, one thing remains the same: her focus on people.

Dr. Leslie T. SZAMOSI

Executive MBA Academic Director, University of Sheffield, City College

Dr. Szamosi is a Senior Lecturer and the Academic Director of the Executive MBA program at the International Faculty of the University of Sheffield, City College and a Founder and Co-Director of the Laboratory for Strategic People Management. He is a member of the International Faculty of the Association

of MBAs (AMBA) and is regular evaluator and assessor of European Union funded projects. He has worked both in the private and public sectors in Canada. Following five years as the Marketing Manager for an international bio-technology and opto-electronics company in Ottawa (Canada), Dr. Szamosi worked as a private consultant for diverse organisations such as the European Union (KOMVER II Project), Digital Electronics (now part of Compaq Computers), Human Resources Development Canada, Industry Canada, KPMG Management, the Canadian Imperial Bank of Commerce (C.I.B.C.), and British Columbia Telecom (now TELUS). He has a highly sought after presenter and has undertaken seminars and workshops for a variety of organizations and institutions such as: ICAP, Heineken, Deutsche Telecom, MTEL, the International Finance Corporation, POSTA Telekom Kosovo, the World Bank, and the Romanian Bankers' Association.



Joke LAND, MSc.

Psychologist and an internationally certified Master HNM® NLP trainer, Bureau Land & Partners

She is certified as an NLP HNM® Master Trainer by NLP University in California and also by the ABNLP. In 1993 she founded The International Institute of Applied Psychology in the Netherlands. As an occupational and organisational psychologist, she has taught and inspired people in the corporate and public sector and has coached individuals for over twenty years. As a Coach, she coaches and develops organisations in implementing organisational changes.

Her key areas of interest are change processes, personal efficiency and personal development routes. Mrs Land's training style can be defined as holistic, grounded, being a people-oriented person whose programs are collaborative, practical and fun while providing you with resources and support throughout the training. Reaching the cognitive mental level, the spirit level, the somatic level and the Soul level all inter- connected in a practical sense, so you will be able to apply everything you learned. She was a lecturer at various Universities in The Netherlands for over 12 years. The Programmes of The Institute are being done everywhere in the world, for example: Hong Kong, Macedonia, The Netherlands, Ireland etc.



Korneliya VENEVA

Human Resources Manager and Business Partner for South-East Europe in SAP

Korneliya Veneva has more than 14 years experience in the field of Human Capital Management. She is responsible for the execution of SAP HR strategy in the South-East region. Korneliya has a profound expertise in the areas of employee engagement, employer branding, talent and leadership development, organizational design and team development. Korneliya is also a professional coach and trainer, where she collaborated with leaders from various countries supporting them in the area of change management, coaching approach in management, personal and team development. Together with the Bulgarian HR team, Korneliya won the award "HR Team 2013" by the Bulgarian Association for People Management, and next year Korneliya Veneva won the "HR Manager of the Year 2014". SAP in Bulgaria has become the Best Employer a number of times, the last one being in 2014. Korneliya holds a Master's degree in "International Business" from University for National and World Economy in Sofia.



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Conference's Agenda

09:00 - 09:30	Registration			
09:30 - 09:45	Opening	Hristina LOZANOSKA	President	Macedonian HR Association
09:45 - 10:00	Speech	Spiro RISTOVSKI	Deputy Minister	Ministry of Education and Science
10:00 - 10:10	Speech	Izy BEHAR	President	European Association for People Management- EAPM
10:10-10:45	Presentation 1	Vesna VODOPIVEC	Director of Human Resources and Organisation Development	NLB (Slovenia) "Performance management as a key project in transformation process of the bank"
10:45- 11:20	Presentation 2	Mihaela SMADILO	Global Business Leadership Partner & HR manager of 2014 in Croatia	IBM (Croatia) "Innovation and HR - Unlock the People Equation"
11:20- 12:00	Coffee, Networking & HR Expo			
12:00 - 12:35	Presentation 3	Dr. Leslie SZAMOSI	HR practitioner and professor	The University of Sheffield International Faculty, City College (Greece) Managers Academy, Skopje "Diversity Management"
12:35 - 13:10	Presentation 4	Dr. Joke LAND	Psychologist, Systemic Specialist, NLP Master Trainer	Bureau Land & Partners (Netherlands) "Leadership with Coaching"
13:10- 14:10	Cocktail & Networking			
14:10- 14:45	Presentation 5	Korneliya VENEVA	Human Resources Manager and Business Partner for South-East Europe & HR manager of 2014 in Bulgaria	SAP (Bulgaria) "How we run diversity @ SAP"
14:45-15:00	Announcement	MHRA Award: HR Manager of the Year 2015!		
15:00-15:20	Announcement & Presentation	MHRA Award: Best HR Essay 2015!		
15:20- 15:30	Break			
15:30- 16:00	Panel discussion on Diversity Management	(attendants by invitation)		



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Registration & Fee

Please complete the registration form and send it back to

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More information on: **+389 78 389 277** or visit us at: www.mhra.mk

For participation at the Conference:

- **100.00** EUR (**6200.00** MKD)
- **95.00** EUR (**5 890.00** MKD) 2 or more participants from the same organization
- **80.00** EUR (**4 960.00** MKD) MHRA members

For participation at HR EXPO for Companies

- Package 1: price: **300.00** EUR (**18 600.00** MKD)

Sponsorship opportunities

Having in mind the high visibility of this international event (in the past years more than 750 participants attended the conferences, with guests and speakers from over 15 different countries from Europe, USA and Asia), **it will be our great pleasure if you would take part of this year's Conference as one of our exclusive sponsors**, and to enjoy the benefits of different options for marketing exposure. You can chose one of the already prepared sponsorship packages but also we are available to respond on all your questions in order to create a custom made sponsorship package adjusted to your needs, based on your suggestions.

