



**MARBC**

Mid-Atlantic - Russia Business Council

# MARBC Newsletter

Summer 2014

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From September 2014 through August 2015, the Mid-Atlantic – Russia Business Council will celebrate its 20<sup>th</sup> anniversary. The MARBC continues to support and organize key events facilitating conversation and partnerships between Russian and American businesses in its 20<sup>th</sup> anniversary year. Despite many political changes over the years, Russia and the U.S have always been able to speak the language of science and progress in research to help develop technologies that benefit people around the world. In the current environment, dialogue is more important than ever.

## – Recent Events – 20<sup>th</sup> Anniversary Kickoff and 19<sup>th</sup> Annual RANIT

### **20<sup>th</sup> Anniversary Kickoff**

The Mid-Atlantic – Russia Business Council hosted its 20<sup>th</sup> Anniversary Kickoff event, which took place on February 20, 2014 at the Greater Philadelphia Chamber of Commerce. The event included presenters who spoke about the last twenty years of the Mid-Atlantic – Russia Business Council, as well as plans for the future. Individuals in attendance shared their wisdom, experience, and memories acquired through their involvement with the MARBC during its twenty year history. Plans for the anniversary year, which include more than twenty events and programs that will take place in both the U.S. and Russia, were also discussed.



The MARBC was excited to speak about plans encouraging further development of business relations between Russia and the Mid-Atlantic region.



## **19<sup>th</sup> Annual Russian-American Innovation Technology Week**

The Russian-American Innovation Technology Week (RANIT) was created with the vision of fostering business contact between entrepreneurs, scientists, venture capitalists, and the leading corporations of both countries, working in the most relevant spheres of technology. The Mid-Atlantic – Russia Business Council organizes events involving the most attractive industries in the region for Russian-American cooperation. The 19<sup>th</sup> RANIT ran from March 12-15 in Philadelphia. Key 19<sup>th</sup> RANIT events included the Russian-American Life Sciences Innovation Conference on March 13 and the Russian-American Innovation Technology, University & Commercialization Roundtables on March 14.

### **2014 Russian-American Life Sciences Innovation Conference**

The first key event during the 19<sup>th</sup> RANIT, the Russian-American Life Sciences Innovation Conference, was held at the Cira Centre in Philadelphia, PA on March 13, 2014. Co-organized by the Mid-Atlantic - Russia Business Council and Pharmaceutical Research and Manufacturers of America, and hosted by Dechert LLP, the conference boasted an extensive agenda of sessions, panel discussions, and presentations.



The conference included opening remarks by **Val Kogan**, President of MARBC; and **Jonathan Kimball**, Deputy Vice President – Europe, the Middle East, and Africa, of Pharmaceutical Research and Manufacturers of America, followed by **Wilfred Muskens**, Deputy Secretary for International Business Development, Pennsylvania Department of Community and Economic Development; and **Robert Walker**, Deputy Secretary, Maryland Department of Business and Economic Development, who presented on the potential opportunities for Russian businesses in their respective regions.



The event included talks on market regulation and industry views moderated by **Jonathan Kimball**, from Pharmaceutical Research and Manufacturers of America, and **Gerard Zapiain**, Senior International Trade Specialist, Health Industries, U.S. Department of Commerce/ITA. The conference also featured presentations by leading experts representing Russian offices of various influential service companies, including **Laura Brank**, Head of the Russia Practice at Dechert; and **Victoria Samsonova**, CIS Sector Head of Healthcare & Pharmaceuticals at KPMG, both of whom expressed their views about current market regulation in the pharmaceutical and life sciences industries. The Russian perspective was presented at the conference by **Andrey Bondarev**, Deputy Head of Economic Office, Embassy of the Russian Federation, and by executives from the Russian delegation. Closing remarks were delivered by **Senator Mike Brubaker**, Chairman of the Senate International Commerce Caucus in the Pennsylvania General Assembly and National Co-Chair of the Council of State Government’s International Committee.



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The event included discussion of policy changes that have come as a result of the “Comprehensive Program of Biotechnology Development in Russia to 2020” as well as Russia’s entry into the WTO. There was also discussion of topics such as legal and regulatory issues in the Russian pharmaceutical and life sciences industries, technology developments, top life science clusters, and the potential to enhance partnerships. Business interests from both Russian and American companies were acknowledged and discussed throughout the 2014 Russian-American Life Sciences Innovation Conference. Despite recent circumstances, the conversation demonstrated the momentum of the life sciences and pharmaceutical industries to bring together the top minds surrounding each industry to enhance Russian-American partnerships.

### **Russian-American Innovation Technology, University & Commercialization Roundtables**

The Russian-American Innovation Technology, University Research & Commercialization Roundtables were the second key event of the 19<sup>th</sup> Annual Russian-American Innovation Technology Week. The Russian-American Innovation Technology, University & Commercialization Roundtables were held on March 14, 2014 at the University City Science Center in Philadelphia, PA.



