

8th MHRA International Conference & HR EXPO 2016:

## **Employee Engagement & Future Competencies for Economic Well-being!**

October 13-14, Skopje Marriott Hotel

*"An organization does not succeed because it is big or long established; it succeeds because there are people in it who love it, sleep it, dream it, and build future plans for it." (Unknown)*



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# 8th **MHRA** International HR Conference Employee Engagement & Future Competencies for Economic Well-being!

## Greeting message & Event Introduction

Dear friends,

Each and every day we face with changes around us. Small organizations grow into big corporations, breakthroughs and innovations happen, new methods and ways of efficient working are found and yet all of these changes are made by people who believe, devote themselves and are passionate for their work.

We are more than aware that the organizations need the right people, with the right competencies at the right time in order to succeed to develop and achieve their mission. The engagement of the people is also in close correlation, that helps accelerate productivity, innovation, customer service, quality, and many other desired business results and fuel financial growth. Overall, what company matters the most is that the right people drive the organizational performance and in a long-run they create and develop the well-being of the economy.

The challenge is how to find these people? How to retain them? How to keep them engaged? How to nurture their talents? How to develop and set the right competencies program in the organization?...This is exactly our goal for the event, to discuss and answer these and many more questions on these topics, through interactive sessions with prominent HR executives, business people and academia representatives as guest speakers, while sharing real, practical

experiences from companies operating in different industries, in the region and beyond from Slovenia, England, Kosovo, Croatia, Greece, the Netherlands...

We cordially invite you to come and be part of the 8th MHRA International HR Conference and HR Expo "Employee Engagement & Future Competencies for Economic Well-being!", that will take place on 13-14 October in the newly opened Marriott Hotel at the Skopje square, and to find out about HR practices and advices that can be implemented in your organizations as well.

We are looking forward welcoming you!



**Hristina Lozanoska**  
President of the  
Macedonian Human Resources Association



## Key Takeaways

- Employee engagement
  - Employee motivation
- Recruitment and retention
  - Boosting organizational performance
- Achieving economic well-being
  - HRM Challenges and Solutions
- Leadership skills
  - Future competencies
- Building high performing teams
  - Factors for engagement
- Building great leaders
  - Emotional intelligence
- Trainings and study programs for soft skills
  - **Best Practices & HR Experiences**

## Why you should attend?

TAKE PART of the EVENT where you can:

- ➔ HEAR and LEARN about international management BEST PRACTICES
- ➔ Become INSPIRED
- ➔ MOTIVATE yourself
- ➔ Get INSIGHTS of real-life EXPERIENCES of well-known companies
- ➔ NETWORK with leaders, managers, consultants, HR professionals, academics...
- ➔ ENHANCE your knowledge
- ➔ MEET your potential client, partner, or coworker...

*Quick reminder:*

- ✓ **7 International conferences**
- ✓ **1000 + satisfied participants**
- ✓ **International speakers from 20+ countries**
- ✓ **65+ different topics and HR best practices**



**Be part of our next HR Conference!**  
**13-14 October 2016**  
**Register and Save your seat!**



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## About MHRA



**The Macedonian Human Resources Association (MHRA)** established in 2009, is a professional, non-governmental, non-political and non-profit civil association. The purpose of the establishment was for taking action and enhancing the workforce development, promotion of the importance of human resources functions, and the profession of human resources management as well.

### *Mission*

MHRA supports, promotes and develops the human resource management profession.

### *Vision*

MHRA's vision is development of people and organizations

### *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 Speakers



**Steve COCKRAM**  
Leadership  
Speaker  
**GiANT**  
**Worldwide**  
(England)

Steve Cockram is an international speaker, author, and consultant to top-level executives and leaders around the world. He is a subject matter expert on personality and wiring, organizational leadership, emotional intelligence, and interpersonal communication. Steve is the co-founder of GiANT Worldwide, a global leadership consultancy. He is also co-author of the books *5 Gears* and *5 Voices* published by [Wiley](#).



