SEEMF
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XX South East Europe Media Forum (SEEMF)

Closer to the Region, Stronger in Europe: The Role of Communication and Media in Strengthening Europe's Image, Resilience, and Security

17 November 2026 • Skopje, North Macedonia

SEEMF workshop18/19 November 2026

Milenium 2, Hotel Holiday Inn, Phillip II of Macedon 5, Skopje
Languages: English, Macedonian, Albanian

08:30–09:30 SEEMF Check-in (please, be in time for security reasons)

09:30-09:50 *Welcome coffee*

09:50-10:00 Seating of Participants

Morning moderator: Istvan Deak, journalist, Brașov

10:00–10:15 Opening and Welcome Remarks

- Oliver Vujović, Secretary General, South East Europe Media Organisation (SEEMO)
- Ivana Pejović, Deputy Secretary General, Central European Initiative (CEI), Trieste
- Michelle Roverelli, Director of Member Relations and Communications, European Broadcasting Union (EBU), Geneva
- Katerina Veljanovska Blazhevska, Vice-Rector for International Cooperation, MIT University Skopje
- Elena Mladenovska Jelenkovikj, Tikveš Winery, Skopje.
- Goran Mihajlovski, founder and editor in chief, SDK.mk, Skopje / SEEMO North Macedonia, Skopje

10:15-10:45 Welcome Speaker:
Gordana Siljanovska-Davkova, President of North Macedonia

Public interview with the President of North Macedonia

- Maria Toghina, editor, Serviciul de noapte, Radio România Actualități, Bucharest
- Francesco De Filippo, editor, ANSA news agency, Rome / Trieste
- Željko Ivanović,president of the board of directors, Daily Press / Vijesti, Podgorica
- Zrinka Vrabec-Mojzeš, editor, Nacional weekly, Zagreb
- Skender Krasniqi, owner, Kosova Press News Agency, Pristina

10:45-11:00 Opening and Welcome Remarks -Continuation

11:00–11:20 Keynote Presentation:

- Michelle Roverelli, Director of Member Relations and Communications, European Broadcasting Union (EBU), Geneva

11:20–11:30 Keynote Address:

- Jan Braathu, OSCE Representative on Freedom of the Media, Vienna

11:30–13:15 Media Situation in North Macedonia

11:30-11:45 Introduction

- Biljana Petkovska, Director, Macedonian Institute for Media (MIM), Skopje
- Mladen Chadikovski , President, Association of Journalists of Macedonia (AJM-ZNM), Skopje

Moderator: Zaneta Trajkoska, Scientific Advisor and Director of the Institute of Communication Studies (ICS), Skopje

11:45-13:00 Discussion

- Davor Pasoski, president of the programme council, Macedonian Radio Television (MRT), Skopje
- Slavica Arsova, news editor-in-chief, Sitel TV, Skopje
- Aleskandar Damovski, founder and editor-in-chief, portal MKD.mk, Skopje
- Nazim Rashidi, editor, podcast Rishtazi (Again), digital platform Koha, Skopje
- Natasa Stojanovska, editor in chief; Telma TV; Skopje

Q&A

Moderator: Zaneta Trajkoska, Scientific Advisor and Director of the Institute of Communication Studies (ICS), Skopje

13:00-13:15 Guest question and special address:

- Maja Sever, President European Federation of Journalists (EFJ), Zagreb/Brussels

Moderator: Zaneta Trajkoska, Scientific Advisor and Director of the Institute of Communication Studies (ICS), Skopje

13:15–14:15 *Lunch - Restaurant Iris (I floor) hotel Holiday Inn*
Important: Lunch entry only with a conference badge

<u>Afternoon moderator: Getoarbë Mulliqi, Executive Director, AGK, Pristina</u>

14:15–15:30 The Future of Public Service Media: Reinvent or Disappear?

- Gilles Marchand – Director of the Media Philanthropy Initiative, University of Geneva, Former Director General, SRG SSR, Geneva
- Belmin Karamehmedović, Acting Director General, BHRT, Sarajevo
- Natalija Gorščak, President of the Management Board, RTV Slovenija, Ljubljana
- Milen Mitev , Director General, Bulgarian National Radio (BNR), Sofia
- Sasha Scott, Head of Transformation Consultancy, EBU, Geneva

Guest question: Lutfi Dervishi, Media Expert, Tirana

Q&A

Moderator: Radka, Betcheva, EBU

15:30–15:45 Presentation Deutsche Welle GNS

- Daria Grudić, Deutsche Welle: - German News Service by DW & dpa, Bonn

15:45–17:15 Public Communication: Communicating the European Idea in the Digital Age and the Era of Artificial Intelligence

- Gábor Berczeli, director, Robert Schuman Institute, Budapest
- Goran Momirovski, adviser to the President of North Macedonia, Skopje
- Clemens Mantl, head of the press and information department, spokesperson, Federal Ministry for European and International Affairs (BMEIA), Vienna
- Maria Toghina, editor, Serviciul de noapte, Radio România Actualități, Bucharest

Guest question: Marija Slijepčević, Professor, University Vern, Zagreb

Q&A

Moderator: Vincenzo Le Voci, Secretary General, Club of Venice

17:15–17:30 *Coffee Break*

17:30–17:50 Award Ceremony: CEI–SEEMO Award
Presented by: Barbara Fabro, senior executive officer, Central European Initiative (CEI), Trieste

17:50–19:00 Fireside Chat: (2 × 35 Minutes)

17:50–18:25 The Role of Investigative Journalism in Protecting European Democracy with CEI–SEEMO Award Winners 2026

- Sofia Cherici, independent investigative journalist
- Vladimir Karaj, editor, Balkan Investigative Reporting Network (BIRN), Tirana
- Andrea Perišić, Center for Investigative Journalism of Montenegro (CIN-CG), Podgorica
- Ljubica Jocić, Deputy Editor-in-Chief of Južne vesti, Niš

Guest question: Csaba Lukács, senior journalist and managing director at the Magyar Hang and National Association of Hungarian Journalists (MÚOSZ), Budapest

Moderator:Bogdana Kancheva Lazarova, creator and executive producer, Sledite Ostavat, Bulgarian National Television (BNT), Sofia

18:25–19:00 Security in Times of War and the Role of the Media

- Katarina Spasovska, associate professor, Western Carolina University, Cullowhee, North Carolina
- Francesco De Filippo, editor, ANSA, write rand essay author, Trieste
- Katerina Veljanovska Blazhevska, professor, Faculty of Security Sciences/Studies, MIT University, Skopje

Guest question:Sašo Ordanoski, journalist, media expert, professor and researcher, Skopje

Moderator**:** Željko Ivanović, president of the board of directors, Daily Press / Vijesti, Podgorica

19:00 Closing Remarks

18/19 November SEEMF Workshop

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