With the promise of conversation and cooperation lingering from the Russian-American Life Sciences Innovation Conference, Science Center President, Stephen Tang, welcomed the Russian delegation to the biggest and oldest urban technology park in the United States. Attendees participated in a roundtable dedicated to exploring the opportunities for supporting innovative R&D projects in Russia and the United States and promoting a dialogue demonstrating the available opportunities for cooperation in the region. Presentations included those from company-residents like Vladimir Kanin, President of Optiflame, the first Russian company to operate out of the Science Center, who discussed the benefits that persuaded him to operate out of the University City Science Center. The day concluded with a tour showing the Russian delegation laboratories, equipment, and important services that have allowed the University City Science Center to experience success since its founding in 1963.

## **MARBC-Supported Events in the U.S.**

### **Alternative Energy Events**

Over the past several years, one of the main priorities of the Mid-Atlantic – Russia Business Council has been Russian-American cooperation in renewable energy. The MARBC was a supporting organization and helped extend American and Russian participation in “The National Renewable Energy Policy Forum: “Evolving Policy to Keep Pace with Market Innovation” on March 27-28, 2014. The MARBC continued to organize Russian and American involvement in renewable energy events by supporting the Renewable Energy Finance Forum-Wall Street in New York, on June 25-26, 2014.



## National Renewable Energy Policy Forum

The National Renewable Energy Policy Forum: “Evolving Policy to Keep Pace with Market Innovation,” organized by the American Council on Renewable Energy (ACORE) and supported by the Mid-Atlantic – Russia Business Council, began on March 27 and provided an excellent opportunity to network with high-ranking public and private sector officials in the fields of energy and policy who concentrate specifically on renewable and clean energy technologies. On March 28, ACORE’s forum was held in Washington, DC and included discussions with renewable energy leaders and policymakers from across the country. This forum involved presentations about the state of renewable energy policy and the path forward for pro-growth bipartisan action that will foster additional private sector investment and innovation.



## Renewable Energy and Energy Efficiency Event - REFF Wall Street



The Mid-Atlantic – Russia Business Council supported the 11<sup>th</sup> Annual REFF Wall Street event on June 25-26, 2014 in New York. REFF Wall Street is the leading renewable energy financing event in the country, organized jointly by Euromoney



and the American Council on Renewable Energy (ACORE). More than 60 experts from the public and private sectors as well as the renewable energy finance field



addressed a gathering of over 600 delegates brought together to discuss pressing issues as the clean energy markets are reaching a tipping point while the industry again deals with uncertainty, due to a continued lack of clarity around federal tax incentives and the mid-term elections less than six months away. The 2014 edition

of REFF Wall Street featured keynote addresses by **Michael R. Brower**, President & CEO of ACORE, **Elizabeth L. Littlefield**, President and Chief Executive Officer of the Overseas Private Investment Corporation (OPIC), and **Adnan Amin**, Director General of the International Renewable Energy Agency (IRENA). Panel topics ranged from debt markets and raising equity to utility scale and distributed generation. Attendees of REFF Wall Street included CEOs and other senior company officials, lenders, investors, investment bankers, private equity investors, venture capitalists, and other top transactional professionals in renewable energy finance. Several of this year’s speakers and the attendees highlighted the success of state-driven policies including New York’s Green Bank, California’s cap & trade mechanism and Hawaii’s GEM program. In addition, several speakers remarked on the how the convergence of information technology with energy technology is empowering consumers while disrupting everything from traditional utility models to household gadgets to transportation.



## Life Sciences Events

### **MedCity CONVERGE**

JULY 15-16 2014 PHILADELPHIA



The Mid-Atlantic – Russia Business Council supported MedCity CONVERGE, a summit for healthcare innovation where figures from across the world of healthcare gathered on July 15-16 in Philadelphia. Attendees of CONVERGE debated and discussed the leading trends, showcased the hottest startups and shared best practices among some of the industry’s most innovative companies. Discussion topics included telemedicine, personalized medicine, health insurance innovation, wearables, startup funding, the Sunshine Act, digital media in healthcare, and more. Healthcare experts, payers, providers, medtech, pharma, digital health, investors and more provided an actionable picture of where healthcare innovation is heading.

### **MedCity ENGAGE**

JUNE 5 & 6, 2013 WASHINGTON D.C.



The Mid-Atlantic – Russia Business Council is also supporting MedCity ENGAGE, a conference discussing leading strategies and innovations to advance patient engagement with care providers and the healthcare ecosystem. MedCity ENGAGE will take place from September 30 to October 1, 2014 at the Hyatt Regency Bethesda in Bethesda, MD. ENGAGE will feature innovative thinking from payers, providers, policymakers, health IT and beyond to highlight current attempts to innovate in care delivery and reimbursement, and in the necessary backbone of technological infrastructure. Find out more at <http://events.medicitynews.com/engage/>. Use our code “RBC” and save 40% on registration for this event at <http://www.eventbrite.com/e/engage-2014-tickets-8414043631>.

## Other MARBC-Supported Events in the U.S.

### **The 2nd Annual Doing Business with the BRICS Conference**

The Mid-Atlantic–Russia Business Council was pleased to support the 2nd Annual Doing Business with the BRICS Conference in Washington, DC on May 13<sup>th</sup>, 2014. The five BRICS countries represent almost 3 billion people, with a combined nominal GDP of US\$16 trillion and an estimated US\$4 trillion in combined foreign reserves.





