

F3 Global Advisory Group & Partners Present

2020

S.T.E.M. R&D: Growing Markets, Growing Opportunities Conference: April 23, 2020



S.T.E.M. R&D

**GROWING MARKETS,
GROWING OPPORTUNITIES CONFERENCE**

Hellen Fissahaie

F3 Global Advisory Group LLC

2/1/2020



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S.T.E.M. R&D: Growing Markets, Growing Opportunities Conference: April 23, 2020
Growing Markets Innovation (GMI) Week: April 20 - April 24, 2020
Washington, D.C. USA | www.gmiweek.com

EXECUTIVE SUMMARY

The **S.T.E.M. R&D: Growing Markets, Growing Opportunities Conference + Growing Markets Innovation (GMI) Week** is created and powered by **F3 Global Advisory Group LLC** (F3 Global) and Partners/Stakeholders. The **Conference** will be held **Thursday, April 23, 2020** during the **GMI Week (April 20-April 24, 2020)** in Washington, D.C. This full-day conference + reception offer participants the platform to analyze opportunities and best practices from across regions while identifying collaborative opportunities. This is supported through quality meetings over the course of a week with action-oriented players to engage in the process of driving research and development through academic collaborations that translate into industry and market applications to support economic development. This conference and week serve to bridge the gaps between academia, industry, and policy across ripe opportunities in emerging markets.

We invite you to attend, sponsor, exhibit, or partner with **S.T.E.M. R&D: Growing Markets, Growing Opportunities Conference** on **April 23, 2020** in **Washington, D.C.** This conference invites industry leaders, academics, government officials and other stakeholders to Washington, D.C., to formulate ideas, develop strategies, and build on new research that taps into European Union (EU), U.S. and international funding sources.

The **S.T.E.M. R&D: Growing Markets, Growing Opportunities Conference** gathers experts to address and build strategic collaborations on the following topics:

- Topic I: Global Academia-Industry Collaborations
- Topic II: Economic Development driven by STEM innovations
- Topic III: Educational Models and Curriculums of the Future
- Topic IV: Tech Transfer, Commercialization & Policies Best Practices
- Topic V: International R&D Funding Opportunities

The Conference will allow attendees to:

- Leverage STEM R&D and exchange strengths across markets
- Expand global opportunities
- Enhance student experiences
- Gain market solutions and knowledge
- Facilitate market entry
- Impact country level growth



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This conference is centered on stakeholders from emerging markets (i.e. Growing Markets) to leverage each other's strengths and weaknesses in order to collaborate on ideas, technologies, and knowledge which translate into tech transfer. Additionally, it is an opportunity to learn more about and take advantage of the EU's calls for R&D research and development under Horizon Europe.

Organizer/Host



F3 Global LLC **F3 Global Advisory Group LLC** is a strategic planning, capacity building, and market entry advisory firm based in Washington, D.C. focused on the U.S. and emerging markets, primarily Africa, Central Eastern Europe, the Caribbean, and Oman. Ms. Hellen Fissihai is the Managing Director/CEO. As a result of work and direct conversations with Bowie State University and the Embassy of Bulgaria, GMI Week + Conference launched. This platform was created to facilitate partnerships/collaborations and deal-making for emerging market innovators and leaders for the purpose of building research capacity across academic institutions and engaging markets that rarely collaborate.

F3 Global's clients include the U.S. Agency for Global Media, D.C. Government (D.O.E.S. and D.Y.R.S.), the Embassy of the Philippines, MiDA Advisors, Bahamas Chamber of Commerce, Ministry of Health-St. Maartin, University of Dar es Salaam, Business School, Association of Women in Business Ethiopia, Hive Uganda, and a variety of SMEs and Non-profits from across the emerging markets. Learn more at www.f3global.co

Partners/Stakeholders

This conference is supported by the [Embassy of Bulgaria](#), [Embassy of Romania](#), and [the Embassy of Ethiopia](#) in D.C. Our partners include companies and organizations from the U.S., CEE, and Africa:

- Women's Program Engagement Council (WPEC)
- American-Bulgarian Center for Innovations and Technology Transfer (Bulgaria- Country Partner)
- [Webdil.io \(Romania- Tech Partners\)](#)
- [Washington Diplomat \(U.S.- Media Partner\)](#)
- [Innes Global \(Romania\)](#)
- BT Innovations (Bulgaria)
- [HBCU Africa Homecoming \(Ghana\)](#)
- [Raadaa \(Nigeria\)](#)
- [Goshen Group Ltd \(Cameroon\)](#)



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- [Romanian-American Chamber of Commerce](#) (Romania)
- [Science Medicine Research Institute](#) (U.S.)

Conference Attendees:

The Conference targets country specific attendees and delegations that will include US and international high-level government leaders from areas of Finance, Agriculture, Environment, Education and National Development. Key attendees include private industry Executives, crosscutting the Technology and Science space, members of Academia and Higher Education Executives from leading international institutions including major U.S. Historically Black Colleges and Universities (HBCUs). In addition, each delegation will include tech innovators, Youth and Women leaders, Economic Development, government officers, financial institution Executives, Researchers/Scientists, and other private sector leaders.