**Brane GRUBAN, ABC**  
*Founder & Consultant*  
**Dialogos, Strategic Communications** (Slovenia)

Over 40 years of business experience out of which over 20 years in public relations, strategic communications and strategic management consultancy. His assignments include a wide variety of fields: public relations, communications strategy, management of change, issues and crisis communications management, executive development and education, employee relations, human resources management, coaching, etc. Brane Gruban is a founding member of Public Relations Society of Slovenia (PRSS) and past president for six years. He also established the Slovenian Chapter of IABC, International Association of Business Communicators with headquarters in San Francisco: he is also a past director-at-large of the IABC! He is holding the ABC accreditation (Accredited Business Communicator). Many of the projects from his portfolio of works have been recognized by numerous international rewards (such as IABC Gold Quill Award on three occasions). Gruban published over nine hundred articles, book chapters, books and research reports both in Slovenia and internationally. There are over 1.700 domestic and international seminars and workshops he delivered with more than 20.000 participants!

\* **ABC (Accredited Business Communicator)**, Los Angeles, 1997



**Gwyneth LETHERBARROW** MBA  
*Creator of The Dream Team Formula™* |  
*Author | Speaker | Professional*  
*Development Coach*  
**Feelgood Coaching and Consulting e.u.**  
(Austria)

Gwyneth's speciality is to help managers of multi-cultural teams to work smarter, not harder, using emotional intelligence, so that they build their very own Dream Team. She was born and grew up in England, but left home at the tender age of 16 with a desire to travel the world, quickly learning the importance of working in harmony with others, regardless of their background. Gwyneth's extensive experience spanning more than 25 years of working in multi-national environments allows her to help managers and business owners to match the right personalities and cultures to the right tasks and duties. With her home base now in Austria, Gwyneth works with her clients to provide the right type of support to their staff, resulting in greater engagement and productivity. Her philosophy is that work should be fun - there's no point in spending eight hours or more each day being miserable!



**Chris LIASIDIS**  
*Academic Director*  
**University of Sheffield International**  
**Faculty, City College** (Greece)

Chris Liasidis is the Academic Director of Postgraduate Studies and Senior Lecturer in Marketing Management and Operations Management in the Department of Business Administration and Economics at the International Faculty of the University of Sheffield, CITY College. He has experience as a senior auditor for ROBSON RHODES - Chartered Accountants and as a consultant engineer for THE BEINHAM MEIKLE PARTNERSHIP in the UK. Additionally, his experience accounts for numerous activities in the Property Development sector, projects funded by the European Union, Marketing consultancy for STEROPAL S.A. and also Chris Liasidis possesses over 20 years of academic experience in business studies



**Dr. Matej CHERNE**  
*Professor*  
**Faculty of Economics, University of Ljubljana** (Slovenia)

Matej Cherne is a full time professor at the [Faculty of Economics](#), University in Ljubljana, teaching courses such as Knowledge and Learning Management and Human Resource Management. He has also been teaching in the field of management and organization at the [FELU](#): Fundamentals of Management, Human Resource Management, Manufacturing and Service Process Management, and Advanced Management. Matej Cherne has been a researcher at [The Centre of Excellence for Biosensors, Instrumentation, and Process control COBIK](#) from March 2010 onward. Within COBIK and its [Centre for Innovation Research CERINNO](#), he conducts research in the field of Innovation - co-creating disruptive solutions and opportunities for hi-tech entrepreneurship. In the spring of 2014, he became Head of the Open Innovation Systems Lab and Team Manager of the [PACINNO project](#) (Platform for trans-Academic Cooperation in Innovation), focused on investigating and promoting entrepreneurship and innovation in the Adriatic region. His articles were accepted for publication in SSCI-ranked journals such as European Journal of International Management, Journal of Management and Organization, Leadership, Journal of International Management, and The Academy of Management Journal, and frequently he acted as a reviewer in journals such as The Leadership Quarterly, European Management Review, and HRM: The Journal. As a speaker, he has presented his work on numerous international scientific conferences.