Given that the BRICS nations encompass 30 percent of the world's territory and 42 percent of the world's population, these new developments demand new business relations between the BRICS and the United States, as there are many new business opportunities to explore with these nations. This event allowed interaction between officials from Brazil, Russia, India, China, and South Africa seeking to expand trade, direct investments, business opportunities and open communication. Russia's WTO accession and other important commercial developments among the BRICS countries were discussed.

### **World Trade Week New York 2014**

The Mid-Atlantic - Russia Business Council took part in World Trade Week New York 2014 from May 12-23, 2014 in New York City. The MARBC is proud to be a supporter of this important event, which brought together specialists in international trade from across the country to facilitate and promote trade in the U.S economy. World Trade Week New York included educational seminars and global business networking events that sought to ensure continued emphasis on international trade, and also provided access to new ideas and knowledge to help promote the success of small businesses in the global economy.

### **Crisis in Ukraine: On the Brink of Civil War**

The World Affairs Council of Philadelphia, with support of the Mid-Atlantic – Russia Business Council, hosted an evening program on June 4, 2014 with Dr. Michael Horowitz, Associate Professor of Political Science at the University of Pennsylvania. This program took place at the World Affairs Council office. Dr. Horowitz discussed in detail the crisis in Ukraine by exploring the potential effects of U.S. sanctions against Russia.



### **World Forum for Foreign Direct Investment in Philadelphia**

The Mid-Atlantic – Russia Business Council supported the London-based Red Hot Locations (RHL) on its eleventh World Forum for Foreign Direct Investment in Philadelphia from June 16-18, 2014. The event was held at the Union League of Philadelphia and additional social events were held at the National Constitution Center and the Barnes Museum.

More than 300 delegates traveled to Philadelphia from across the globe. A third of the attendees have responsibility for corporate investment and site selection. Built around a series of high-level panel discussions, presentations, debates and bilateral meetings, this is a customized FDI event that delivers direct contact with corporate location decision makers. The World Forum provided a platform to network and discuss global location decisions amongst FDI deal makers, globally expanding companies, economic development and investment agencies, and site selectors that advise both parties.





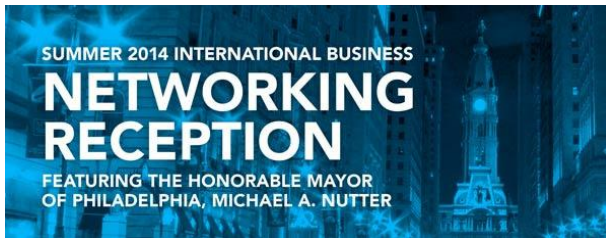
## **Meeting with Dr. Valery Tsepka, the Head of Belarus Hi-Tech Park**

On July 9 in Philadelphia, the Mid-Atlantic – Russia Business Council hosted a meeting with Dr. Valery Tsepka, head of the Belarus Hi-Tech Park, one of the largest IT-clusters in the Central and Eastern Europe region with more than 18 thousand software engineers working in 140 IT companies, to discuss possible areas of cooperation. Dr. Tsepka has served as the Ambassador of Belarus to the United States from 1997 to 2002, and assistant to the President of Belarus in science and technologies from 2002 to 2005. He represents the vibrant IT industry of a very IT-minded country. The meeting closed with a lunch hosted at Pyramid Club by the Law Offices of John Gallagher.



## **Joint International Chambers' Event in Philadelphia**

### **Summer 2014 “International Business Networking Reception” featuring the Honorable Mayor of Philadelphia, Michael Nutter**



The Mid-Atlantic - Russia Business Council is delighted to participate as a Presenting Partner for the fourth annual edition of the Summer 2014 International Business Networking Reception, featuring Michael Nutter, the Mayor of Philadelphia. This event will take place on July 23<sup>rd</sup>,

2014 at the Hyatt at the Bellevue, in Philadelphia. Mayor Nutter has made it a priority to encourage new investment and commercial trade interaction between Philadelphia and the rest of the world, and he will share news about recent developments in his effort to keep Philadelphia a thriving hub of foreign direct investment and commercial trade. Join hundreds of business peers as Mayor Nutter shares his plans and efforts to keep Philadelphia as a top US destination for foreign direct investment and commercial trade.

The reception is presented by the British American Business Council, Chilean & American Chamber of Commerce, French American Chamber of Commerce, German American Chamber of Commerce, Irish American Business Chamber & Network, Italy America Chamber of Commerce, Japan America Society, Mid-Atlantic-Russia Business Council, Norwegian-American Chamber of Commerce, Philadelphia-Israel Chamber of Commerce, and Swedish-American Chamber of Commerce. Register for the Reception online at

<http://ma-rbc.ticketleap.com/4th-annual-international-business-networking-reception>. MARBC members and their guests will receive a \$20 discount on registration for this event.





## MARBC-Supported Events in Russia

### MARBC Trip to Russia



A Mid-Atlantic - Russia Business Council delegation traveled to Moscow and St. Petersburg to take part in multiple events from May 19 to June 4. During this trip, MARBC also assisted members of the Greater Philadelphia Chamber of Commerce during their 3rd annual Chamber travel tour on May 21-28, and brought them to events including the American Chamber of Commerce in Russia Business After-Hours and Social Networking event on May 20.



