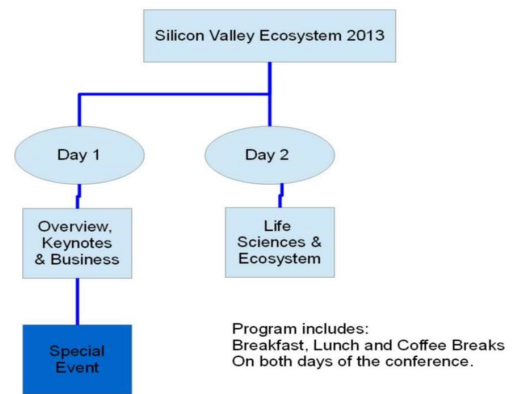


Silicon Valley Ecosystem 2013
a US/International Business & Technology Education Symposium
Presented by SV Wave
March 4-5, 2013

General Program Overview:

Since the early part of the 1970's, new business innovation, job growth and advanced economic development have become synonymous with the name “Silicon Valley”. This small geographic location has been responsible for local and global societal changes that driven by technology. The reality, is the “technology” itself, is a small portion of the innovation. Rather, the business ecosystem and its interaction between state & local governments, commercial ventures and industrial associations, and universities, communities and the financial organizations has driven both the development and widespread reach of these products.

The symposium attendees will have the opportunity to meet and enter discussions, including Q&A, with leaders in the governmental, financial, industrial and university sectors. Additionally, the symposium will give the attendees the opportunity to interact and participate in dialogs as the catalyst step in opening business relations for joint program development / licensing / marketing / channel expansion / investment between the international community and Silicon Valley. The areas of focus for this years event are Life Sciences/Health Care and related topics along with IT/Networking and the associated infrastructure/service businesses that support those areas. The conference will cover the multi-dimensional ecosystem that allows for in ecosystem business branding and cross platform marketing, supply chain and employee preparation – in the way they have been uniquely realized by Silicon Valley and the California region.



The symposium’s program has been created to provide a truly unique experience and information base of background material and information from the people who were involved with the formation and implementation of the successful Silicon Valley model to allow them to not only develop ideas that would be their local version of these successful techniques, but also meet key partners who can help with the implementation.

Program Scope & Overview Schedule

Program cost for 3-2 day agenda is ~~\$1995~~ **\$595 per qualified, attendee under the new sponsored program.** The event will be providing a high degree of access and 1:1 business discussion opportunities, as a result, a qualification process prior to attendance has been created on behalf of the speakers. Payment and acknowledgment is expected promptly after notice of qualification, or the attendance slot will be re-allocated to other qualified attendees. Qualification forms are available at the [conference website](#)

This program was created in cooperation with the Silicon Valley Trade Council (www.svtradecouncil.com)



Advance Program for **Silicon Valley Ecosystem** March 4-5, 2013
an International Business and Technology Symposium
Presented by Silicon Valley Wave

Day 1 Schedule: *Ecosystem Overview*

Breakfast & Registration -

Program Welcome - Conference Chair Lidia Paulinska-Thompson – Bright Blue Eyes Intl & founder
Silicon Valley Trade Council

Session MA Introduction & Welcome to Silicon Valley – Joe Hedges – City of San Jose
International Relations

The Silicon Valley Ecosystem & Environment – Ed Lambert – Vice President.
Bridge Bank

Keynotes The Role of STEAM (Science Technology Engineering Arts Math) in Innovation

Creature Arts Creation: Teaching how to incorporating imagination with
anatomy, astrobiology, modern materials and engineering on the web.
Shannon Gans – CEO New Deal Studios & Stan Winston School of Character Arts

Engineering Sound: How the John Lennon Educational Bus is bringing
the science, engineering and creative skills together for the next
generation of music.
Brian Rothschild – Executive Director John Lennon Educational Tour Bus

Lunch & Networking Lunch Keynote - Dean Shankar Sastry , Dean College of Engineering UC
Berkeley - Resilient Cyber-Physical Systems (CPS): From Big Data to
Action Webs

Session MP Understanding the Import / Export Control and Commerce Requirements
for Technology Companies.
Shannon Fraser – Director - US Commerical Services

Owning Your Innovation - Intellectual Property Patenting / Licensing and
Distribution Options for the International Marketplace.
Chris Scott Graham – Sr. Partner – Dechert

A World Full of Data: What Semiconductor Statistics say about Our
Electronics Past, Present and Future
Stephen Ohr - Semiconductor research director at Gartner Research

Distributed Development and Regional Support – Bringing advanced
technology software to a global community
Joe Sawicki – Executive Vice President – Mentor Graphics

The Role of the Technical Community (IEEE) in the path of Innovation.
Thomas Coughlin – Director Elect Region 6 IEEE and Industry Analyst

Networking Reception includes presenter 1:1 Q&A

Session MSE Special Evening Event – Screening of “The Wrecking Crew” and Q&A with the director Denny Tedesco

Day 2 Schedule: *Technology and Development*

Breakfast & Registration -

Program Welcome - Conference Chair Lidia Paulinska-Thompson – Bright Blue Eyes Intl & founder Silicon Valley Trade Council

Session TA The Role of History in the Development of Advanced Development - John Hollar – CEO Computer History Museum

Frontiers of Science and Technology for Social Impact
Dr. Masoud Nikravesh – UCB & Lawrence Berkeley National Lab

International Technology Investing for Long Term– understanding trends and opportunities in the Life Sciences
Pitch Johnson – Sr. Partner – Asset Management Corporations

Collaborative Communication – Technology to connect and support the other 5B people not located in a major urban area
Norm Towson – CEO – Meeting to You Corporation

The Silicon Valley Ecosystem – How & why it believes and supports startups and entrepreneurs
Tets Maniwa, Editor in Chief, Media and Entertainment Technology

Lunch & Networking

Session TP Life Science Regulation and the FDA process – what you need to know about bringing products into the US markets
Bikash Chatterjee – President – Pharmatech Associates

Structuring Innovation – bringing Life Sciences development as a joint partnership with industry and education
Jeff Barton – Executive Director – Skydeck Accelerator – UC Berkeley

Advancing Global Technologies – directions for the Poland Start Up Accelerator Center in San Jose
Tomasz Kolodziejak - Business Development Expert – Poland/US Start Up Accelerator Center

Global Development and Localized support – a case study of the Mentor expansion for development and product support in Europe
Janusz Rajski – Director – Mentor Graphics Corporation

The Role of the Individual Investor in the Innovation Process
James Hogan – Founder – Vista Ventures