

Trip Report – Pecs and Budapest, Hungary

June 25 – July 3, 2010

Jeanette Grasselli Brown and Glenn R. Brown

Schedule:

- June 25 – 28 Pecs celebration of 20th anniversary of Ohio University/University of Pecs collaboration between business schools and 5th anniversary of Simonyi Center at University of Pecs.
- June 30 Meeting with Robert Peaslee (robert.peaslee@mail.doc.gov) and Marianne Drain (marianne.drain@mail.doc.gov) of U.S. Commercial Service in the Embassy of the United States of America.
- Lunch with Akos Aros (aeros@ssd.com) – partner, Squire Sanders and Dempsey.
- Meeting with Tamas Csorgo (csorgo@rmki.kfki.hu), first Hungarian Resident Affiliate at CWRU and Dr. Elizabeth Simon (esimon@haesf.org), Exec. Dir of the Hungarian-American Enterprise Scholarship Fund of the CIEE – Council on International Educational Exchange.
- Cocktails with Nada and former Ambassador to the U.S. Andras Simonyi (simonyi@softpower.hu).
- July 1 Meeting with Dr. Gabor Porzse M.D., Ph.D. (porzse@axelro.hu), Director, Grants and Innovation, Semmelweis University, and Tamas Csorgo.
- Meeting with Csaba Kilian (kilian@itd.hu), Executive Investment Director, ITD (Investment and Trade development Agency), Hungary and Zsolt Szekeres (zsolt@compuserve.com), Treasurer, Hungarian American Coalition and 20 year career with UN and consultant to office of former Prime Minister of Hungary Antall.
- July 2 Meeting with Csaba Blum (csaba_blum@yahoo.fr), representative of LLC forming in London (3 partners including Alex Bognar, technical background and a woman banker) who have negotiated world-wide rights to the PCP PinterWorks waste management technology.

Comments:

OU/Univ of Pecs and Simonyi Center celebrations.

Eva and Kevin Aspegren organized an excellent 3 days of meetings and events which were attended by Dean Hugh Sherman, OU College of Business, Rektor Robert Gabriel, Univ of Pecs, Susan Hutchison, Exec Dir of the Simonyi Fund for Arts & Culture, former Hungarian Ambassador to the U.S. Andras Simonyi, Zsolt Szerkeres, Hungarian American Coalition, and several OU/Univ of Pecs faculty, alumni, wives and friends. We had the opportunity to meet with all 75 students– both from OU and Univ of Pecs – who are in the various programs (including Jay Simmons, the Jewell Cutler Scholar). The level of interest in and commitment to the program by the students was serious, evident and heart-warming. They are an intelligent,

motivated group. Susan Hutchison pointed out that the efforts were truly all about the students and the critical ongoing needs for cultural understanding among nations in order to ever achieve world peace. Scholarship help from the CHDP and other organizations was widely acknowledged and appreciated. The Rektor and the Dean both emphasized that the programs were recognized as essential within their Universities and have outlasted administration changes because of their excellence and relevance. Over 1000 students have been through this program

US Commercial Services:

They will continue to support all our requests and needs. Rob Peaslee mentioned the recent visit by Hilary Clinton as an example of the high level of interaction at State levels between the Orban and the Obama administrations. Education is a very high priority in Hungary. Renewables are the hottest technology area. Hungary has declared its goal of energy independence in 20 years. We should avoid Jan 1- June 30, 2011 for any follow up visits to Hungary as the country will be too involved in the EU Presidency.

Tamas Csorgo:

Tamas continues his very active role as a liaison between CWRU/our business collaboration efforts and Hungary. He said 5 Universities in HU were recently selected to receive 1 BHUF from the government and 6 BHUF from the EU to promote their research activities. Universities are: Semmelweis, Debrecen, Eotvos, Technical University of Budapest, Szeged. He gave us a newly published compendium of HU patents (in Hungarian, unfortunately) which I will give to the CHDP (or Aniko K?).

Semmelweis is a huge medical university with clinics and education focus. Really hot right now and getting lots of EU money and attention.

CWRU Dean Cyrus Taylor's recent trip to promote the STEP program was very well-received in HU. Tamas suggested that a real need is to train more individuals in Hungary about taking innovation to commercialization – the “*how-to's*”/cultures/IP/legal issues that are so foreign yet to Hungarian researchers (which is exactly what the OU/Univ of Pecs is doing already!!) This is of course also the reason Mark Coticchia set up the CWRU Resident Affiliate Program at CWRU that Tamas attended. These programs could be a conduit for bringing business opportunities to NE Ohio and all of U.S. from Hungary.

Recommendation:

I see real potential for a strong collaboration between Univ of Pec/OU/CWRU/Semmelweis. Kevin Aspegren should visit Semmelweis soon and then meet with Dean Taylor and Mark Coticchia (include President Snyder?) in Cleveland to discuss how to structure such a collaboration.

