



**Facebook**  
**Palo Alto, California**  
**March 26, 2011**

# Poland Day at Global Technology Symposium



## HONORARY PATRONAGE:

Consul General of the Republic of Poland  
in Los Angeles **Joanna Kozińska-Frybes**

Minister Counselor, Head of the Trade  
& Investment Section, Polish Embassy  
**Zbigniew Kubacki**





# WELCOME

## **US-Polish Trade Council**

[www.usptc.org](http://www.usptc.org)

invites you to

## **Poland Day**

a half-day seminar associated with

## **Global Technology Symposium**

[www.globaltechsymposium.com](http://www.globaltechsymposium.com)

The event will focus on timely areas of business investments and the relationship between Silicon Valley and Poland. The panels will comprise participants from Poland and Silicon Valley. Light refreshments will be provided by the organizers.

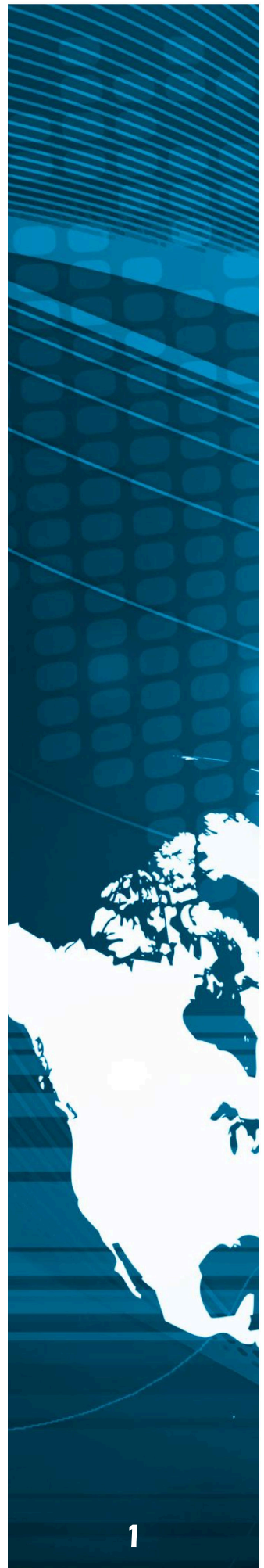
The event will be held at

## **Facebook**

1050 Page Mill Road, Building 2, Palo Alto, CA

**Per the request of our host at Facebook, please make sure to have an ID with you.**

On the preceding evening (Friday, March 25) we invite you to dinner hosting the delegation of Polish government, regional authorities, and academia and business representatives. It will start at 6:00 pm and take place at Hunan Garden Restaurant, 3345 El Camino Real, Palo Alto. The entry fee of \$45 is payable at the door covering cost of dinner.





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## **US-Polish Trade Council**

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1050 Page Mill Road, Building 2, Palo Alto, CA

**Due to limited space, please register to each event no later than March 23, midnight by sending a message to one of the below e-mail addresses.**

For more info and to register, please send your e-mail to:

Leszek Szalek at [szalek@usptc.org](mailto:szalek@usptc.org)

Monika Barycza at [mbarycza@usptc.org](mailto:mbarycza@usptc.org)





