

## PRESS RELEASE

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### **iVote Co-founder Panel Speaker at the European Business Association Jubilee Economic Forum**

Prof. Ljupcho Antovski, the iVote co-founder and board member was a speaker on the panel session “Development of Macedonian brands and their competitiveness” at the European Business Association Economic Forum on the 13th of November at hotel Alexander Palace in Skopje. Among others, prominent Macedonian governmental representatives, including the Macedonian prime minister, minister of finance, vice prime minister for European integration, vice governor of Bank of Republic of Macedonia; managers of the largest EU companies that do business in Macedonia from the sectors of finance, banks, telecom, energy, automotive, metallurgy, textile, FMCG, confectionary, insurance and gaming; the chief of the EU delegation, and representatives from UNDP, EBRD, and IMF, attended the forum. iVote was the only software company invited to present on the forum.

Three panel discussions were organized on the economic forum: Macedonia's macroeconomic development; The experience of foreign investors in the country; and Macedonian brands development and their competitiveness.

“iVote foundation is based on our brands. The IT sector is a very competitive industry. With the positioning of our brands Demokra, Epistum and Cisum, we recognized sound business possibilities and materialized the approach of being first, innovative and always with lucrative proposals for our clients. Our brands are functionally sophisticated, but with our brand strategy approach we have achieved a perceptual sophistication of our brands in the eyes of our clients. That is a huge iVote asset.”- said prof. Ljupcho Antovski.

European Business Association is an independent, non-political and non-profit organization that implements activities primarily directed towards the common good of the entire business community in Macedonia and improve general conditions in the economy. EBA promotes European values, upgrades the advantages of the Macedonian economy and strengthen relations among Macedonia and the EU.

#### **About iVote:**

iVote is company specialized in election modernization technologies, e-commerce and e-learning systems. iVote Demokra is an end-to-end state of the art election management platform, providing high security and transparency. iVote Demokra technology has been trusted by more than 116 million voters processed around the world. It has contributed to the most timely, transparent and credible election results in the history as democracies in many countries worldwide.

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