



WORLD TRADE CENTER®
GREATER PHILADELPHIA

From Entrepreneur to Exporter

Accelerating the Growth of Technology, Life Science, and Environmental Companies

October 18, 2011 | 8:30 a.m. to 12:00 p.m.
Quorum at the University City Science Center
3711 Market Street, 8th Floor
Philadelphia, PA 19104

8:30 a.m. **Registration and Networking**

9:00 a.m. **Welcoming Remarks**

Linda Mysliwy Conlin, *President*, World Trade Center of Greater Philadelphia
Stephen S. Tang, Ph.D., *President & CEO*, University City Science Center

9:20 a.m. **Launching New Enterprises**

The University City Science Center is a private, non-profit, technology-based economic development organization. Established in 1963, their mission is to strengthen the region's life sciences and tech sectors. They work with companies by assisting them to form new ventures using grants and seed funding and to incubate growing companies. They also provide assistance with facilities, corporate development, and market / product development.

Christopher Laing, Ph.D., *Vice President, Science and Technology*, University City Science Center

9:40 a.m. **Making it into the Global Marketplace: Capital, Knowledge and Networks**

For over 28 years, Ben Franklin Technology Partners of Southeastern Pennsylvania has invested in innovative enterprises and created commercialization pathways and partnerships that generate wealth through science and technology. In this session, you will see how BFTP/SEP provides companies with critical risk capital, business development and management consulting, commercialization strategy, and access to key partners and networks to position products and technology for global success.

Anthony Green, Ph.D., *Vice President of Technology, Commercialization, Life Sciences*, Ben Franklin Technology Partners of Southeastern Pennsylvania

10:00 a.m. **Break**

10:15 a.m. **Developing a Successful Market Entry Strategy**

Moderator: Andrea Townrow, *Executive Vice President*, World Trade Center of Greater Philadelphia

Lorraine Marchand, *Co-Director*, Triana Group

The Triana Group enables companies to grow and compete in the global marketplace by helping them access new markets and next-generation products internationally. Triana assists companies to develop a market entry strategy including finding international partners.

Baruch Ben Dor, Ph.D., *President and CEO*, InfraScan Inc.

InfraScan, Inc. markets handheld diagnostic imaging devices. Their device is used for the detection of hematoma, or bleeding in the brain, in head trauma patients. Infrascan has successfully exported to Europe, Asia, and Africa. Dr. Ben Dor recently attended the AdvaMed Conference in Washington DC and he will share the knowledge he gained regarding sales overseas and the latest trend in the industry to refocus early (and even later stage) sales efforts on exports.

11:00 a.m. **Protecting your Intellectual Property & Structuring Agreements**

Moderator, Dino Ramos, WTCGP

Martin Belasario, Esq., *Partner*, Panitch Schwarze Belasario & Nadel, LLP
Protecting Your Intellectual Property - In the new world economy, your intellectual property (inventions, brands and “secret sauce”), is one of your most valuable assets. Whether you are expanding to new markets or partnering with an overseas vendor, protecting your intellectual property overseas presents many legal and business challenges. In this session, you will learn how to maximize the value and minimize the risk of loss of your intellectual property abroad.

Anastasius (Tassos) Efstratiades, *Partner*, Obermayer, Rebman, Maxwell, & Hippel, LLP
Structuring Agreements - Though sophisticated in terms of what you are exporting, exporters of IT, high tech, nanotechnology, biotech, life science, and environmental products still need to deal with the mundane and rudimentary legal issues that arise from agency, distribution, and/or joint venture arrangements with foreign partners. Do you need a license to export your products or technology to foreign partners? Do you know that many foreign countries restrict or prohibit termination of such arrangements without just cause and may even require that the foreign partner be compensated? These are just a few of the important issues to be covered in this “not to be missed” practical briefing.

11:30 a.m. **Business Networking**

12:00 p.m. **Adjourn**