# AGENDA







# AGENDA

## March 26, 2011 - Saturday

7:30 am - 9:40 am

### 7:30 am Registration & Coffee

Facebook, Palo Alto

### 8:00 am – 8:30 am Opening Remarks

#### Moderator:

**Jerzy Orkiszewski**, President, US-Polish Trade Council

#### Speakers:

**Zbigniew Kubacki** Minister Plenipotentiary, Commercial Department, the Embassy of Poland

**Stephan Crawford** Director, U.S. Commercial Services, SF, US Department of Commerce

**Mark Chandler** Director, San Francisco Mayor's Office for International Trade and Commerce

**Tad Taube** Honorary Consul of the Republic of Poland

### 8:30 am – 9:30 am Financial

#### Moderator:

**Francis Skrobiszewski** Director, USPTC

#### **Personal Wealth Investment Funds in Poland and Poland's social values in Capitalism**

#### Speakers:

**Kenneth L. Fisher** Fisher Investment - Personal Wealth

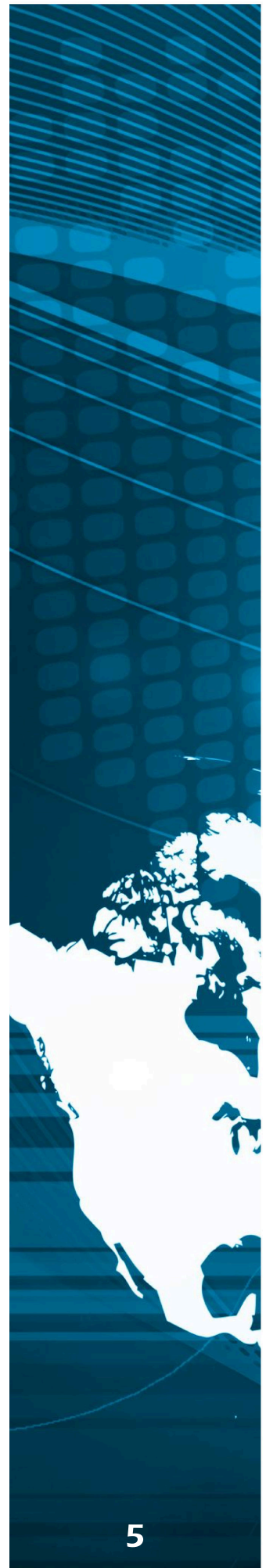
**Milena Z. Fisher** Fisher Investment - Personal Wealth

#### **Institutional Stimulation of VC Market in Poland**

#### Speaker:

**Piotr Gębala** President, National Capital Fund, KFK, Krajowy Fundusz Kapitałowy

### 9:30 am – 9:40 am Coffee Break



# AGENDA

**March 26, 2011 - Saturday**

**9:40 am - 10:40 am**

**9:40 am - 10:30 am Technical/Technological**

Moderator:

**Caroline Krawiec-Brownstone** Director, USPTC

**Energy – Smart Grid, nuclear power,  
renewables, shale gas**

Speakers:

**Marek Samotyj** Technical Executive, Power Delivery  
and Utilization Sector, EPRI

**Chaim Braun** Consulting Professor, Nuclear Energy, Stanford  
University

**Jan Hupka** Pro-rector, Gdansk University of Technology

**Medical Technologies**

**– technology / quality / regulatory market**

Speaker:

**Jerzy Orkiszewski** Director of Engineering, Cutera Medical  
Devices

**Software / communications**

Speaker:

**Patrick Kennedy** President and CEO, OSISoftware

**10:30 am – 10:40 am Coffee Break**

# AGENDA

## **March 26, 2011 - Saturday**

**10:40 am - 11:40 am**

### **10:40 am - 11:35 am Silicon Valley /Academic**

Moderator:

**Leszek Szatek** VP, USPTC

#### **Technology transfer, exchanges and innovativeness**

Speakers:

**Burton H. Lee** Stanford University, School of Engineering

**Caroline Krawiec-Brownstone** President, IMMA, Director, USPTC

**Lynne Hollyer** Associate Director in the UC Berkeley Industry  
Alliances Office

#### **Silicon Valley of Southern Belt in Poland (Krakow - Katowice - Wroclaw)**

Speakers:

**Sławomir Kopeć** President, Krakow Technology Park

**Mirosław Bobrzyński** Euro-Centrum, Katowice

**Justyna Kownacka** Science and Technology Park, Euro-Centrum,  
Katowice

**Andrzej Tonderski** Director, POMCERT

### **11:35 am – 11:40 am Closing Remarks**

**Piotr Moncarz** Consulting Prof., Stanford University; Chairman,  
USPTC; Co-Organizer, GTS2011



# **SPEAKERS**





# SPEAKERS

## Opening remarks

March 26, 2011 – Saturday 8:00 am – 8:30 am

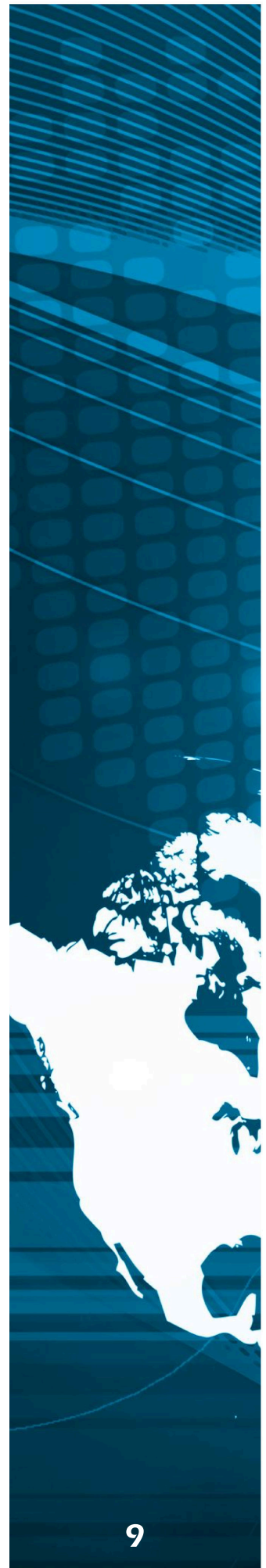


Moderator

### **Jerzy Orkiszewski**

President, US-Polish Trade Council, Technical Director, Cutera Medical Devices

Jerzy Orkiszewski holds an M.S. degree in Biomedical Engineering from the Warsaw Technical University, Department of Fine Mechanics (currently Department of Mechatronics) and École Nationale Supérieure de l'Electronique et de ses Applications in Cergy, France. In Silicon Valley he has been working for variety of product development biomedical device companies: Cutera, Inc., Ellex Medical, Lumenis, Inc. and Medical Group of Coherent, Inc., where he has been providing the technology and business leadership serving in various engineering, management and executive positions. Mr. Orkiszewski is a contributing editor of "Przegląd Lotniczy - Aviation Review" aviation magazine in Poland. He provides to USPTC a strong link to the US biomedical technology sector.



## **SPEAKERS**

### **Opening remarks**

**March 26, 2011 – Saturday 8:00 am – 8:30 am**



#### **Zbigniew Kubacki**

Minister Counselor, Head of The Trade & Investment Section, Polish Embassy, WDC

Minister Zbigniew Kubacki began his professional career with the Foreign Trade Enterprise "Orbis", as a commercial offices' staff member, and subsequently

worked in the Research Institute for Foreign Trade and the Ministry of Foreign Economic Relations. He was twice posted abroad to work for the official Polish commercial representations, serving in Athens, Greece, and Chicago, Illinois, where he was responsible for the promotion of Polish economic relations in the Midwest. In prior to his current position, Mr. Kubacki was promoted to the Director of the Department of International Bilateral Cooperation of the Ministry of Economy.



#### **Stephan Crawford**

Director, Western U.S., US Department of Commerce

Stephan Crawford is Director of the U.S. Commercial Service in San Francisco. Before this posting, he served in a variety of U. S. government positions, including an assignment to the State Department as the

Economic and Political Officer at the U.S. Consulate in Dusseldorf, Germany, and to U.S. Secretary of Commerce Ron Brown's staff in California. Mr. Crawford holds a B.A. in History and Philosophy from the University of Southern California and a Masters in International Affairs from the Fletcher School of Law and Diplomacy at Tufts University.



# SPEAKERS

## Opening remarks

March 26, 2011 – Saturday 8:00 am – 8:30 am



### Mark Chandler

Director, San Francisco Mayor's Office  
for International Trade and Commerce

Mark Chandler is Director of the San Francisco Mayor's Office of International Trade and Commerce. He has been with the Mayor's Office since 1987.

Mr. Chandler is responsible for the international business programs of the City of San Francisco, including Sister City ties, trade and investment projects, import and export promotion and international business attraction. He was instrumental in the founding of the San Francisco-Ho Chi Minh Sister City program, one of the first US-Vietnam relationships, and has coordinated over 30 overseas missions. Prior to that, he was employed at U.S. Sprint Telecommunications. Mr. Chandler holds a B.A. from U.C. Davis in Economics and an MBA in International Marketing from U.C. Berkeley. He also studied at the Tokyo Academy of Japanese.

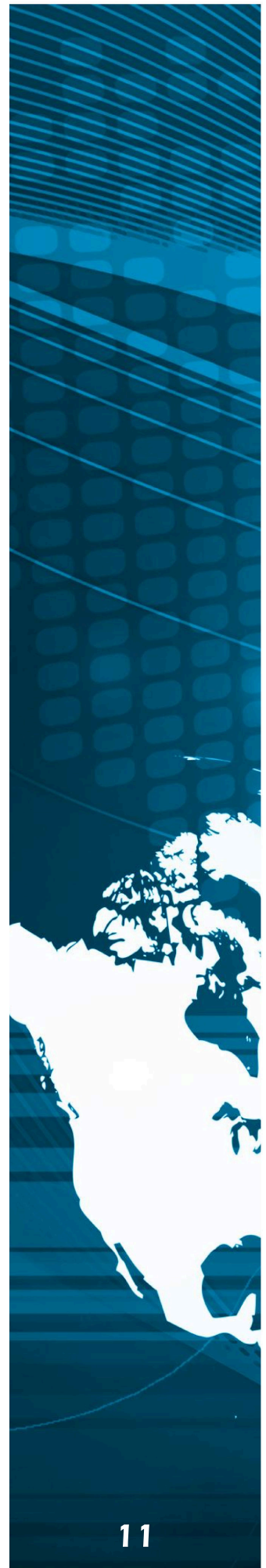


### Tad Taube

Honorary Consul of the Republic of Poland

The Honorable Tad Taube has dedicated his life to efforts strengthening the Jewish communities in both the United States and Poland. He has spearheaded efforts to preserve and celebrate Jewish heritage