**Anna MAMALAKI**

*Group Human Resources- Employee Engagement Senior manager, Titan Cement Company Global Operations (Greece)*

Enthusiastic global multicultural HR professional with 18+ years of deep knowledge in developing Human Capital tools, with postgraduate studies in the field of Human Resource Management in UK and expertise accumulated while working in many different industries (heavy industry, financial services, retail and FMCG sector) in worldwide operations. Her main areas of competence are in employee engagement practices, talent management, leadership development & coaching (accredited coach). Therefore, her know-how is focused on helping create a productive and engaging work culture.



**Aco MOMCILIVIC**

*Chief Human Resources Officer, Rimac Automobili (Croatia)*

Currently he is on the position of CHRO in Rimac Automobili. Additionally he is lecturing on different business schools on the topics of HR and Corporate Culture. First position in Human Resources was in Ledo and after that he spent 4 years working in L’Oreal Adria. Next two years he was HR Manager in Billa and after that position he worked as HR consultant on different projects (from headhunting to rightsizing and organizational change) in different industries. After finishing Psychology on FFZG he went on Executive MBA on Cotrugli Business School. Further education is NLP Leadership Academy, and EU Funds Project Manager. In his free time, he is President of MBA Croatia, association which is gathering all MBA alumni in Croatia, and president of business-humanitarian organization POZA.



**Zana BOSHI KAZAZI**

*Chief HR Officer KEP Trust (Kosovo)*

Zana finished Faculty of Economy in University of Prishtina and MBA studies in Faculty of Economics in University of Ljubljana (Campus Skopje). Her professional experience consists of more than 15 years’ experience in banking sector, from which 7 years in HR field. As a Human Resource manager in Procredit Bank she managed more than 1100 employees and she was involved in developing different training programs within the ProCredit banks network. In 2012 Zana join KEP Trust (Micro Finance Institution) as Head of HR and beginning of 2014 she was appointed as a member of the KEP’s Management Board.



**Lucas van WEES**

*Vice president, EAPM & VP Human Resources Commercial & Global, KLM (the Netherlands)*

Drs L.L.G.M. (Lucas) van Wees MBA MBT holds an B.Sc in Tourism & Leisure (Breda) and Masters in Social Sciences (Tilburg), Telecommunications (Delft) and Business (IMD, Lausanne). He worked for Philips, Shell and KPN in HR, management and commercial jobs. Since 2001 he is the Vice President HR Commercial and Global for KLM which merged mid 2004 with Air France. Van Wees was co-author or editor for four books and published various (international) articles a.o. for Personnel Journal, the International Journal of Career Management and the Journal of Management Development. His contribution to a European book, describing HR practices in 13 European countries, was published by Routledge, Taylor & Francis (ISBN 978-0-415-44761-4). Amongst others, he is a member of the Board of the Dutch Association of Personnel Management (NVP) and Vice President and Member of the Board of the European Association for People Management (EAPM) which is the 'umbrella' for over 30 national HR associations in Europe.



**Dr. Jaka VADNJAL**

*President of the Managerial Board Hranilnica LON d.d. & Part-time Professor, University American College Skopje (Slovenia)*

Jaka Vadnjak present position is president of the managerial Board at Hranilnica LON d.d.. (LON Savings bank). Before that he was dean at GEA College of Entrepreneurship, where he has been teaching for the last 15 years (courses mostly related to entrepreneurship and small business management) and managed and participated in several research, development and demonstration projects (FP, Tempus, Phare, Interreg, Leondardo etc.). He was visiting professor at several foreign universities. He also teaches part time at Faculty of Economics of University of Ljubljana and at two universities outside Slovenia: Macedonia and Switzerland. Before joining GEA College for full time, he had been deputy director of the government’s agency for promotion of entrepreneurship where he gained extensive experience in programming and managing cohesion funds (ERDF). He has extensive business experience. For ten years he was managing director of the second generation family firm established by his father. He quit because of several other professional challenges. Later he consulted more than 20 family businesses, mostly helping them with transition issues. He published more than hundred articles in popular press covering various topics in the fields of family business, entrepreneurship, venture capital and SME support policy. He presented more than 30 papers at most prominent research conferences like Babson, Kaufmann, ISBE, ISPIM, Rent etc. worldwide. He published 27 papers in scientific journals and five chapters in scientific books. He is also co-author of four text-books on entrepreneurship also published outside Slovenia. He graduated from mechanical engineering, mastered from entrepreneurship and holds Ph.D., all from University of Ljubljana, Slovenia. While studying at master level, he spent one semester at Stirling University, UK.