What Participants Can Expect?

- One to One meetings with foreign industry executives, academia, and government officials, pre-screened to match your specific business where for representation, partnership/collaboration, direct sales or joint ventures in the local market.
- Networking events with guests from local industry multipliers including Chambers of Commerce, associations and business councils that are influential in the business community.
- Briefings and roundtables with the legal and business community to understand local and international business practices and opportunities.
- Site visits to local facilities where your technologies/services may be applied (for VIP Attendees Only)
- Media coverage to expand the reach of your brand.
- Procurement and sales opportunities from business leads. **We request that attendees provide advance notice of products/services and type of partner needs that exist in order to better facilitate opportunities and leads.*
- Available resources and requested resources from translators, attorneys to review documents, rooms to facilitate presentations and discussions, among other resources.

Early Adopters: F3 Global have already gained support and/or expressed interest from a variety of institutions which include the Ministry of Science & Technology in Ethiopia, AJC, Hagaz Agriculture School in Eritrea, and Morgan State University, among others from the US Government as well as private sector entities who intend to support one or more aspect of the Conference and GMI Week and related activities. Some highlighted examples are included below:



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- Follow-up working group sessions in Ghana Summer 2020 in collaboration with HBCUs and African Institutions
- Follow-up Women's Conference in conjunction with ATIG Conference in Dubai October 2020
- Regional, cross-border mentorship program launch
- Creation of a Business Connection Center, that advises, connects, and provides due diligence for international businesses, governments and private sector leaders interested in doing business with owners and governments
- **Trade, Tourism and Cultural Missions** (CEE-Africa Trade Missions & reverse, Caribbean-Africa Missions, etc)
- Ongoing promotion of U.S., Africa, and CEE markets as a tourism and business destination (Embassy of Bulgaria and Embassy of Romania)
- Region-to-Region collaborations to improve status of women in business
- **Integrated Capacity Building Program: Internship/Fellowship/Mentorship Exchange Program** (Potential partners: Morgan State University, Hagaz Agriculture School in Eritrea, Addis Ababa Science & Technology School, etc)
- New multi-stakeholder partnerships, advisory committees, **think tank and academic research**, as well as working groups to carry the work forward and prepare for future events
- Additional commitments from regional and international development agencies, private sector, and government agencies

To learn more please visit www.gmiweek.com and/or contact your local representative.

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ATTENDEES

The **S.T.E.M. R&D: Growing Markets, Growing Opportunities Conference** will gather around 100 guests from across 4 (Africa, Caribbean, CEE, and US) regions of the world to exchange and collaborate on existing or future research and funding opportunities through the U.S. and EU Horizon programs.

Growing Markets Innovation Week will attract an audience of 500 plus people from all over the world, with a majority of the attendees coming from the U.S. and Africa throughout the week. Additionally, there will be speakers, guests, vendors, and attendees from other regions Asia, Latina America, Eastern Europe, the Caribbean, and the Middle East. Our demographic breakdown of attendees is expected to be made up of 60% men and 40% women who range from CEOs, Head of R&D, Presidents of Universities, and Managing Director to Ambassadors and mid-senior level government officials. We work towards ensuring the GMI week and conference attracts a diverse audience with a common purpose. Additionally, these attendees will come from the following categories and examples:

- Senior government officials and members of the Diplomatic Corp
- Industry players: tech executives, agro-processors, marketing experts/retailers, investors, farmers, etc
- Agricultural inputs suppliers: agro-chemical experts, machinery professionals, seed experts, researchers, scientists, technologists, etc.
- Academia and Educational Leadership: Presidents/VPs of Universities, Researchers, Scientists, Deans of Departments, Directors of International Studies programs, etc.
- Environmental and Land leaders focused on the cross link of agriculture and environmental impacts
- International DFIs and Private Investment Funds/Groups, and Financial institutions
- Co-op representatives, Associations and Union Groups, NGOs, multilateral and bilateral agencies.
- Youth and Gender leaders focused on the cross-link of S.T.E.M. and economic development
- Civil Leaders in the cross-boundaries connected to agriculture, agribusiness, etc.





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AGENDA & LOGISTICS

Dates:

- **STEM R&D: Growing Markets, Growing Innovation Conference:** Thursday, April 23, 2020
- **Growing Markets Innovation Week:** April 20-April 24, 2020

Conference Agenda | April 23, 2020

- 7:30-8:30 am: Registration & Breakfast
- 8:30-9:00 am: Welcome, Keynote (TBA), State of S.T.E.M. Briefing
- 9-10:20: Session 1: Panel on Successful Global Academia-Industry Collaborations
- 10:30-11:45: Session 2: Roundtable Discussion on Educational Models and Curriculums of the Future
- 12:00-1pm: Lunch & Fire-Side Chat w/ Two Experts on Tech Transfer
- 1:10-2pm: Session 3: Panel on S.T.E.M. based economic Development from across markets
- 2:10-3:20pm: Session 4: Panel on R&D Funding Opportunities across Markets
- 3:30-4:30pm: Opportunities Presentation:
 - Bulgaria, Romania, Ethiopia, Ghana, Nigeria, U.S., Israel
- 4:30-4:40pm: Final Keynote & Speaker
- 4:40-5pm: Closing Remarks

Network Reception: 6-9pm at the Embassy of Bulgaria

Times: The Conference will start at 8am and conclude at 5pm EST followed by a 6pm Networking Reception that will end at 9pm EST. The GMI Week activities will vary in time based on type of activity and partnering institutions. Typically morning activities will start by 8am and receptions will end by 9pm EST. Please refer to upcoming updates on the website and schedules for exact time.