and history, primarily through his leadership in Warsaw's planned Museum of the History of the Polish Jews and the Jewish Historical Institute, as well as the Jewish Cultural Festival in Krakow. In 2004, Polish President Aleksander Kwaśniewski awarded Mr. Taube the Commander's Cross, the highest civilian medal for foreigners. Mr. Taube has also served as president of the \$400 million Koret Foundation for the past 25 years, designating nearly \$30 million a year to Jewish and secular cultural and educational organizations in the San Francisco Bay Area and Israel.



## **SPEAKERS**

### **Financial**

**March 26, 2011 – Saturday 8:30 am – 9.30 am**



Moderator

**Francis J. Skrobiszewski**

Director, US-Polish Trade Council

Francis Skrobiszewski has 30 years of experience in fund management, law, strategy development and public affairs, working in the United States, Europe, Africa, Asia and the Middle East. Mr. Skrobiszewski is a Director of the Afghan-American Chamber of Commerce and has served on the Steering Committee of MENA-OECD Enterprise Financing Network, and is assisting a London-based team creating an SME fund for Iraq. He has advised Southern Africa Enterprise Development Fund, participated in structuring and preparing base documents for the regional development fund in Republic of Georgia. Most recently, Mr. Skrobiszewski worked in Mozambique on a private sector development. Mr. Skrobiszewski holds a Juris Doctorate, a Masters degree in Systems Management and a Bachelors degree in Economics.

## SPEAKERS

### **Personal Wealth Investment Funds in Poland, and Poland's social values in Capitalism**



#### **Kenneth L. Fisher**

Fisher Investment

Ken Fisher is the Chief Executive Officer and Chief Investment Officer of Fisher Investments, a multi-billion dollar money management firm serving large corporate and public pension plans, in addition

to endowments, foundations and thousands of high net-worth individuals. In 2008, BusinessWeek named Fisher Investments a top career destination. Mr. Fisher is best known for his prestigious "Portfolio Strategy" column in Forbes magazine, where his 25-year tenure makes him the fourth longest-running columnist in Forbes' history. From 2000 to 2006, he wrote a monthly column for Bloomberg Money magazine, a former personal finance magazine for European investors. Mr. Fisher currently writes a weekly column for Germany's Focus Money magazine, and a monthly column in the UK's Interactive Investor website.



#### **Milena Z. Fisher**

Fisher Investment

Milena Z. Fisher was born and raised in Poland. She immigrated to the U.S. eight years ago following her husband, Clay Fisher. A public relations specialist, Dr. Fisher has worked with the Partner of Promotion

Group, as well as several large corporations, including U.S. Pharmacy. Dr. Fisher has authored numerous articles in the Polish media including Przekrój, Newsweek Polska, and Glamour. She holds a doctorate in Philosophy and Ethics from Warsaw University; her book, Nietzsche w USA, was published in 2010 by the University of Warsaw Press. Dr. Fisher also completed post-graduate studies of Public Relations at the Polish Academy of Sciences, UW Institute of Applied Social Sciences and the Centre for Privatization. Milena has authored numerous articles in the Polish media including Przekrój, Newsweek Polska, Glamour etc.

## SPEAKERS

### **Institutional Stimulation of VC Market in Poland**



#### **Piotr Gębala**

President, National Capital Fund,  
(KFK, Krajowy Fundusz Kapitałowy)

Piotr Gębala has worked in the financial sector for the past 9 years, dealing with capital investments in non-public market. Mr. Gębala served as Investment Director/Member of the Management Board in Lubelski Fundusz Kapitałowy Spółka z o.o. (Capital Fund of Lublin), and later as the Investment Director/Member of the Management Board in Fundusz HALS (HALS Fund). Mr. Gębala has extensive knowledge and experience in the areas of fund management, investment project analysis and company due diligence and monitoring. He was a member of CRESCENDO Thematic Network – an EU project aimed at creating an international knowledge sharing platform for PE VC . Piotr Gębala holds Degree in Law from the University of Maria Curie-Skłodowska in Lublin (UMCS Lublin).