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## Conference Agenda

DAY 1 - 13 October 2016

09:00 - 09:30	Registration		
09:30 - 09:35	Opening	<b>Hristina LOZANOSKA</b>	<b>Macedonian HR Association,</b> President
09:35 - 09:45	Speech	<b>Maja KADIEVSKA – VOJNOVIKJ</b>	<b>National Bank of the Republic of Macedonia,</b> Vice Governor
09:45 - 10:15	Presentation 1	<b>Lucas Van WEES</b>	<b>European Association for People Management- EAPM,</b> Vice President
10:15 – 11:00	Presentation 2	<b>Aco MOMCILOVIC</b>	<b>RIMAC Automobili,</b> Chief Human Resources Officer (Croatia)
11:00 - 11:30	<b>Coffee, Networking &amp; HR Expo time</b>	<b>All participants</b>	
11:30 - 12:00	<b>Panel discussion</b> Moderator: Ana Trpeska	<b>Gjorgje Vojnovic</b>	Former national team player in basketball and Captain of the national basketball team of RM, Sports director of the MZT basketball club and General manager of several well-known companies in Macedonia
		<b>Natasha Meshkovska</b>	National Champion and Record Holder in swimming, Professor at Faculty of Physical Education and Sport
		<b>Gjorgji Cuckovski</b>	Opera singer & Ohrid Summer Festival music program selector
12:00-12:45	Presentation 3	<b>Brane GRUBAN</b>	<b>Dialogos, Strategic Communications, ABC,</b> Founder & Consultant (Slovenia)
12:45-13:30	Presentation 4	<b>Dr. Matej CHERNE</b>	<b>Faculty of Economics, University of Ljubljana,</b> Professor (Slovenia)
13:30-14:30	<b>Cocktail &amp; Networking &amp; HR Expo time</b>	<b>All participants</b>	
14:30-15:15	Presentation 5	<b>Chris LIASIDIS</b>	<b>The University of Sheffield International Faculty, City College,</b> Academic Director (Greece)
15:15-16:00	Presentation 6	<b>Gwyneth LETHERBARROW</b>	<b>Feelgood Coaching and Consulting,</b> Author   Speaker   Professional Development Coach (Austria)
16:00	<b>End of Day 1</b>		



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**DAY 2 – 14 October 2016**

<b>09:00-09:30</b>	<b>Registration</b>		
<b>09:30-09:35</b>	<b>Recap of the previous day</b>	<b>MHRA representative</b>	
<b>09:35-09:45</b>	<b>Speech</b>	<b>Filippo ABRAMO</b>	<b>World Federation for People Management Associations</b> Board member (Italy)
<b>09:45-10:30</b>	<b>Presentation 1</b>	<b>Lucas Van WEES</b>	<b>KLM,</b> VP Human Resources Commercial & Global (Netherlands)
<b>10:30-11:15</b>	<b>Presentation 2</b>	<b>Anna MAMALAKI</b>	<b>Titan Cement Company</b> Group Human Resources- Employee Engagement Senior manager (Greece)
<b>11:15-12:00</b>	<b>Coffee, Networking &amp; HR Expo time</b>	<b>All participants</b>	
<b>12:00-12:45</b>	<b>Presentation 3</b>	<b>Dr. Jaka VADNJAL</b>	<b>Hranilnica LON d.d.</b> President of the Managerial Board (Slovenia) & <b>University American College Skopje,</b> Part-time Professor
<b>12:45-13:30</b>	<b>Presentation 4</b>	<b>Zana BOKSHI KAZAZI</b>	<b>KEP Trust</b> Chief HR Officer (Kosovo)
<b>13:30-14:30</b>	<b>Cocktail &amp; Networking &amp; HR Expo time</b>	<b>All participants</b>	
<b>14:30-15:15</b>	<b>Presentation 5</b>	<b>Steve COCKRAM</b>	<b>GIANT Worldwide,</b> Leadership Speaker (England)
<b>15:15-15:45</b>	<b>Presentation 6</b>	<b>Darko PETROVSKI</b>	<b>Macedonian HR Association,</b> Secretary General
<b>15:45-16:00</b>	<b>End of the Event</b>		

