

The People above all



Macedonian Human Resources Association

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International HR Conferences

The Macedonian Human Resources Association regularly organizes annual international HR conferences. From its establishment, the Association has organized seven major conferences where eminent professionals from the HR field, from the business community as leaders of domestic and international companies shared their experiences to more than 1000 attendants.

The general topics covered so far are the following: **“In People We Trust”**, **“People Mean Success”**, **“We know what is next in HR”**, **“HR as a business partner”**, **“HR Significance and ROI in HR”**, **“HR Standards & Best Practices”** and the last one **“HR Experience and Innovation”**.

The conferences traditionally include an **HR Expo** as well, a place where the educational institutions, consulting companies, employment mediation agencies, ICT companies and training institutions from Macedonia and abroad showcase their services, products and programs in front of the participants.

7th International HR Conference 30th October 2015

- **“HR Experience & Innovation”**

A few words about the main topic...

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.

The event was attended by **130 participants**, and reached the maximum of the event capacity. It was followed by the media and got their attention.

Lecturers at the 7th International HR conference were:

Vesna VODOPIVEC (Slovenia)

Director of Human Resources and Organisation Development in **NLB**

Mihaela SMADILO (Croatia)

Global Business Leadership Partner, **IBM**

Dr. Leslie T. SZAMOSI (Greece)

Executive MBA Academic Director, **University of Sheffield, City College**

Joke LAND, MSc. (Netherlands)

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

Korneliya VENEVA (Bulgaria)

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



Awarding the Best HR manager of the Year 2015!



Awarding the Most Innovative HR manager of the Year 2015!



6th International HR Conference 3rd October 2014

- “**HR Standards & Best Practices**”

A few words about the main topic...

Considering that **standardization** represents an important process that determines criteria whose fulfillment guarantee the level of quality of a particular service or a product, and aiming to advance the profession of human resources management, we recognize the need of building awareness for setting standards, which will be the base that will complement with the experiences of the best international practices in this area.

The event was attended by **120 participants** and covered by many print and online media...

Lecturers at the 6th International HR conference were:

Izy BEHAR (France)

President of **European Association for People Management**

Giovanni SERAFINI (Greece)

Lecturer at **the University of Sheffield International Faculty, CITY College and Managers Academy**

Barbara LUCKMANN JAGODIC (Slovenia)

Assistant to Executive Director **Triglav Group**

Rainer JENSEN (Germany)

Former Director of Organization Development and Executive Education **Coca Cola Erfrischungsgetraenke AG**



In 2014 MHRA for the first time has awarded the HR manager of the Year

*Beside our sponsors and donors the event was also supported by the Ministry of Information Society and Administration and the EAPM.

5th International HR Conference 18th October 2013

- “**HR Significance and ROI in HR**”

A few words about the main topic...

It is often claimed that “Human Capital is company's most important asset...” But if human capital is an asset, why doesn't it appear on the balance sheet?

On this HR conference was presented how the concept of ROI (Return on Investment) is being applied to portray the value of HR function, HR strategy, HR programmes and HR projects, simultaneously offering credible information, essential for the top management and the business leaders. It was demonstrated the impact of HR on the financial results of the company, through the usage of quantitative indicators. The idea was to indicate the trend in human resources in order to provide measurement and empirical analysis of HR processes through understandable figures and indicators for the management that would showed the value and importance of HR to the business and companies, and why it is necessary to invest in human resources, in education, motivation, etc., and what the benefits are of such investment for the companies ...

The event was attended by **130 participants**.

Lecturers:

Filippo Abramo President of **European Association for People Management- EAPM**

Mag. Wolfgang Maier Head of HR Function, **EVN Group**

Dr. Leslie T. Szamosi Executive MBA Academic Director, **City College (International Faculty of the University of Sheffield)**

Jenny Arwas MBE Formerly Director, Group Functions HR **BT**

Prof. Nada Zupan PhD Professor at **Faculty of Economics, University of Ljubljana**



MHRA's representative won the 2nd place in Europe on HR Awards 2013

for the Best HR Essay!

4th International HR Conference 23rd November 2012

- 'HR as a Business partner'

The economic crisis has challenged the confidence between employers and employees, which is a big problem for the companies. Our top lecturers, practitioners in the area of HRM gave their perspective and opinion on the thesis that Human Resources are business partner of the companies in regards to dealing with the crisis opting for results with a successful outcome. Lecturers also discussed the need for optimal utilization of human capital as a constructive driving force of change. MHRA had the honor to welcome many participants,



well-known names in the world of HRM, outstanding speakers (from Macedonia and abroad), distinguished HR managers. The event received the support of the line Ministry, with presence

and opening speech from the Macedonian Minister of labor and social policy, Mr. Spiro Ristovski.

The year of 2012 is of great important for the MHRA, because this is the year when MHRA obtained full membership in EAPM. This moment was officially announced at the Conference with



the presence of Mr. Pieter Haen, president of WFPMA, and Mr. Filippo Abramo, President of EAPM, who congratulated on the membership,



giving a statuette to the President of MHRA, Ms. Hristina Lozoska. This statuette is a symbol of the future mutual cooperation. As a result of this great achievement, MHRA is

opening up to opportunities for international integration and active participation in projects for standardization and certification of the profession in the broader region.

Since 2012 MHRA is full-fledged member of European Association for People Management and World Federation of People Management Associations



Lectures of the 4th HR Conference:

- **Pieter Haen**, President, **World Federation of People Management Associations** (Netherland)
- **Filippo Abramo**, President, **European Association for People Management- EAPM** (Italy);
- **Magdalena Slavejkova**, HR Manager, **Cementarnica Usje AD- Titan Group**;
- **Olivera Gegovska**, HR Manager, **Seavus Group**;
- **Gorana Sandrich**, HR Manager, **Holcim** (*HR Manager of the Year in 2011, Croatia);

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