## SPEAKERS

### Technical/Technological

March 26, 2011 – Saturday 9:40 am – 10:30 am

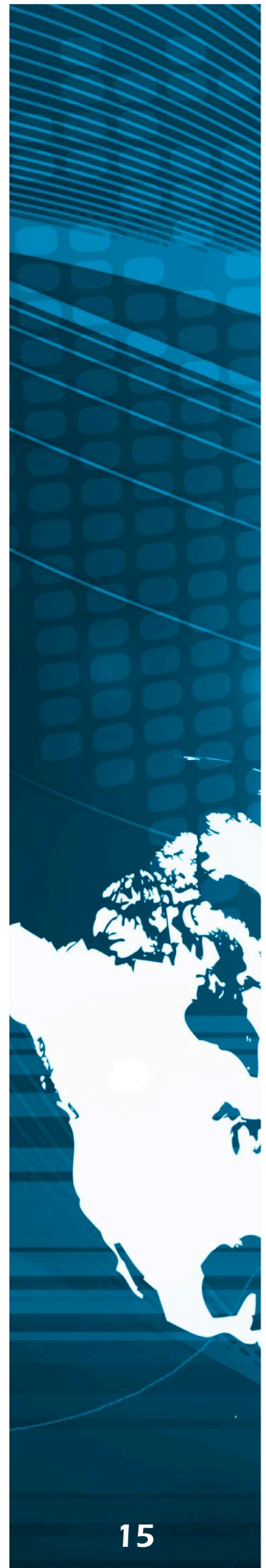


Moderator

#### **Caroline Krawiec-Brownstone**

President, IMMA, Director, USPTC

Caroline Krawiec Brownstone is the current President/CEO of International Management and Marketing Associates (IMMA Ltd), a leading international management consulting firm, providing international economic and business development advisory services for the public and private sectors within the United States, European Union, Central and Eastern Europe, Baltic and Balkan regions and Eurasia. Ms. Krawiec Browstone has guided International Management and Marketing Associates (IMMA Ltd) to become a leader in international economic and business. She is acknowledged as an expert, with significant experience, providing leadership, analytical assessment and project planning of international management advisory services in Banking and Finance Regulatory Reform, Economic and Business Development/Public Administration, Agriculture/Environment/Energy, Technology and Media and Small-Medium Enterprise (SMS) Development sectors.



## **SPEAKERS**

### **Energy - Smart Grid, nuclear power, renewables, shale gas**



#### **Marek Samotyj**

Technical Executive, Power System Analysis and Energy Efficiency, Power Delivery and Utilization Sector, Electric Power Research Institute

Marek Samotyj currently manages energy efficiency-related end-use energy utilization efforts. He was also

responsible for development and implementation of R&D plan for IntelliGrid Consortium, public-private initiative established by EPRI in 2001. Before that, Mr. Samotyj held a position of the Business Line Manager responsible for EPRI Retail Sector's Technical and Business Services. Before coming to EPRI, Mr. Samotyj was a Research Assistant to the Energy Modeling Forum at Stanford University. He is a member of the IEEE and a member of CIGRE (International Conference on Large High Voltage Electric Systems). In 2000, Mr. Samotyj was awarded the John Mungenast International Power Quality Award funded by Power Quality Magazine and The Financial Times, for his lifetime achievements.



#### **Chaim Braun**

Consulting Professor, Center for International Security and Cooperation, Stanford University

Chaim Braun is a CISAC Consulting Professor specializing in issues related to nuclear power economics and fuel supply, and nuclear

nonproliferation. At CISAC, Professor Braun pioneered the concept of proliferation rings dealing with the implications of the A.Q. Khan nuclear technology smuggling ring, the concept of the Energy Security Initiative (ESI), and the re-evaluation of nuclear fuel supply assurance measures, including nuclear fuel lease and take-back. Professor Braun is a member of the World Nuclear Association (WNA) committees on Nuclear Economics and Assured Fuel Supplies. He is a permanent lecturer at the World Nuclear University's (WNU) One-Week Courses. Braun was a member of the Near-Term Deployment and the Economic Cross-Cut Working Groups of the Department of Energy (DOE) Generation IV Roadmap study.

