

Kiril Lazarov

The Superbrands organization has for the past 22 years been paying tribute to the strongest and the best brands in 92 countries. The categorisation of the awards was changed in 2009. The Superbrands organizers believed that it was high time to not only award product brands and companies on the world market, but also to award public figures that truly deserve it.

In the process of choosing laureates, the emphasis is put on products and companies that operate at the national and the international level. When choosing actual persons, the organizations targets exclusively those persons who have become “super brands” through their personal achievements, and are, as such, of great importance in their homeland as well as on the international market.

Sport and music are two categories with the highest number of distinguished representatives, i.e. Macedonian’s super ambassadors to the world. In the final election for the year 2015/2016, with Superbrands status for the first time we are awarded the best Macedonian handball sportsman, unique one, Kiril Lazarov.



Handball in our country is more than an ordinary team sport. We have become known by our handball passion, by handball fans, by this passion to be the part of the elite and surely, by Kiril Lazarov. Our captain of the National Team, has been representing our handball for decades, his talent, enthusiasm and his sumptuous handball opus. Almost everywhere, the first association of the Macedonian handball is precisely Lazarov, his goals and his trophies.

History

Kiril Lazarov was born on May 10, 1980, in Sveti Nikole. His first handball beginnings are associated with his hometown club “Ovce Pole” and his unconcealed love towards this sport, which was transferred to him by his father. Lazarov showed his talent early as well as his enormous desire to impose himself among his peers. From 1991 to 1994 he was a member of the “Ovce Pole” club, and his first coaches were Lazarov and Janev. In autumn 1994, he made a transfer to another club, “Borec” where his talent was immediately noticed and on September 3, 1993 in the match against “Dinamo” - Bucharest, Lazarov made his debut in the match of the European Cups for “Borec”. After less than two seasons in Veles, the public met him as one of the greatest handball talents in our handball, and in that period, the best ambience for development of a young handball player was the handball club “Pelister”, from Bitola. In the summer of 1996, while he was still a student, Lazarov signed for “Pelister”, which was back then, one of the best clubs in the Macedonian handball. His first experience was on



the position of a right wing player; and gradually, under the guidance of his coach Jevremovic, he got the place of a right back and he gained his true physiognomy.

Lazarov emphasized on several occasions that with a coach like Jevremovic and with an experienced right back such as Dusan Novokmet, he learned a lot and he made a great advancement.

Along with his development in “Pelister”, Lazarov attained his leadership role in the Youth National Team of the Republic of Macedonia. In 1994 he led our young team selection to the European Championship in Israel, together with Markovski, Makalovski, Angelovski, Misovski. Three years later, Kire realized our hopes and won the 12th place at the Youth Championship in Turkey and it was time to make his debut in the senior team. It happened on September 23, 1998 on the match in Belgium. Although he was only 18 years old, Lazarov presented himself as the future of the Macedonian handball. Starting from the World Cup in Egypt in 1999 to this day, he is an inseparable part of the Macedonian handball history both in good and in bad times, in the front row, and for almost a decade and a half, in the role of a captain, he is making the nation happy.

In 2000, after “Pelister” has won all the domestic trophies and experienced international competitions, Lazarov had a transfer into “Badel 1862” - Zagreb and he claims that it was a correct move in his career. Gradually, he became the key person in one of the most powerful team clubs in Europe and under the guidance of Lino Chervar; in two seasons he won all the domestic trophies, and also played well throughout Europe.



A transfer in Hungary followed, in the club which requested him most vigorously, the traditional Fotex Veszprem.

It was in this club where Lazarov developed further as a handball player, and has become one of the most wanted right backs in Europe and he almost succeeded in taking Veszprém to the top of Europe.

For five seasons, he played in Hungary, prior to his return to Croatia in "Croatia Osiguranje", now as a mature handball player, and not as a talent. After three more successful seasons, the best Macedonian handball player received an offer from Spain and in 2010, he signed for Ciudad Real. His main recommendation, besides good matches for the club, was the World Cup in Croatia, in 2009, where he led Macedonia to the 11th place, with 92 goals on 9 matches, and became the best scorer on the championship. This achievement made him the top scorer at all Mundials. It was just the beginning of his thriving at the national team.

Lazarov led Macedonia on big events continuously and at the European Championship in Serbia in 2012, he led the team up to the historical fifth place, which is to this day the biggest success in our history.

On this championship, our captain was again the top scorer. Kire quickly reached the biggest club success, after he played for "Atletico" - Madrid in the finals of the League of Champions, but lost from "Barcelona" in Cologne. Gradually, the final matches became his habit.

With "Atletico" - Madrid, he became the winner of the Cup of the King, and in one of the toughest matches in his life, only a day after the news about his father's death reached him, Lazarov became a World Club Champion in Doha. Meanwhile, with the Macedonian national team, he played at the European Championships in Denmark and Poland and at the Mundials in Spain and Qatar. He was again excellent and meritorious for the continuity of our male handball team on major events. Twice he was the leader of the national team which fought for a place in the Olympics, but neither in Goteborg nor in Gdansk, the team of Macedonia had strength to win and did not reach the Olympics in London and Rio.