If you are interested please contact us at contact@mhra.mk.

Companies & Organizations attending our events

- AAG Communications
- Agency for employment of Macedonia
- Alkaloid AD
- Alpha Banka
- Asseko
- Bureau of Court Expertise
- Central Register of Republic of Macedonia
- Clear View
- Door Training Macedonia Triagolnik
- Ernst & Young, Eos Matrix
- ESC, Embra Corporation
- EVN Macedonia
- Faculty of Economics – Ljubljana
- Faculty of Economics – Skopje, University Ss. Cyril & Methodius
- Feni
- Health Insurance Fund of Macedonia
- Imperial Tobacco
- Johnson Controls (Visteon Corporation)
- Johnson Matthey
- JSP
- Kapital Banka
- Karaorman AD
- Komercijalna Banka AD,
- Lactalis CC
- M6 Educational Centre
- Macedonia Insurance (QBE)
- Makedonski Telecom
- Makstil AD
- Managers Academy
- MCIC
- Ministry of Finance
- Ministry of Internal affairs
- Ministry of Foreign affairs
- NBRM
- Nextsense
- NLB Tutunkabanka
- Ohridska Banka
- ONE
- P World
- Pivara AD
- Public Procurement Bureau
- REHAU
- Reptil markets
- Sava Osiguruvanje
- SEAVUS educational center
- Semos
- Semos education
- SkopskiLeguri
- Sokotab
- Sparkasse Banka
- Standardization Institute of the Republic of Macedonia
- Stopanska Banka,
- TriglavOsiguruvanje AD
- TTK banka
- University American College Skopje
- University for Tourism and Management in Skopje
- Van Hool
- Varus LLC
- Wabtec MZT
- Winner Insurance
- Winner Life



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Event Venue

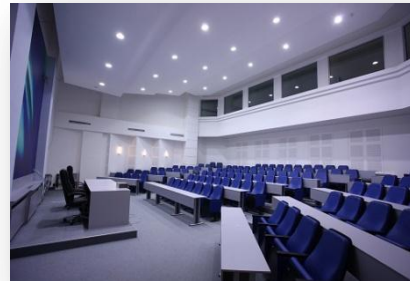


M6 Educational Centre - A hub for knowledge and professional networking

As a pioneer in the field of Lifelong learning in Macedonia, the M6 Educational Centre Skopje has continuously provided business education for more than eight years, and has become a source of relevant and applicable knowledge to organizations in the region. In addition to their core educational activity, The M6 Educational Centre's state-of-the-art premises with an area of 1.000 square meters (two amphitheatres with a capacity of 150 seats each, four classrooms with a capacity of 15 to 50 seats, and a cocktail hall that can accommodate 250 people) have served to



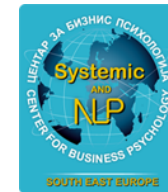
meet the event needs of various organizations. M6 Educational Centre's top-notch staff, facilities, and AV



equipment have ensured the successful organization of all kinds of seminars, training courses, lectures, conferences, workshops and other forms of formal and non-formal education over the past 8 years.

Address:
M6 Educational Centre
810 Street 1000 Skopje
Republic of Macedonia
www.m6.edu.mk

Sponsors & Supporters of the event



HR EXPO 2015 Participants



Accommodation

We are recommending hotel "Russia" for accommodating and enjoying your stay in Skopje!



Hotel RUSSIA is a 4 Star designer hotel, is very easily reached from the A4 national road and is located on 15km from the airport Alexander the Great, 2km from the main bus and rail station and just 3km from main City Square.

Hotel Russia is by the river Vardar, with 10km long trail for running, biking or walking, and on a short walk from the shopping centres.

The hotel features 61, air-conditioned spacious rooms and suites, have an elegant décor with modern furnishings and River view. They are all soundproofed, equipped with extra long beds (220cm), with a flat-screen TV with more than 60 international channels, mini bar, free Wi-Fi and private bathroom with bathrobe and toiletries. The hotel has free parking.

Hotel Russia is only 2, 6 km away from the event venue, M6 Educational Centre, that's why we chose to recommend this hotel.

The very practical location of the hotel also allows the guests to easily access the rest of the city.

See more at: <http://www.hotelrussia.mk>

Important note: For booking your stay at hotel Russia, please contact us at: contact@mhra.mk!

DO NOT MISS THIS OPPORTUNITY!

Book your sit and be part of the event where prominent HR managers are going to share and impart their knowledge and experiences in Macedonia, to escalate your businesses and help you be even more successful.

For any questions please do not hesitate to contact us at:



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