## SPEAKERS

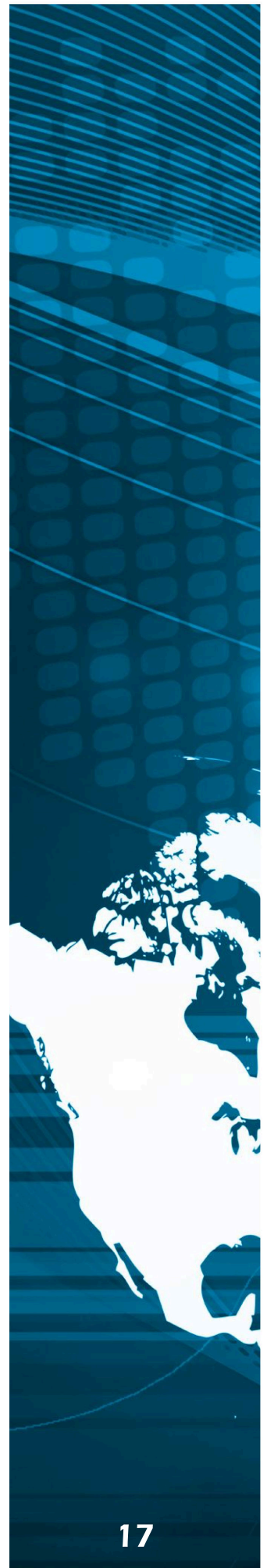


### **Jan Hupka Dr. Ing., Prof.**

Vice Rector for Research and Commercialisation,  
Gdansk University of Technology

Since 1997 Profesor Jan Hupka has been Vice-Rector at the Gdansk University of Technology and a Research Professor at the University of Utah.

Prof. Hupka has developed advanced oily water treatment processes, has extensive experience in organic phase-aqueous phase-solids separations and in the clean-up of oil spills on marine/inland waters and land, implemented new sorbents from scrap tires for oil spill clean-up, and significantly contributed to the development of the tar sand research program at the University of Utah. His major research interest is in oil-water-solids separation, advanced oxidation techniques, waste utilization/disposal, and applied surface chemistry as used in chemical technology and environment protection against pollution.



## **SPEAKERS**

### **Medical Technologies – technology / quality / regulatory market**



#### **Jerzy Orkiszewski**

President, US-Polish Trade Council, Technical Director, Cutera Medical Devices

Jerzy Orkiszewski holds an M.S. degree in Biomedical Engineering from the Warsaw Technical University, Department of Fine Mechanics (currently

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### **Software / communications**



#### **Patrick Kennedy**

President and CEO, OSISoftware

J. Patrick Kennedy is the CEO and majority owner of OSISoft. Under Dr. Kennedy's visionary leadership, the company has grown into to a highly profitable global corporation. Prior to founding the company,

Dr. Kennedy worked as a research engineer for Shell Development Company and as an applications consultant for Taylor Instrument Company. Dr. Kennedy earned a Bachelor of Science in Chemical Engineering and a Ph.D. in Chemical Engineering from the University of Kansas. A registered professional engineer in control systems engineering, he holds a patent on a catalytic reformer control system. He co-authored a chapter of the book "Planning, Scheduling and Control Integration in the Process Industries," C. Edward Bodington, ed. (McGraw-Hill Co., 1995), and is the author of numerous papers.



## SPEAKERS

### **Silicon Valley / Academic**

**March 26, 2011 – Saturday 10:40 am – 11:35 am**



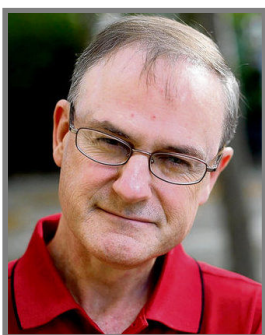
Moderator

**Leszek Szatek**

Vice President – Events, USPTC

Leszek Szatek graduated from the Technical University of Warsaw with M.Sc. in Electronics Engineering and MBA. His academic and professional background is related to the field of cybernetics. Mr. Szatek is a founder and CEO of Cito Systems, a company focused on control systems design and integration for robotics and automation applications. He worked on projects for industrial, military and NASA applications. He designed a control system allowing remote robot control from any place on the globe. Mr. Szatek is vigorously involved in activities of Polish and American professionals in the USA. He is the leader of the Warsaw University of Technology North American Alumni Association. He is a founding member of Robotics Consortium in Silicon Valley, an organization advancing robotics to wide variety of applications.

### **Technology transfer, exchanges and innovativeness**



**Burton H. Lee**

Stanford University, School of Engineering

Burton Lee is Director of Stanford University's European Entrepreneurship and Innovation Thought Leaders Program in the School of Engineering.

Dr. Lee is a technology venture finance, commercialization, and innovation strategy

and policy professional with over 15 years' entrepreneurial and senior executive leadership and advisory experience in seed-stage investment; venture-backed startups; global technology corporations; venture capital and private equity funds, angel networks, federal S&T agencies, state economic development offices, leading research universities, industry associations and national governments. Dr. Lee serves as Managing Partner of Innovarium Ventures, a strategic, financial and technical advisory services firm based in Silicon Valley. Dr. Lee holds a doctorate in Mechanical and Electrical Engineering from Stanford University (2002), and an MBA in Finance and Entrepreneurship (Cornell, 2004).

