



US-Polish Trade Council Newsletter

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Dear USPTC Member,

"Entrepreneurship in a Global World" was the theme of the Ninth Annual Global Technology Symposium ("GTS") that took place in Silicon Valley during the last week of March. Each year GTS brings together hundreds of attendees, including entrepreneurs, venture capitalists, consultants and policy makers, who discuss a broad spectrum of global technology- and policy-related issues. On March 31, 2012, over hundred participants attended the Poland Day at GTS at Intel Corporation ("Intel") and benefited from vivid discussions focused on the essential conditions and ecosystems that need to exist for most companies to be able to progress from local to global businesses.

At the Poland Day, Prof. Piotr Moncarz, Chairman and Mr. Jerzy Orkiszewski, President of US-Polish Trade Council ("USPTC"), formally announced the opening of the U.S.-Poland Innovation Hub in Silicon Valley ("Innovation Hub"). The Innovation Hub will assist innovative Polish companies aspiring to enter global market through the most reliable door - the Silicon Valley. The Innovation Hub will also assist U.S.-based companies in building business relationships with companies from Poland and, through Poland, also with businesses in other European Union countries. If you would like to watch a report discussing the Silicon Valley ecosystem, summarizing the Poland Day and outlining the role of the Innovation Hub, please see [This video](#). Also an interview related to the Poland Day and the Innovation Hub with Mr. Orkiszewski, is available at [TVN-CNBC](#). At the moment, we at USPTC are also awaiting the arrival of Polish scientists who qualified to participate in the second edition of the Top 500 Innovators - Science Management and Commercialization Program ("Program") created and sponsored by the Ministry of Science and Higher Education of the Republic

of Poland ("MNiSW").

As always, if USPTC is new to you, we encourage you to visit its website located at www.usptc.org and learn about USPTC's mission, history, officers, board of directors and its activities. We also invite you to consider becoming a member of USPTC at [Here](#) See also the end of this newsletter for benefits of membership.

PAST EVENTS

NINTH ANNUAL GLOBAL TECHNOLOGY SYMPOSIUM 2012

Lorraine Hariton, acting as the State Department's Special Representative for Commercial and Business Affairs, gave the opening speech at GTS in which she confirmed that entrepreneurs through their innovative projects have a big chance to gain access to emerging and global markets. During the first day of GTS, thirteen start-ups, a group of outliers chosen from more than 2,000 companies, participated in the Global Innovator Competition. One of the projects selected for presentation was by a Ph.D. researcher from the Cracow Technical University. The management of all thirteen start-ups had access to leading VCs from Silicon Valley, including, among others, DFJ represented by Steve Jurvetson who delivered a keynote speech on the accelerating disruption of technology. In his address, Mr. Jurvetson noted that "no idea that changes the world is generally regarded, on average, as a good idea." Many entrepreneurs who may have doubts about the business viability of their current projects should remember that those ideas that are innovative, disruptive and sometimes considered unreasonable, often prove to be the cornerstone of very successful companies. One of the jurors at the competition was Mr. Piotr Gębała, President of Polish National Fund, KFK, a fund of funds created to stimulate the growth of Polish venture capital market focused on innovative companies.

During the remainder of this year's GTS, attendees participated in discussions focused on technology trends, entrepreneurial hotspots, biotech revolution, the innovation and entrepreneurship in the life sciences, the raise of Brazil and the hunt for global entrepreneurs in a BRIC country. During a panel discussion on biotech, Craig Barrett, former Chairman and CEO of Intel, noted that "it always comes down to the simplest possible model: education, smart ideas and the right environment." Many leading VCs have shared the same view for the last few decades.

During the second day at GTS the spotlight was also on Poland. The presentation of Dr. Michał Bańka, a Director at the Polish Agency for Enterprise Development, described the entrepreneurial environment in Poland and its impact on

fostering innovation. In addition, Dr. Bańka described how angel investors and VCs work with entrepreneurs in the entrepreneurial ecosystem that currently exists in Poland. The tenth edition of GTS will be next year with the registration starting this fall. We will provide the registration details in our newsletter when they become available.

POLAND DAY AT INTEL

A symposium day was devoted at GTS to issues particularly focused on Poland, hence Poland Day at GTS. The main theme of the symposium was "from startup to global corporation". The symposium was held at the corporate conference center of Intel in Santa Clara. Intel, a brand name easily recognized worldwide, was started in 1968 by two entrepreneurs, Gordon Moore and Robert Noyce. Most companies that today are conducting their business in the global marketplace were initially started by a small group of entrepreneurs. The scientist behind the project from Cracow presented in the Global Innovator Competition at GTS, expressed hope that the opportunities she has just become aware of would help her to commercialize her research and make it possible for the company to enter the global market. This is the approach that successful companies take from day one - start locally (research and company inception) and then enter the global platform (marketplace, leadership experience, partnerships, financing, etc.).

The attendees of the Poland Day participated in the discussion focused on four topics germane to the infrastructure necessary to generate startups and nurture them to global corporation level: cloud computing and Internet capabilities, Poland's R&D financing system, start-up and entrepreneurship support, technology licensing and transfer, networking as a tool linking local with global markets and domestic versus global company - what's needed?

US-POLAND INNOVATION HUB IN SILICON VALLEY

The inauguration of the Innovation Hub has officially been announced at the Poland Day. It is believed that USPTC by establishing this new institution created a door for many well-qualified Polish companies to the most vital entrepreneurial ecosystem in the world. Those Polish companies which work on projects that are ready to enter the global scene will very likely be visiting Silicon Valley relatively soon. The Innovation Hub is to work with them on the preparation for such a visit and of such a visit. Inquiries related to the Innovation Hub can be directed to USPIH@usptc.org.

The Poland Day was supported by gold sponsors: Intel and City of Katowice, sponsors: K&L Gates, Exponent, DisplayLink, and the Consulate General of The Republic of Poland in Los Angeles. The Honorary Patronage of Poland

Day at GTS 2012 was by the Consulate General of the Republic of Poland in Los Angeles, National Center of Research and Development of Poland (NCBiR), Polish Agency for Enterprise Development (PARP), and Polish Bank Union (ZBP). The symposium was organized by USPTC in collaboration with Polish American Engineers Club in Silicon Valley and San Francisco-Krakow Sister City Association.

UPCOMING EVENTS

Second Edition of Top 500 Innovators at Stanford University

In the coming days, Stanford University expects a new group of Polish scientists and experts in technology transfer who will participate in the second edition of the Program. Stanford University ("Stanford") was selected by the MNiSW as the venue where the scientists will learn about entrepreneurship and commercialization of the R&D. Information about the Program and the experiences of scientists who attended the first edition of the Program at Stanford from October to December 2011 can be found at: [TOP 500 site](#)

MEMBERSHIP

USPTC offers several levels of membership such as student, individual, early stage company and regular corporate. Each membership level has specific benefits assigned to it such as event registration discounts, information flows including e-mail announcements and listings in USPTC's online directory, sponsorship opportunities, and access to USPTC leadership, to name a few.

Please consider becoming a member and join USPTC today by visiting <http://www.usptc.org/membership.htm>.

ANNUAL SPONSORSHIP

In the U.S. and Poland, USPTC's activities reach many industry professionals in product development, manufacturing, marketing, sales, finance, research, and operations. If you are associated with an enterprise which benefits from ties to industry professionals or operates an international business, we encourage you to inquire about our annual sponsorship program. Annual sponsors will be promoted at USPTC events, and receive special promotion in USPTC communications such as its web

site, e-mails, newsletter, and social networking groups. Annual sponsors will also have priority access to USPTC officers and members of the board of directors.