Meals: Conference will include breakfast, lunch, and light dinner appetizers and cocktail with programming. Events throughout the week will vary.

Location: Weekly activities will vary in location but will be centrally located next to a Metro with ease of access from central downtown D.C. Conference will be hosted at the Embassy of Bulgaria in D.C.

Parking & Metro: Washington, D.C. is a Metro and Uber/Lyft friendly area. All event locations will

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be metro-accessible and centrally located between the Redlines (Union Station to Dupont Circle). Parking can be a challenge in the city but meters, parking garages, and valet services are available.



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PRICING & REGISTRATION



VIP Pass: \$1075 USD

*Early Bird Special till March 20, 2020: \$975 USD

- All access to specialty events to include VIP lounge, VIP Reception and all VIP networking events with delegations and attendees
 - The Conference + Networking reception includes breakfast, lunch, and access to VIP Dinner for the evening)
- VIP Seating and special entry to all events from April 20 - April 24, 2020 during ***GMI Week (includes all workshops, panels, network receptions, and briefings)***
- Name and Company logo listed in the Guidebook
- VIP Briefing on all funding and research opportunities

Full Day Pass: \$575 USD

*Early Bird Special till March 20, 2020: \$475 USD

- Pass allows you to attend the 1 day conference and access to the exhibitor hall.
 - The Conference + Networking reception includes breakfast, lunch, and light meal refreshments for the evening.
- Access to All events from April 20 - April 24, 2020 during ***GMI Week (includes all workshops, panels, network receptions, and briefings)***
- Name and company name listed in Guidebook



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ADVERTISE & SPONSOR

Buy an Ad:

Our guidebook will list all attendees, company names, and VIP company logos. This is the key source to learn more about attendees, identify new research projects and funding opportunities and keep in touch with those you may have missed. Buying an ad is the best way to gain consistent visibility, even after the conference.

Ads are in full color. A full color downloadable version will also be provided to attendees with links to your business after the conference.

- **Quarter Page:** \$150
- **Half Page:** \$300
- **Full Page:** \$450

Become a Conference Vendor/Exhibitor

Be a vendor and showcase your company products/services to attendees. Setup time will begin at 6am EST and breakdown begins at 5pm EST on the day of the conference.

Exhibiting at **S.T.E.M. R&D: Growing Markets, Growing Opportunities** conference provides you and your company the unique opportunity to speak with attendees about your products/services directly. Our international audience is actively seeking products/services and partners for a variety of economic development needs and collaborators for existing/new research. These are the decision makers and direct buyers. Speak directly to government officials, academia, and industry leaders from across Africa and the U.S., the Caribbean, and Central Eastern Europe.

All Exhibitors/vendors will receive a table set-up which will include (1) 6' x 30" Table (2) Banquet Chairs, Black Linen, and Company Name Display. Additionally, complimentary Wifi and 1 extension cord will available for free use. You are welcome to bring in your own linens, backdrop, and other materials needed to display. If you will need additional resources, please let us know during your registration. * *Note some additional items may incur charges.*

PRICING

6 x 30 Table | \$2,525 USA

***Early Bird Special Price till March 1, 2020 | \$1,525



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Become a Sponsor

Register to become a Sponsor and highlight your Organization during the Conference to attendees and stakeholders. As a sponsor, you have the opportunity to amplify and elevate your organization on a platform to access new visibility ensuring sales and partnerships. As a sponsor, your organization will have access to ALL events as a VIP and receive customized services such as one-on-one meetings with delegations and attendees. This platform will provide you the opportunity to build a pipeline of partners/collaborators, future clients, and project/funding opportunities that expand across 4 markets of the world. Additionally, amplify your message and company as a speaker, presenter, and be showcased during receptions, events, and during match-making opportunities. All sponsorships are customized to the needs of the sponsor. Levels vary from \$5K to \$200,000. Please see the full Sponsorship package for details.

CONTACT OUR TEAM FOR NEXT STEPS

To purchase your Conference Pass, become a sponsor, and/or be an exhibitor/vendor please email or call your local Country Representative or Ms. Hellen Fissahaie at hellen@f3global.co. For all questions regarding the conference or GMI Week, email gmiweek@f3global.co



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“Companies that invest more in digital transformation actually outperform their peers over time. These companies are more prepared for disruption, better able to monetize new digital channels, and better able to build a bigger user base. What’s more, this phenomenon exists regardless of industry.” — Geoff Cubitt, CEO, Isobar US