## SPEAKERS



### **Caroline Krawiec Brownstone**

President, IMMA, Director, USPTC

Caroline Krawiec Brownstone is the current President/CEO of International Management and Marketing Associates (IMMA Ltd), a leading international management consulting firm, providing international economic and business development advisory services for the public and private sectors within the United States, European Union, Central and Eastern Europe, Baltic and Balkan regions and Eurasia. Ms. Krawiec Brownstone has guided International Management and Marketing Associates (IMMA Ltd) to become a leader in international economic and business. She is acknowledged as an expert, with significant experience, providing leadership, analytical assessment and project planning of international management advisory services in Banking and Finance Regulatory Reform, Economic and Business Development/Public Administration, Agriculture/Environment/Energy, Technology and Media and Small-Medium Enterprise (SMS) Development sectors.



### **Lynne Hollyer**

Associate Director in the UC Berkeley Industry Alliances Office

Lynne Hollyer is an associate director in the UC Berkeley Industry Alliances Office. In that capacity she works with companies in the life sciences, engineering, software and chemical industries as well as the social sciences. She came to UC Berkeley in 2005 after nearly twenty years of working in the private sector. She worked as a negotiator for Pacific Gas and Electric Company in alternative energy procurement and has worked in the software industry and as a business consultant. Lynne was the Chief Operating Officer of Professional Management Concepts, a firm specializing in the implementation of start-up companies.

## SPEAKERS

### **Silicon Valley of Southern Belt in Poland (Kraków - Katowice - Wrocław)**



#### **Sławomir Kopeć Ph.D.**

President, Kraków Technology Park sp. z o.o.

Sławomir Kopeć is the former Director of the Information Society Department at the Marshal's Office of Małopolska Region, the Undersecretary of State at the Ministry of Communication and the

Government Plenipotentiary for Telecommunication in Rural Areas, and the Director of Małopolska Regional Branch of Agency for Restructuring and Modernisation of Agriculture. Dr. Kopeć has served as Chairman of the Civic Committee for Informatisation of the State, member of the Informatisation Council (on behalf of the Union of the Voivodeships of Poland), and a member of the Jagiellonian University Programme Council for "Information Society" Post-Graduate Studies. Dr. Kopeć is the former President of Municipal Council in Skawina and the Vice-President of Kraków County Council.



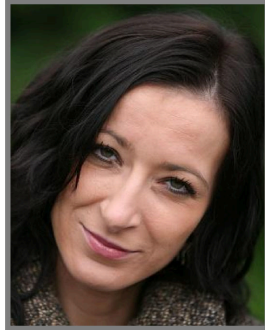
#### **Mirosław Bobrzyński**

Chairman, Euro-Centrum, Katowice

Mirosław Bobrzyński, M.Sc., is a graduate of the Agricultural University in Kraków and the School of Banking and Finance (now the University of Economics) and the Polish Economic Society

in Katowice. Mr. Bobrzyński has been the president of the Euro-Centrum S.A. since 2006 and the vice-president of Parku Naukowo-Technologicznego Euro-Centrum Sp. z o.o., the company responsible for the Industrial Park and the Science and Technology Park in Katowice. He has managed several investment projects, including brownfield redevelopment and the construction of a variety of difference versions of energy-efficient office space. Mr. Bobrzyński has previously held executive positions in real estate management companies and participated in EU and state funded projects related to technology transfer and commercialization.

## SPEAKERS

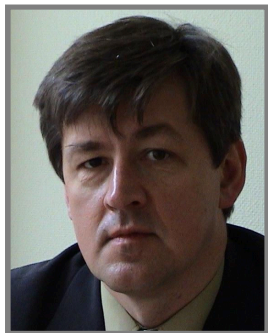


### **Justyna Kownacka**

Science and Technology Park, Euro-Centrum,  
Katowice

Justyna Kownacka holds a law degree and works both as a practicing lawyer (corporate) and educator in the Euro-Centrum Science and Technology Park with its

focus on the Cluster of Energy Efficiency Technologies. Her work includes assisting innovative technology start-ups in their legal needs.