MARBC President Val Kogan presented at several events, including the International Urban Business Forum on Innovations in Housing, Public Utilities, and Urban Development, hosted by the European-Russian Business Association at the Russian State Chamber of Commerce on May 27. The forum explored innovations in fields such as green and sustainable architecture, near-zero-energy building construction, and urban infrastructure.

Other events with MARBC participation included the Innovation Competition in Moscow City Hall on May 21; the Development of Innovation in Russia event held at the Russian State Chamber of Commerce on May 22; the Day of Moscow Entrepreneurs on May 26; the Sanctions and Compliance Issues seminar at the American Chamber of Commerce in Russia on May 27; the AmCham General Assembly on May 29; the American Chamber of Commerce in Russia 20<sup>th</sup> Anniversary Awards Gala Dinner, on May 29; and the Eurasian Economic Union Seminar at the American Chamber of Commerce in Russia on June 2.



The closing event of the MARBC trip was Startup Village on June 2-3, which highlighted the booming entrepreneurial Russian community and was attended by more than 8000 innovative Russian entrepreneurs.





## **Open Innovations Forum 2014**

The Open Innovations Forum 2014 will be held on October 14-16 at the Technopolis in Moscow, a center which houses high-tech industries and innovative companies, and provides a major global platform for hi-tech industry and technology transfer. The Open Innovations Forum is dedicated to emerging technologies and furthering innovation prospects and collaboration worldwide. This year, the key forum theme is “Creative Disruption: Staying competitive in the 21<sup>st</sup> century.” A Mid-Atlantic – Russia Business Council delegation will take part in the 2014 forum.

### **Special Feature: Past Anniversary Events**

#### ***20 Years Ago: Events with Local Chambers in Pennsylvania***

In 1994, the Mid-Atlantic – Russia Business Council (then known as the Pennsylvania-Russia Business Council), organized a series of presentations and seminars with local Chambers of Commerce in Pennsylvania, beginning with the North Penn Chamber of Commerce and the Allentown Chamber of Commerce. This marked the beginning of the MARBC’s long history of providing information about business opportunities for U.S. companies in Russia, engaging local and regional Chambers in pursuing those opportunities, and helping Russian start-ups, born after the dissolution of many big, state-owned companies, to find business partners on the other side of the Atlantic.

#### ***Around 15 Years Ago: Partnership with University City Science Center Begins***

Fall 2013 marked the 50th anniversary of the University City Science Center in Philadelphia, the biggest and oldest urban technology park in the United States. 2014 marks the anniversary of the Mid-Atlantic – Russia Business Council’s partnership with the Science Center. Since the advent of the first Days of Russian-American Innovation Entrepreneurship Cooperation (RAVC) event, the MARBC and the Science Center have engaged in development discussions and sought opportunities for cooperation. For more than 15 years, MARBC has worked to bring innovative Russian companies to the Science Center, and has organized roundtables, forums and other events on the Science Center’s campus. As a result, Optiflame, an innovative Russian alternative energy company from the MARBC delegation, has become the first Russian company to take up residence at the Science Center. The March 2014 Russian-American Innovation Technology, University, and Commercialization Roundtables were held at the Science Center, and the upcoming Russian-American Entrepreneurship Conference, part of RAVC 2014, will be held there as well. The MARBC looks forward to continuing its partnership with the Science Center further into the 21st century.





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## **15 Years Ago: Ambassadors Business Forum – “Russia and the Newly Independent States for the New Millenium”**

In October 1999, the Mid-Atlantic – Russia Business Council, then known as the Pennsylvania-Russia Business Council (PRBC), organized a forum to discuss developments in the transition of the Newly Independent States (later the Commonwealth of Independent States) to a market-based economy. The Forum's distinguished speakers included Ambassadors, Trade Representatives, and Consuls Commercial from Azerbaijan, Georgia, Kyrgyzstan, Moldova, Russia, Tajikistan, Ukraine, and Uzbekistan, who discussed the latest business developments in their respective countries. The event was held at QVC Studio Park in West Chester, Pennsylvania, with the support of the Office of Congressman Joseph Pitts, the Chester County Chamber of Business and Industry, and the Chester County International Trade Council. The keynote address was delivered by Congressman Curt Weldon, Liaison for the U.S. Congress in Russia and Co-Chairman of the Russian Duma-U.S. Congress Study Group.

## **10 Years Ago: CeBIT America**



Ten years ago in New York City, the Mid-Atlantic – Russia Business Council, in association with BISNIS, a unit of the U.S. Department of Commerce, presented a Russian - American program, including a conference and exhibition, at the CeBIT America Information and Communications Technology Trade Fair in May 2004. This comprehensive Russian Conference program provided opportunities for business and technology cooperation between the U.S. and Russian companies, and included a seminar, 7 panel discussions, including a panel on developments in the technology industries of Belarus and Ukraine, and a special Russian Pavilion. The seminar, titled “Russian Science & Technology Opportunities for U.S. Business,” highlighted various institutes, scientists and projects in Russia, and included presentations by U.S. corporations with significant technology transfer collaboration experience in Russia. The Russian Pavilion, organized by the Mid-Atlantic - Russia Business Council, boasted an extensive display showcasing a vast array of Russian science and technology innovations.