Awards and honors

The trophies in Kiril Lazarov's professional career:

- Winner of Champions League: once (with Barcelona)
- Winner of the IHF Super Globe: 3 times (once with "Atletico" - Madrid and twice with Barcelona (Spain))
- National champion: 17 times (twice with "Pelister" (Macedonia), 7 times with "Badel 1862" - Zagreb (Croatia Osiguranje, Zagreb) in Croatia, 5 times with "Fotex Veszprem" (Hungary)) 3 times with "Barcelona" (Spain))
- Winner of the National Cup: 17 times (twice with "Pelister" (Macedonia), 5 times with "Badel 1862" - Zagreb (Croatia Osiguranje, Zagreb), 5 times with "Fotex Veszprem" (Hungary), 3 times with "Ciudad Real" (Atletico Madrid), 3 times with "Barcelona" (Spain))

- Winner of the ASOBAL CUP: 4 times (once with "Atletico" Madrid and 3 times with "Barcelona" (Spain))
- Winner of the ASOBAL Super Cup: 6 times (twice with "Atletico" Madrid (Renoviala Ciudad Real) and 4 times with "Barcelona" (Spain))
- Winner of the Catalonia Super Cup: twice (with Barcelona)

Other remarkable results:

- Finals of Champions League: twice (2 times with "Atletico" Madrid (Renoviala Ciudad Real))
- Semi - finals at the League of Champions: 2 times (2 times with "Foteks Veszprem")
- Finals at the IHF Super Globe: 2 times (2010, Al Saad (Qatar) and 2011, with "Ciudad Real" (Spain))
- MVP at EHF Champions League 2011/12 according to the "Planet Handball"
- MVP at Super Globe - Doha 2010
- MVP at EHF European Championship - Serbia in 2012 according to "Planet Handball"
- Top scorer of the Champions League: twice (once with "Foteks Veszprem" and once with "Croatia Osiguranje" Zagreb)
- Winner of the 5 place with the Macedonian national team at the European Championship in Serbia 2012
- Top scorer of the Championship with 61 goals on 7 matches
- Winner of the 11th place with the Macedonian team at the World Cup in Croatia 2009
- Top scorer of the Championship with 92 goals in 9 matches. This result is the best achievement of the top scorers in the history of the World Cups.
- Kiril Lazarov is the first handball player who became the top scorer at both the European and the World Cup
- Top scorer at the European Cups of all time – a total of 1000 goals
- A member of the ideal team according to the French newspaper "Lequipe" dedicated to the best achievers in Europe for 2012
- Winner of the 5th place at the European Championship for youth in Israel in 1994.
- Winner of the 9th place at the European Youth Championship - Greece 2000
- Best scorer of the Balkan Championship in 1999
- Athlete of the year of Macedonia for 2009
- Athlete of the year for Bitola for 1999
- The best athlete of the "Veszprem" for 2006
- The best foreign player in the Championship of Hungary in 2005 and 2006
- The only Macedonian handball player who is a champion in three different countries (Macedonia, Croatia, Hungary)
- Lazarov is the only Macedonian handball player who won the National Cup in four different countries (Macedonia, Croatia, Hungary, Spain)
- He was the youngest Macedonian senior national team player in history - at the age of 17
- He was the youngest Macedonian handball player in European Cups – at the age of 15 years and 4 months
- He is the winner of two national medals: a Medal for Merits given by the President of the Republic of Macedonia, Branko Crvenkovski (24.03.2009) and a medal from the President of the Republic of Macedonia Gjorge Ivanov (30.01.2011)
- Acquires the name "Sport Ambassador" by the Agency for Youth and Sport (28.12.2015).

Recent Developments

His career spiraled to the heights. In the summer of 2013, he signed for "Barcelona" and fulfilled his childhood dream. Domination of the Catalans in the Spanish handball



quickly began and later, it spread in the European handball. After unsuccessful attempts in 2013 and 2014, at the end of May 2015, Lazarov became a European champion with a victory of "Barca" over "Veszprem" at the "Lanxess Arena". The Macedonian pride has won all the possible trophies. For two more times, he won the club Mundial, twice he was a champion in the ASOBAL league and he set records that will long remain unmatched. With over 1,000 goals in European competitions, he is the most efficient scorer in the history of European cups, and the magic limit of 1000 goals was exceeded in the national team jersey of Macedonia. For years, he has been the best scorer of the great Barcelona, and is only one off who have achieved over 100 consecutive victories in the national championship. Lazarov considers the opening of his camp "Kiril Lazarov 7" as one of the most important projects which in its first two editions is more than successful. Hundreds of boys and girls from the Republic of Macedonia and from other countries, that respect the work of Lazarov, participated in this excellently organized event for young people in the field of handball.

Lazarov is married to Ljubica, and is a father of Blagojce, his son, and of Lana, his daughter. He is a family man and he emphasizes family values constantly as an important segment of his career and development. He often regrets that because of his engagement at the National Team is not able to attend regularly the birthdays of his children, but apart from that, he tries to spend every moment of his spare time with the children and his wife. Both Blagojce and Lana show sports talent, and they surely have a role model to learn from. Our captain of the national team is a kind of sports hero in our country. The cult that he imposed for nearly two decades, has made him a magnet for fans, but also for those who do not follow handball, but know who Kire Lazarov is.

Many companies, including the world famous brand "Hummel" in the field of sports equipment, as well as Macedonian brands, the insurance company "Evroins Macedonia", "Signori" and "Fitness House" used Lazarov as their brand name, as a symbol of correct values, and as the most famous Macedonian. For the last two years, Lazarov has had a successful cooperation with the Agency for Sports Marketing "KMG GROUP Sport" that takes care about our most successful athlete in the area of PR and marketing and appears as an organizer for his "most important project" - the handball camp "Kiril Lazarov 7"

Thus, Macedonia's number 7 and Barcelona's number 77 from day to day reaffirms its legend. The number 7 was chosen after Toni Kukoc and Lazarov's fondness of basketball and of this master from Split. Knowing his principles of sporting ambition and sacrifice, he will be shaking handball nets for long time in the future and will rejoice our public with what he knows best, that is - playing handball and the true values in life.