### **Andrzej Tonderski**

Director, POMCERT

Dr Tonderski completed scientific and professional training at the Gdańsk University of Technology and Linköping University, SE. He worked as the consultant in several international projects related

to water management, air quality control, waste management and energy systems. Since 2004 he has been leading development of Pomeranian Centre for Environmental Research & Technology, POMCERT. Since 2008, dr Tonderski represents Poland in the Steering Committee of the international research programme BONUS plus that focuses on better environment of the Baltic Sea. Since 2010 he has also been CEO of innovative company BIOBALTICA, which leads Pomeranian BioEcoChem Cluster.

## SPEAKERS

### Closing Remarks

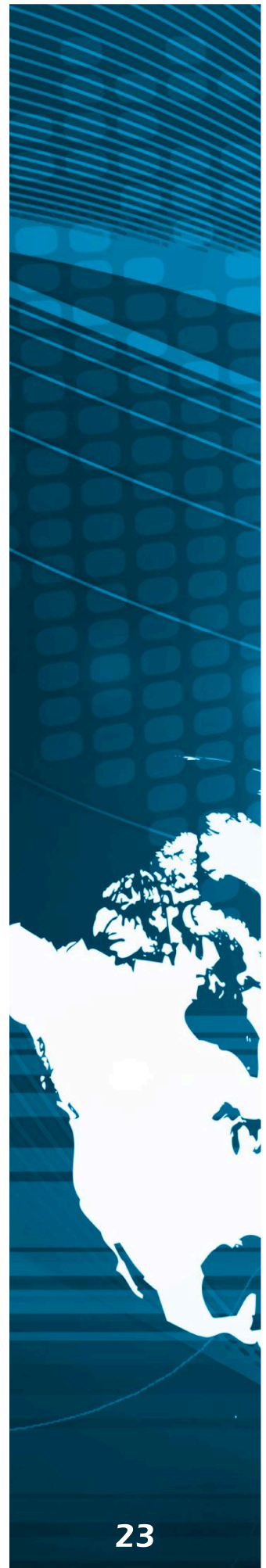
March 26, 2011 – Saturday 11:35 am -11:40 am



#### **Piotr Moncarz Ph.D., P.E.**

SCPM, Chairman, US-Polish Trade Council,  
Stanford University/Exponent, Co- Organizer,  
Global Technology Symposium 2011

Piotr Moncarz is a Consulting Professor at Stanford University, a Corporate VP at Exponent, a Silicon Valley headquartered, a world leading international science and technology public corporation specializing in failure analysis and failure prevention, a member of the Board of the Polish National Center for Research and Development, member of Polish Academy of Science and of Russian Academy of Technological Science, Fellow of American Society of Civil Engineers, co-founder and chairman of US-Polish Trade Council, member of the Advisory Board of Forum Obywatelskiego Rozwoju, FOR, a board member of San Francisco Global Trade Council, member of the 1st Board of the National Research and Development Center of Poland (NCBiR). He is active in international business from power plant development projects, energy technologies and economics, to high-tech ventures.





# SPONSORS







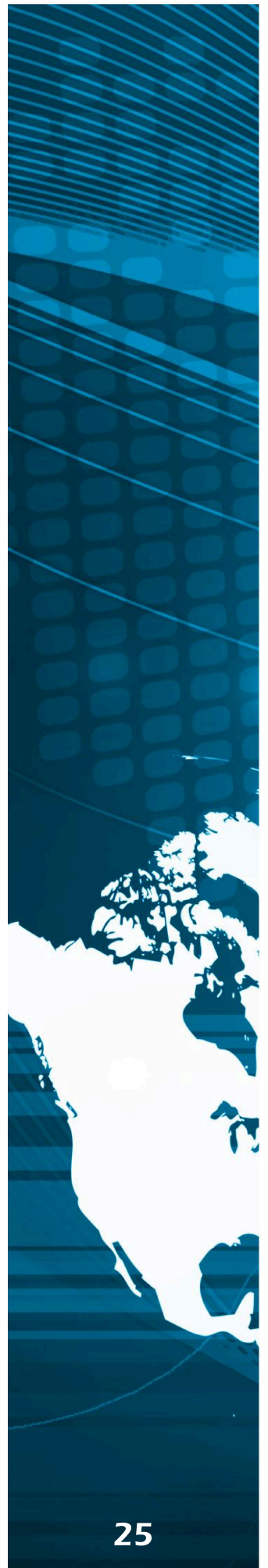
# SPONSORS



CONSULATE GENERAL OF THE REPUBLIC OF POLAND  
IN LOS ANGELES



Trade & Investment Section  
Embassy of the Republic of Poland in Washington DC





# NOTES



















**Program Coordination:**

Piotr Moncarz  
Clay Bullwinkel

**Event Management:**

Leszek Szatek  
Monika Barycza  
Joanna Pniewska