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## **10 Years Ago: SMART TechTrends**



In August 2004, the Mid-Atlantic – Russia Business Council secured Russian presentations, and organized a Russian delegation and Russian mini-pavilion, at SMART TechTrends 2004, a premier science, technology, and R&D conference and expo promoting interconnection among the Mid-Atlantic States. The conference provided a platform for the dissemination of innovative tech ideas, bringing together players from business, academia, and government to discuss developments in biotechnology, nanotechnology, energy & the environment, industrial technology,

technology transfer and venture capital, and information technology and transport. The MARBC provided an ample amount of opportunities for business cooperation between American and Russian enterprises and scientific institutes at the exhibition.

## **5 Years Ago: Panel on “The Future of U.S.-Russia Business Ties: Opportunities or Constraints”**

The Mid-Atlantic – Russia Business Council continued its work to promote Russian-American educational cooperation by organizing business and cultural events in 2009 in conjunction with the Wharton School of Business’ Russia Student Society. A panel on “The Future of U.S.-Russia Business Ties: Opportunities or Constraints” featured representatives from Russian and American companies conducting business in both the U.S. and Russia, including several Wharton School graduates. Keynote speakers included Paul Smith, Retired Deputy Chief of Mission at the U.S. Embassy in Moscow, and Trevor Gunn, Director of International Relations at Medtronic, Inc. A cultural event on “Russian Culture and Society Abroad” included literary discussions, poetry recitations, and songs, was held to recognize the cultural achievements of the Russian-speaking community outside of Russia. Both events were held on the Wharton School campus.

## **5 Years Ago: U.S.-Russia Civil Society Summit**

In July 2009, the Eurasia Foundation, New Eurasia Foundation, and Center for Strategic and International Studies convened a meeting of civil society leaders from the United States and Russia in Moscow to explore new approaches to a more robust U.S.-Russian civil society relationship. The summit included a keynote presentation by U.S. President Barack Obama. The President of the Mid-Atlantic – Russia Business Council participated in education and life sciences discussion groups at the summit.





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### **5 Years Ago: Philadelphia Commemorates First Russian Consul to the U.S.**



In August 2009, on the bicentennial anniversary of the arrival to Philadelphia in 1809 of the first Russian ambassador to the United States, Andrei Yakovlevich Dashkov, the Mid-Atlantic – Russia Business Council, in cooperation with the City of Philadelphia, held a commemoration ceremony at Philadelphia City Hall to discuss the future of Russian-American relations. The ceremony included welcoming remarks by Mayor Michael

Nutter, and the current Russian Ambassador to the U.S., Sergey I. Kislyak, who presented a keynote speech. The ceremony was accompanied by a conference on the history and development of Russian-American relations in business, technology, and diplomacy. After the ceremony, Ambassador Kislyak participated in additional discussions, including a meeting at the Chemical Heritage Foundation with CHF President Tom Tritton.



## **Key MARBC-Organized Upcoming Events**

### **“Changing Face of Russia” Seminar Series**

A new “Changing Face of Russia” seminar series will begin in the fall of 2014 and continue throughout 2015. This series first began in 1998 with over a dozen successful and informative seminars that provided an overview of the Russian economy after the financial crisis and analyzed the trends in the Russian economy that enabled the country to quickly bounce back and stimulate the flow of foreign capital. In 2008-2009 another seminar series took place, examining the response to the crisis of 2008. This year’s seminar series will engage with the policies and sanctions stemming from the developments in Ukraine and overview their effects on various industries and trade relations between the United States and Russia. The series provides a great opportunity to discuss these changes with business leaders who have succeeded while working through difficult periods in the Russian business environment. The Mid-Atlantic – Russian Business Council has organized the Changing Face of Russia seminars with support from Mid-Atlantic regional associations and Chambers of Commerce.

### **Days of Russian-American Innovation Entrepreneurship Cooperation (RAVC)**

The Mid-Atlantic - Russia Business Council is pleased to announce the Days of Russian-American Innovation Entrepreneurship Cooperation (RAVC 2014), which will take place in Philadelphia from October 27 - 29, 2014. As part of RAVC 2014, the MARBC is organizing the Russian – American Technology Entrepreneurship Conference at the University City Science Center on October 27. The MARBC is also facilitating Russian participation in the Mid-Atlantic Venture Conference (IMPACT 2014) on October 28-29.



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The key event at RAVC is the Russian-American Entrepreneurship Conference on October 27. RAVC events will include a roundtable at the International Incubator at the Science Center on October 28, featuring the presentation from the first Russian company and presentations of other company-residents of the University City Science Center. The Science Center in Philadelphia is the biggest and oldest urban technology park in the United States.



As an important part of the Days of Russian-American Innovation Entrepreneurship Cooperation, the MARBC is organizing Russian participation in IMPACT on October 28-29, 2014. IMPACT is one of the oldest venture capital events in the U.S. and provides participants with a unique opportunity to access private investors and the largest regional venture funds. Participants share their knowledge of the seed and venture capital industry, and discuss the best strategies and tools for building and managing strategic investment programs and institutions.

