

# **Mid-Atlantic - Russia Business Council**

**Pennsylvania-Russia Business Council**

FOR IMMEDIATE RELEASE:

June 16, 2005

CONTACT: Val Kogan, MARBC President

tel: (215) 708-2628, e-mail: [val@ma-rbc.org](mailto:val@ma-rbc.org)

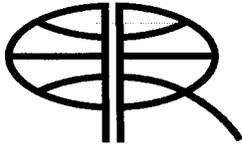
## ***Comprehensive Russian Program at C3 EXPO - 2005***

NEW YORK, NY - The Mid-Atlantic - Russia Business Council (MARBC) is pleased to announce the Russian – American Conference and Exhibition, which will take place in conjunction with the Corporate and Channel Computing Expo (C3 EXPO) from June 28 – 30, 2005 at the Jacob K. Javits Convention Center in New York City, NY. This comprehensive program will conclude the 2<sup>nd</sup> Semi-Annual Russian – American Innovation Technology Week, the largest undertaking of Russian – American business cooperation in the Mid-Atlantic States. The program will provide opportunities for further business and technology cooperation between U.S. and Russian companies, and includes a seminar, panel discussions, and a special Russian Pavilion (booth # 3551). The Russian Pavilion, organized by the MARBC, will have an extensive display in the Exhibit Hall featuring the vast array of Russian science and technology capabilities.

Since the establishment of CeBIT America in 2003, the Russian Conference, organized by the MARBC, has become an important component of the CeBIT America international program. In 2004, CeBIT America was acquired by H.A. Bruno LLC, and C3 EXPO will now continue undertakings and programs that originated in the context of earlier CeBIT America Trade Shows.

This year the Russian Conference includes two days of panels and presentations covering the most promising and pressing issues of Russian-American business and technology cooperation. The "Russian Science & Technology Opportunities for U.S. Business" seminar is a vital part of the Russian Conference; the seminar highlights various institutes, scientists and projects in Russia, and includes presentations by U.S. corporations with significant technology transfer collaboration experience in Russia. The presenters include a diverse group of representatives ranging from major corporations to small businesses, and from research universities to technology associations and foundations such as U.S. Industry Coalition (USIC) and U.S. Civilian Research and Development Foundation (CRDF).

Another important event of the Russian Conference is the panel called "Doing Business in Eurasia: Resources and Tips". This panel will include U.S. Department of Commerce/BISNIS representatives from Novosibirsk and Tomsk, Russia, and Yerevan, Armenia, who work to help establish collaboration between U.S. businesses and companies from their countries. All the panel members, including the speaker from the Embassy of Belarus, will give a brief overview of the science and technologies strengths



# **Mid-Atlantic - Russia Business Council**

---

**Pennsylvania-Russia Business Council**

of their respective regions and will discuss some promising organizations and potential areas for cooperation.

A delegation from the Russian Federation, representing companies in the information technology, telecommunications and other technology industries, will be present to engage in two days of panel discussions and exhibit the latest advancements in Russian technology for the duration of the C3 EXPO.

In 2005, C3 EXPO will be launched as a major annual corporate and channel computing show. The event will be produced and managed by H.A. Bruno, a company well known for its trade show. The company originated and developed PC EXPO, which will now become a part of C3 EXPO, as well other high-tech trade shows. Responding to a vacuum in the marketplace created by the recent cancellation of several technology events throughout the United States, the Bruno firm acquired certain assets of the former CeBIT America show, produced by Deutsche Messe AG. Marketed both nationally and internationally, C3 EXPO is the only industry event that brings exhibitors together with thousands of corporate buyers and channel resellers. C3 EXPO will include a conference program, a progressive forum including expert speakers and recognized industry observers, who will discuss the trends and the issues that are affecting the implementation of technology. C3 Expo is one of only 35 trade shows selected to participate in the Commerce Department's International Buyer Program (IBP) this year. It will bring delegations of foreign buyers looking for U.S. products to the show.

Visit <http://www.c3expo.com/PR5.cfm> for C3 EXPO media release "C3 EXPO to Link Russian, American Technology and Business"

Participation in the Russian program is free of charge. MARBC provides Russian program participants and our invited guests with a complimentary expo pass (use MARBC input priority code GPMAR when registering <http://www.c3expo.com/registration.cfm>). For more information and registration, please contact Val Kogan, Mid-Atlantic - Russia Business Council by phone: (215) 708-2628, email: [val@ma-rbc.org](mailto:val@ma-rbc.org), or visit the MARBC website at <http://www.ma-rbc.org>