**Note: The Q&A session of each presentation is part of the allocated time duration!**

**\*\*The organizer reserves the right to make changes in the program!**



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## Registration & Fee

In order to register for attendance at the 8th International HR Conference please fill out the registration form and send it to the MHRA contact email: [contact@mhra.mk](mailto:contact@mhra.mk).

More information on: [+389 78 389 277](tel:+38978389277) or visit us at: [www.mhra.mk](http://www.mhra.mk) or at the event website: <http://mhraconference2016.must-attend.net>

Afterwards you will receive an invoice for payment of the Conference fee.

**For participation at the Conference:**

=>**Register at EARLY BIRD fee of:**

- 8 640 MKD (140 EUR) - **until 10 September 2016**
- 9 600 MKD (155 EUR) - regular fee, after 10 September

**MHRA members:**

- 7380 MKD (120 EUR) **until 10 September 2016**
- 8200 MKD (133 EUR) regular fee after 10 September

Additional discount available for more participants from the same organization.

[Download the registration form](#)

## Sponsorship opportunities

Increase your brand recognition and awareness of your company among industry executives and HR professionals, network with prospective clients and explore new business opportunities by **becoming a sponsorship partner** to MHRA.

Having in mind the high visibility of this international event (in the past years more than 1000 participants attended the conferences, with guests and speakers from over 20 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 choose 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](mailto:contact@mhra.mk).

## HR Expo 2016

During the conference MHRA traditionally is organizing **HR EXPO** where the consulting companies, ICT companies, training centers, universities, head-hunting, recruitment companies and agencies for temporary employments, publishing companies etc, will have the chance to present and show their services, products, programs and technologies that can support the HR functions and HR department in the organizations aimed for business sector representatives and HR professionals.

Follow us on:



## Some of the Companies & Organizations attending our events

-  6PM NearshoreDooel
-  AAG Communications
-  Agency for employment of Macedonia
-  Alkaloid AD Skopje
-  Alpha Banka
-  Antoris
-  Asseco SEE
-  Bureau of Court Expertise
-  CEED
-  Cementarnica Usje AD
-  Central Register of Republic of Macedonia
-  Civil Engineering Institute Macedonia
-  Clear View
-  Dauti Komerc
-  Door Training Macedonia
-  Draexlmaier
-  ECP Company Dooel
-  Eos Matrix
-  Ernst & Young
-  ESC
-  ESC, Embra Corporation
-  Eurolink
-  EVN Macedonia
-  Faculty of Economics – Ljubljana
-  Faculty of Economics – Skopje, University Ss. Cyril & Methodius
-  Feni Industry
-  FENIX Farma Dooel
-  Fund For Innovation and Technology Development
-  Globalwork
-  Health Insurance Fund of Macedonia
-  Imperial Tobacco
-  Institute for sociological, political and juridical research -ISSPI
-  Johnson Controls (Visteon Corporation)
-  Johnson Matthey
-  JSP
-  Kapital Banka
-  Karaorman AD
-  Komercijalna Banka AD
-  Kromberg& Schubert Macedonia
-  Lactalis CC
-  M6 Educational Centre
-  Macedonia Insurance (QBE)
-  Macedonian Academy of Sciences and Arts
-  Makedonski Telecom
-  Makstil AD
-  Managers Academy
-  MCIC
-  Mermeren Kombinat AD Prilep
-  Ministry of Economy
-  Ministry of Finance
-  Ministry of Foreign affairs
-  Ministry of Internal affairs
-  Motiva
-  National Video Lottery of Macedonia
-  NBRM
-  Nextsense
-  NLB Tutunka banka
-  NordeusDooel Skopje
-  Ohridska banka AD
-  Okitex
-  Okta AD
-  ONE
-  one.Vip Doo
-  Osiguruvanje MAKEDONIJA a.d. Skopje- Vienna Insurance Group
-  P World
-  Pivara AD
-  Public Procurement Bureau
-  PwC - PricewaterhouseCoopers d.o.o.e.l. Skopje
-  REHAU
-  Reptil markets
-  Sava Osiguruvanje
-  SEAVUS educational and development center
-  Securicom
-  Semos
-  Semos Education
-  SkopskiLeguri
-  Sokotab
-  SOS Children's Villages Macedonia
-  Sparkasse Banka
-  Standardization Institute of the Republic of Macedonia
-  Stedilnica Moznosti
-  Stopanska Banka
-  Triagolnik
-  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 & Accommodation