IMPACT features a technology track, presenting companies in various technology areas, such as information technologies, telecommunications, nanotechnology, clean energy, biotechnology and life sciences. This event is an important part of MARBC's program for Russian-American innovation cooperation. As in previous years, MARBC will bring a delegation from the Russian venture industry and emerging Russian companies to participate at the IMPACT conference.

## **20<sup>th</sup> Annual Russian-American Innovation Technology Week**

The Mid-Atlantic - Russia Business Council is also pleased to announce that the 20th Annual Russian-American Innovation Technology Week (RANIT) will take place from June 11-19, 2015 in Philadelphia and Washington, DC. It will focus on biotechnology, the pharmaceutical industry, medical equipment, life sciences, alternative energy, nanotechnology, the chemical industry, information technology, technology in education, and entrepreneurship. Key RANIT events will include an Opening Ceremony at Philadelphia City Hall, the Russian-American Life Sciences Innovation Conference, the Russian-American Innovation Technology Commercialization Roundtable, and Russian participation in the 2015 Bio International Convention.





# MARBC Mid-Atlantic - Russia Business Council

## RANIT and RAVC Proclamation and Welcoming Letters



March 11, 2014

To the Mid-Atlantic - Russia Business Council:

On behalf of the Office of International Business Development of the Commonwealth of Pennsylvania, I would like to express my support for the 10<sup>th</sup> Annual Russian-American Innovation Technology Week (RANIT) being hosted by the Mid-Atlantic Business Council. The 10<sup>th</sup> RANIT event will be held from March 12-15, 2014.

RANIT is the premier event in the Mid-Atlantic region dedicated to Russian-American technology cooperation, playing a vital role in fostering trade relations between Commonwealth and Russia businesses since its inception in 2003. RANIT represents the continuation of 10 years of effort and events hosted by the Council to encourage Russian-American technology cooperation. I am pleased to report a number of Pennsylvania companies that participated in earlier RANIT events are now developing relationships with Russian firms and organizations. The Commonwealth of Pennsylvania strongly supports the ultimate goal of RANIT: To establish Pennsylvania and the Mid-Atlantic region as a major partner for Russian technology companies and a premier center of Russian-American technology cooperation.

As has traditionally been the pivotal focal point during each Spring RANIT, the focus of the 10<sup>th</sup> RANIT week will be biotechnology, pharmaceutical industry, medical equipment, and life sciences with many sessions devoted to innovations. The 10<sup>th</sup> RANIT will also include discussions on policy strategies that have arisen as a result of the Comprehensive Program of Biotechnology Development in Russia to 2020<sup>th</sup> as well as Russia's entry into the WTO in August 2012 and its effect on the Russian-American partnership in the life sciences industry.

Our office is pleased to support Days of Russian-American Innovation Entrepreneurship Cooperation (RAVC 2014) which will be held in Philadelphia from October 27-29, 2014. It will include a roundtable event at the University City Science Center, the largest and oldest technology park in the US where the first Russian company with an office at the Science Center will make a presentation.



January 30, 2014

Mr. Val Kogan, President  
Mid-Atlantic Russia Business Council  
1700 Market Street, Suite 1100  
Philadelphia, PA 19103

Dear Mr. Kogan:

On behalf of the Maryland Department of Business and Economic Development, we look forward to welcoming the Russian participants to the **Russian-American Innovation Technology Week**, March 12-15, 2014, and particularly to the **Russian-American Life Sciences Innovation Conference** in Philadelphia on March 13, 2014, both hosted by the Mid-Atlantic Russia Business Council.

Maryland has been a leading force in innovation and entrepreneurship for the US Chamber of Commerce for the past two years and has had a long relationship with Russia. We have entered into a Memorandum of Understanding (MOU) with the Russian Federation in 2007 and have signed several agreements in the past. Also, in the field of life sciences, Maryland has signed an agreement with the Russian Federation to further develop cooperation in biotechnology. The State hosted the National Presidential Commission's Innovation Working Group at the University of Maryland's Bio Park in April of 2013.

The Mid-Atlantic region can be a strong partner for Russian technology companies looking to serve or establish trade relations with companies in the United States. We look forward to working with the Mid-Atlantic Russia Business Council to support these efforts in furtherance of these goals.

Sincerely,

Robert L. Walker  
Deputy Secretary



October 15, 2013

On behalf of the Pharmaceutical Research and Manufacturers of America (PhRMA) and the Mid-Atlantic - Russia Business Council (MARBC), we would like to invite you to attend the fourth **Russian-American Life Sciences Innovation Conference**, which will be held in Philadelphia, PA on March 13, 2014. The conference brings together leading policymakers, industry experts, and academics to discuss the growth of U.S. and Russian life science sectors. The conference will highlight the 10th Russian-American Innovation Technology Week (RANIT), which will highlight the biotechnology, pharmaceutical, medical equipment, and life sciences.

