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CeBIT America Sets Stage For U.S. Alliances With the Russian Technology Community

- Partners With Mid-Atlantic-Russia Business Council and the U.S. Department of State To Host First Russian Technology Program at U.S. Trade Show -

New York, NY — CeBIT America, the first international CeBIT trade show to convene in the United States, (June 18–20, 2003; Jacob K. Javits Convention Center, New York City), today announced a seminar and exhibition program in conjunction with the Mid-Atlantic-Russia Business Council and the U.S. Department of State, that will provide opportunities for business and technology cooperation between U.S. and Russian companies. This also marks the first time that a Russian business or technology association will hold such a multifaceted program at a major U.S. trade show.

“The positive response to our programs in the Mid-Atlantic region has encouraged us to expand our seminars to locations on the East Coast, with the most comprehensive program of the series being held at CeBIT America,” said Val Kogan, President, Mid-Atlantic-Russia Business Council. “The emerging Russian technology market offers U.S. enterprises interesting value propositions for fostering business relations and cultivating cooperation with local technology companies.”

The "Russian Science & Technology Opportunities for U.S. Businesses" seminar will be led by representatives from the U.S. Department of State's Partners Program, which assists U.S. businesses in funding research projects and engaging in technology development in the former Soviet Union. High-level speakers will include representatives from the International Science and Technology Center Programs, U.S. Department of State; BISNIS, International Trade Administration, U.S. Department of Commerce; U.S. Industry Coalition; and U.S. Civilian Research and Development Foundation. The seminars will also feature presentations by U.S. corporations with significant transfer technology collaboration experience in Russia.

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"CeBIT America is delighted to add these unique educational seminars as well a special pavilion for technology companies from Russia to our inaugural trade show," said Mark Dineen, Managing Director, CeBIT America. "CeBIT America is hosting special technology pavilions for over 20 countries, but this program is the first for a Russian business or technology association at a major trade show in the United States."

In addition to the seminar series, the MARBC Russian Technology Pavilion will feature an extensive display of Russian science and technology capabilities. A delegation from the Russian Federation, representing companies in the information technology and related technology industries, will be on hand to engage in a panel discussion and to exhibit the latest advancements in Russian technology.

The "Russian Science & Technology Opportunities for U.S. Businesses" seminar series will take place from June 18-19, 2003 at CeBIT America.

CeBIT America will bring together over 400 exhibitors and 35,000 senior decision-makers from technology and vertical industries, including the automotive, banking, education, government, healthcare, hospitality, insurance & finance, manufacturing, media & publishing, and retail sectors. Partnering with leading business and government organizations, CeBIT America will offer exclusive business and educational opportunities for exhibitors and attendees, including a comprehensive conference program co-developed by CNET Networks and the Business Council for the United Nations' 2003 'Bridging the Global Digital Divide Conference.' For more information on CeBIT America, please visit www.cebit-america.com.

About Mid-Atlantic - Russia Business Council

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

The MARBC is a major non-profit organization in the Mid-Atlantic Region that provides information about and services related to Russia and the CIS. The MARBC places emphasis on industries in which the Russian market is most lucrative and prosperous, including Advanced Technology, Energy and Environment, Pharmaceutical and Biotechnology, Materials/Nanotechnology, Manufacturing Technology, Information Technology, Transportation, Instrumentation, Communications, Air, Space and Surface Transportation, Agriculture, and more. The MARBC organizes more than 25 events annually, including many targeted to companies in these particular industries.

Since mid-1997, the MARBC has been actively involved in developing cooperation with Russian regions. Since that time, the MARBC signed agreements with nearly twenty regional Russian Chambers of Commerce and Business Associations including Moscow and the Moscow Region which is the epicenter of most Russian technology-related enterprises, and others.

For more information visit the MARBC website at: <http://www.ma-rbc.org>

About CeBIT

CeBIT is the world's largest and most influential information and communications technology trade fair. The flagship event, **CeBIT Hannover**, runs for eight days each spring and takes place at the Hannover Fairgrounds in Hannover, Germany. CeBIT 2002 used 4.27 million square feet of net display space and hosted 7,264 exhibiting companies, 674,000 visitors and 11,680 journalists. **CeBIT America** joins an annual roster of international CeBIT events that includes—in addition to the original CeBIT in Hannover—**CeBIT Asia** (Shanghai, China), **CeBIT Australia** (Sydney), **CeBIT Bilisim Eurasia** (Istanbul, Turkey) and **CeBIT Home Electronics** (Shanghai, China). Visit www.cebit.de and www.cebitevents.com for more information.

Hannover Fairs USA, Inc. is the U.S. subsidiary of Hannover, Germany's Deutsche Messe AG, the world's largest and most active trade fair organizer and facility. Established in 1985 in Princeton, New Jersey, Hannover Fairs USA organizes tradeshows, conferences, group exhibits and marketing programs at events throughout the world. Visit www.hfusa.com for more information.

Deutsche Messe AG (the Hannover Trade Fair Authority), owner and operator of the Hannover Fairgrounds, is the world's largest and most active trade fair organizer. Based in Hannover, Germany, the company employs a staff of 828 and, with its 12 subsidiaries and network of more than 60 foreign representatives, annually produces approximately 50 regional, national and international trade events that showcase between 25,000 and 30,000 exhibiting companies each year. Visit www.messe.de for more information.