Dr. Elizabeth Simon – Hungarian-American Enterprise Scholarship Fund (HAEF):

Excellent descriptions of the HAEF and its U.S. partner, the Council on International Educational Exchange (CIEE) are available at www.haesf.org and www.ciee.org
Funds came originally from U.S. Treasury in 1989 as part of a \$1.3 billion package to establish Enterprise Funds in the former Soviet bloc countries to assist in their transition to market economies.

300 Hungarian students have been supported since 2005 in 4 different programs whose mission is to provide scholarship aid (up to \$25,000 for 3 years) to Hungarian students and professionals to

gain educational and professional experience in the U.S. , thereby enhancing their potential for future contribution to Hungarian society.

Programs include funds for grad students in business, engineering , health, law, music, the arts, etc. Tamas Csorgo was funded in 2008 thru HAEF to come to CWRU. They also include 3-12 month stays for mid-level and senior-level Hungarian professionals at the Harvard JFK School of Gov or other U.S. business, non-profit or academic organizations.

The HAEF is complementary to the Fulbright scholarships. Students must apply and write reports at conclusion of the U.S. stay. They also must agree to stay for 3 years in Hungary after their experience.

CIEE finds the Host organizations for the Hungarian students/professionals. These include a real “who’s who” of American industry, academia, hospitals and non-profits.

Recommendation:

Find some Host orgs in NE Ohio and get involved in this program. I gave a copy of all information about HAEF and CIEE to Mark Coticchia. Mark should make a trip to Hungary soon to represent NE Ohio for this collaboration.

Dr. Gabor Porzse, MD, PhD, Semmelweis University

Dr. Porzse was a 2009 recipient of HAEF funds to attend Harvard’s JFK School of Government. He is very bright, young, personable and heads all strategic planning, research, and innovation at Semmelweis University – a huge medical university with 5 departments, a medical school and many clinics. He manages impressive funds – 50 billion euros until 2013 from the EU for health research and education and 2 billion euros from pharmaceutical companies and biotech associations. He Chairs the Medipole Project, the European competitiveness pole cluster for the city of Budapest and the Central Region of Hungary focused on the health industry. He lectures and has published a book on Innovation Management.

Semmelweis has established an LLC Health Science cluster focused on interdisciplinary research. I met the Vice Rektor of Semmelweis on the way out – who was a student under Dr. Robert Gabriel at Univ of Pecs !!! Nice tie – for future collaboration efforts.

Recommendation:

I invited Dr. Porzse to come to Cleveland to meet with Chris Coburn, CCF Innovations, Mark Coticchia, CWRU Tech Transfer, and Team NEO/ Jumpstart/NorTech folks. He expressed sincere interest and I will follow up, with Mark, to get him to come.

Csaba Kilian, ITD Hungary

ITD has completed the data base they mentioned to us in our last visit. It has 1000 companies in Hungary, arranged by technology area. There are 300 companies of high promise for our interests. I asked to be put on mailing list for HINT publication from ITD and also for a contact name to continue collaboration. He was very cordial and expressed every desire to work with us. By the time we got home there was already an email from his associate, Mrs. Ildiko Kukucska, with 5 technologies she suggests we review. I put her in touch with Denise Richardson at BioEnterprise and they have established contact.

Recommendation:

Zsolt Szekeres was with me on the call to ITD. He has volunteered to help us with our efforts to identify and attract Hungarian SME’s to NE Ohio. Zsolt spends half-time in Hungary and half in

U.S. He has loads of contacts everywhere in HU – especially in Ministries, so we are delighted to have his interest and his assistance.

Akos Aros – SSD

Akos is now in charge of Budapest office – Kevin Connor, our original contact, has been re-assigned. He understands our mission and will keep on look-out for companies that might be of interest to us. SSD represents GE in HU – Jeff Immelt was in Budapest that week. Akos also suggested we contact Laszlo Czirjak – Laszlo@ieurope.com, a partner of Charles Huebner, who do a lot of VC in HU and vet many companies in the process.

Csaba Blum

Csaba is one of 3 partners in new LLC, London based, who have negotiated world-wide rights to the PinterWorks PCP process. His background is real estate. One of the partners, Alex Bognar, has a technical background and has worked with Pinter. Third partner is a woman banker – all 3 are Hungarian.

They have a full line of investors in their company. They expect to have company in place within 3 months – business plan is in process. Pinter will own 10% of company. They intend to market PCP globally – and U.S. is definitely in their plans.

Recommendation:

I invited Csaba to Cleveland to meet with TeamNEO and others who were involved in the Pinter visit last Dec. I said to bring his partners. He seemed very receptive. I will follow up.

7/9/2010