Building on the success of our previous efforts, our goal is to better understand the challenges and opportunities in the continued expansion of life sciences innovation in Russia and the United States. The conference will consist of in-depth discussions of the investment climate and key policy issues for Russia and the United States. Specific discussion will focus on:

- Russia's Comprehensive Program of Biotechnology Development in 2020<sup>th</sup> signed in April 2012.
- The impact of Russia's entry into the WTO on the Russian-American partnership in the life sciences industry.
- Healthcare reform in the United States and Russia
- State and regional efforts to promote cooperation in biotechnology and life science
- The potential of clinical trials and other pharmaceutical research and development in Russia/
- University technology transfer

We hope you will be able to join us at the Russian-American Life Sciences Innovation Conference. For further information please contact Val Kogan, President of the MARBC, by phone at (484) 467-7444, via email at: val@ma-rbc.org or by visiting the MARBC website: www.ma-rbc.org.

With best regards,

Val Kogan  
President,  
MARBC

Andreas Karabel  
Deputy CEO, International Affairs  
PhRMA

About the Mid-Atlantic - Russia Business Council. Since 1994, MARBC has worked to foster business relations between Russia and the Commonwealth of Independent States (CIS) and the U.S. Mid-Atlantic region, while cultivating mutual appreciation of political, economic, cultural, and educational interests. The goal of MARBC is to enable companies based in the U.S. Mid-Atlantic region to enhance their positions in Russia and the CIS and to attract Russian businesses to the U.S. Mid-Atlantic region.

For more information regarding 20<sup>th</sup> Anniversary year events, please contact Val Kogan, President of the MARBC, by phone: (484) 467-7444, email: val@ma-rbc.org, or visit the MARBC website at: <http://www.ma-rbc.org>.

On October 10, 2013  
Mayor A. Thomas Beane

### PROCLAMATION

The City of Philadelphia's position as a world center of innovation has been greatly enhanced by the commitment of its citizens, companies, and institutions to foster innovation and to support the growth of its life sciences industry. It is the City's policy to support and encourage the growth of its life sciences industry and to support the growth of its life sciences industry.

On March 11, 2014, the Mid-Atlantic Russia Business Council will host the 10<sup>th</sup> Annual Russian-American Innovation Technology Week (RANIT). The 10<sup>th</sup> RANIT event will be held from March 12-15, 2014, and will include discussions on policy strategies that have arisen as a result of the Comprehensive Program of Biotechnology Development in Russia to 2020<sup>th</sup> as well as Russia's entry into the WTO in August 2012 and its effect on the Russian-American partnership in the life sciences industry.

It is the policy of the City of Philadelphia to support and encourage the growth of its life sciences industry and to support the growth of its life sciences industry.

#### THESE ARE THE RUSSIAN-AMERICAN INNOVATION TECHNOLOGY WEEK

In Philadelphia and on the 10<sup>th</sup> anniversary of the City of Philadelphia's commitment to foster innovation and to support the growth of its life sciences industry, it is the City's policy to support and encourage the growth of its life sciences industry and to support the growth of its life sciences industry.

Done under my hand and the seal of the City of Philadelphia on this 11<sup>th</sup> day of March, 2014.



February 25, 2014

Mr. Val Kogan,  
President  
Mid-Atlantic Russia Business Council  
1700 Market Street, Suite 1100  
Philadelphia, PA 19103

Dear Mr. Kogan:

On behalf of the University City Science Center, I would like to express our support of the Mid-Atlantic Russia Business Council's 10<sup>th</sup> Annual Russian-American Innovation Technology Week (RANIT) being held in Philadelphia, PA on March 12-15, 2014, as well as Days of Russian-American Innovation Entrepreneurship Cooperation in October 2014. The 10<sup>th</sup> RANIT will mark the 20<sup>th</sup> anniversary of the Mid-Atlantic Russia Business Council.

We are delighted to welcome the Russian delegation of entrepreneurs, scientists, venture capitalists, and established corporations to the U.S. and Russian technology industries to the Science Center on March 12, 2014 as one of the key events of the 10<sup>th</sup> RANIT.

Established in 1961 and headquartered in Philadelphia, PA, the Science Center was the first, and remains the largest, open research park in the United States. The Science Center accelerates technology commercialization, regional economic development, and the market availability of life enhancing scientific breakthroughs by bringing together innovators, scientists, entrepreneurs, funding, incubated facilities, and business services.

We value our partnership with the Mid-Atlantic - Russia Business Council and its involvement with our Global Soft Landing and Startup programs. The continued collaboration between the Mid-Atlantic - Russia Business Council and the Science Center resulted in the first Russian company to open an office at the Science Center in 2012. We hope the 10<sup>th</sup> RANIT and future programs will enhance our collaboration and that more Russian startup companies will join the Science Center.

We look forward to working with the Mid-Atlantic Russia Business Council to support RANIT 10<sup>th</sup> Week in Philadelphia.

Sincerely,

Cheryl M. Hines  
CEO, University City Science Center



February 20, 2013

Mr. Val Kogan,  
President  
Mid-Atlantic - Russia Business Council  
1700 Market Street, Suite 1100  
Philadelphia, PA 19103

Dear Mr. Kogan:

On behalf of Biogen Idec, I express my support of the 10<sup>th</sup> Annual Russian-American Innovation Technology Week and the Russian American Life Sciences Innovation Conference, hosted by the Mid-Atlantic - Russia Business Council on March 12-15, 2014 in Philadelphia.