MHRA International Conference will be held in the newly opened elegant Skopje Marriott Hotel at the Skopje square!

★ **We recommend Skopje Marriott Hotel for accommodating and enjoying your stay in Skopje!**

### About Skopje Marriott Hotel...

The Skopje Marriott Hotel offers both elegance and convenience for business and leisure guests. At the Hotel you can spoil yourself in the comfort of our Executive Rooms and have an access to our elegant Executive Lounge. Our beautifully appointed guest rooms boast luxury bedding, flat-panel TVs, spacious work desk, high-speed internet and refreshing amenities. Be sure to stop by our hotel restaurant, Distrikt Bar & Kitchen, for a taste of best local produce combined with Eastern European and Mediterranean influences. Skopje Marriott Spa & Health Club is the perfect escape for busy travelers, with a range of refreshing treatments. Our exquisitely designed meeting spaces combine elegance and functionality to offer you the perfect venues for organizing flawless meetings and events. Our elegant Grand Ballroom with its spectacular chandelier was carefully designed with your event needs in mind. Whatever brings you to Macedonia, a stay at the Skopje Marriott Hotel is sure to make your visit extraordinary.



### LOCATION

Skopje Marriott Hotel is located in the heart of Macedonia's capital, near the Vardar River, and only 25 minutes away from Skopje Alexander the Great Airport.

### ACCOMMODATION

164 beautifully appointed guest rooms including 108 Deluxe rooms, 35 Executive rooms, 6 Junior Suites, 5 Executive Suites, 8 Premier Suites, 1 Vice-Presidential and 1 Presidential Suite.

All rooms are equipped with luxurious bedding with down comforters, cotton linens and pillows • Individual climate control • 48" Flat-panel TV • Pay per view movie channels • Spacious work desk • Ironing set • Complimentary tea and coffee facilities • Smoke-free Policy



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## GUEST SERVICES

Wireless high-speed Internet in public areas • 24-hour business center • Executive lounge • Guest laundry and dry-cleaning service • Safe-deposit boxes • ATM

## MEETING FACILITIES

8 function venues totaling over 800 sq. m. of flexible meeting space • Grand Ballroom with 565 sq.m. of meeting space for up to 600 people



## RECREATION FACILITIES

Indoor pool with endless swimming machine • Whirlpool • Numerous relaxation areas • Gym & fitness center • Spa with a wide choice of professional treatments • 4 types of Saunas

## RESTAURANTS & LOUNGES

Distrikt Bar & Kitchen, offers you out of ordinary dining experience with its open kitchen design, delicious menu and friendly service • Distrikt Bar, features extensive selection of local wines and handcrafted cocktails • Scotch Bar, a more private venue offering a selection of premium spirits

See more at Facebook page: *Skopje Marriott Hotel* or Webpage: [www.SkopjeMarriott.com](http://www.SkopjeMarriott.com)

**NOTE: For room reservation at Skopje Marriot Hotel with special discount rates during your conference stay, please contact us for assistance at [contact@mhra.mk](mailto:contact@mhra.mk)!**

*We are looking forward welcoming you in Skopje!*



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**DO NOT MISS THIS OPPORTUNITY!**

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

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