We are delighted to welcome the Russian delegation of entrepreneurs, scientists, venture capitalists, and established corporations to the U.S. and Russian technology industries to our state and hope that successful business collaborations will be developed as a result of this visit.

Pharmaceuticals is being in the center of life cycle of innovation - world-class basic research, emerging companies, venture capitalists, and global success companies. Pharmaceutical's success is a catalyst to ensure Pennsylvania is a global leader in biotechnology to bring a cohesive community that will drive the region's biotechnology, pharmaceutical, research and financial strength.

It is through cooperation with our government and with other regional, national, and international such as yours, that we are able to continue to give one of the most vibrant biotechnology centers in the world.

We congratulate the Mid-Atlantic - Russia Business Council with its 20<sup>th</sup> anniversary. We look forward to working with the Mid-Atlantic - Russia Business Council to support the Russian-American Innovation Technology Week and the Russian-American Life Sciences Innovation Conference.

With best regards,

Cheryl M. Hines  
CEO, Biogen Idec



January 8, 2014

Mr. Val Kogan,  
President  
Mid-Atlantic Russia Business Council  
1700 Market Street, Suite 1100  
Philadelphia, PA 19103

Dear Mr. Kogan:

The New Jersey Business Action Center is pleased to support the Mid-Atlantic Russia Business Council and the 10<sup>th</sup> Annual Russian-American Innovation Technology Week (RANIT) as well as the Days of Russian-American Innovation Entrepreneurship Cooperation (RAVC) 2014.

The State of New Jersey Business Action Center is pleased to support the Mid-Atlantic Russia Business Council and the 10<sup>th</sup> Annual Russian-American Innovation Technology Week (RANIT) as well as the Days of Russian-American Innovation Entrepreneurship Cooperation (RAVC) 2014.

Please accept our sincere congratulations on this year's 20<sup>th</sup> anniversary of the Mid-Atlantic Russia Business Council. We look forward to welcoming the Russian Delegation to the Mid-Atlantic Russia Business Council.

Sincerely,  
Randy W. Miller  
Chairman, International Business Development & Physical  
New Jersey Business Action Center



STATE OF DELAWARE  
BUSINESS DEPARTMENT  
DELAWARE ECONOMIC DEVELOPMENT OFFICE

February 25, 2014

Mr. Val Kogan,  
President  
Mid-Atlantic Russia Business Council  
1700 Market Street, Suite 1100  
Philadelphia, PA 19103

Dear Mr. Kogan:

The core mission of the Delaware Economic Development Office is to attract, retain and expand business. In the past year, we have been especially successful in accomplishing this goal on a global scale. We applaud the Mid-Atlantic Russia Business Council for fostering similar business efforts between Russia and the U.S. We have also provided efforts to attract innovative companies to join our cadre of firms thriving in the 10<sup>th</sup> States. As such, we are excited to once again welcome the Russian delegation to our region for next month's Russian-American Innovation Technology Week (RANIT) Week and the 10<sup>th</sup> Days of Russian-American Innovation Entrepreneurship Cooperation (RAVC) 2014.

The Delaware Economic Development Office is passionate for attracting new investing and business to Delaware, for promoting the expansion of existing industry, assisting small and minority owned businesses, promoting and developing tourism and creating new and improved employment opportunities for all citizens of Delaware.

We congratulate the Mid-Atlantic Russia Business Council on its 20<sup>th</sup> anniversary, and we hope to continue to enhance our mutual business relationship.

Sincerely,

Alan Levin  
Director Delaware Economic Development Office



February 21, 2014

Mr. Val Kogan,  
President  
Mid-Atlantic Russia Business Council  
1700 Market Street, Suite 1100  
Philadelphia, PA 19103

Dear Mr. Kogan:

On behalf of New Jersey's thriving life science industry, BioNJ is pleased to express my support for the 10<sup>th</sup> Annual Russian-American Innovation Technology Week (RANIT) in Philadelphia and the Mid-Atlantic region from March 12-15, 2014.

Hosted by the Mid-Atlantic Russia Business Council, RANIT has grown to be a significant event for Russian-American technology and life science cooperation and brings together entrepreneurs, scientists, venture capitalists and established corporations within the American and Russian technology industries.

The relationship between life science has experienced significant growth - especially Bio NJ companies in 1998 to more than 150 today - and much of this success can be attributed to the growth process and contribution of internationally-based companies.

In 2011, I was honored to speak about New Jersey's biotechnology industry at the Russian Pharmaceutical Forum in St. Petersburg and also with the Chamber of Commerce in Moscow to discuss the growing life science industry in Russia. It was a wonderful opportunity and an enlightening to the many exciting things happening in Russia's life science field. Thank you very much for the opportunity.

We congratulate the Mid-Atlantic Russia Business Council on its 20<sup>th</sup> anniversary of the 10<sup>th</sup> anniversary of RANIT. We wish you much success for the conference and hope the you will continue to allow many positive relationships in the business community in the years to come.

Warm regards,

Debbie Star  
President and CEO

