



**Strategy Dynamix**  
Business Expansion & Recruiting

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**FOR IMMEDIATE RELEASE**

**October 11, 2005**

**SYLVESTER DI DIEGO SERVES AS PROGRAM CHAIRMAN OF  
THE SECOND ANNUAL CONSUL PROGRAM FOR NEW JERSEY LIFE SCIENCES**

**Morristown, New Jersey** – Sylvester Di Diego, President of Strategy Dynamix, will serve as Program Chairman for *The Second Annual Consul Program for New Jersey Life Sciences*, which is designed to build direct communication channels between the international business and investment communities and New Jersey leaders. The Consul Program also provides firsthand experience for New York-based Consular officials, many for the first time, to view the quality of business and community life in New Jersey that are key factors for attracting new business to the state.

The event, which is open to the public, will be held on Thursday, October 20, 2005 from 8:30 a.m. to 4 p.m. in the Raritan Valley Community College Conference Center in North Branch, New Jersey.

All participants must pre-register in advance for the free event. For program agenda and online registration, visit (<http://www.raritanval.edu/cibe/register.html>). For questions about registration, e-mail [CIBE@raritanval.edu](mailto:CIBE@raritanval.edu) or call Ellen Lindemann, at 908-526-1200, ext. 8348.

Hosts of the program are New Jersey Commerce, Economic Growth and Tourism Commission, Raritan Valley Community College (RVCC), the Center for International Business and Education at RVCC and the Somerset County Business Partnership.

The program provides an opportunity for officials of foreign consulates and New Jersey leaders from business, government and academia to establish relationships, view the area and discuss the advantages of starting, investing in and expanding life science operations in

New Jersey. A business-driven event that showcases New Jersey as a destination for life sciences investment and expansion, it is intended to provide and stimulate business relationships among participants. More than 150 people are expected to attend, including 40 Consular officers and trade representatives from over 20 countries, as well as CEOs of New Jersey life sciences companies.

The program will include an international luncheon to be held at Fiddler's Elbow Country Club in Bedminster.

Scheduled speakers at the event include:

- Jason Kirin, Chief of Staff, New Jersey Commerce, Economic Growth and Tourism Commission;
- Timothy J. Lizura, Director, Real Estate Development Division, New Jersey Economic Development Authority;
- Denise Coyle, Somerset County Freeholder and Board Member, Somerset County Business Partnership;
- Bob Franks, President, HealthCare Institute of New Jersey;
- Debbie Hart, President, Biotechnology Council of New Jersey;
- Jay W. Trien, President, Venture Association of New Jersey;
- Dr. Y. Joseph Mo, Chairman of the Board, President and CEO, NexMed, Inc.;
- Charles M. Caprariello, Vice President, Corporate Communications and Government Affairs, Ranbaxy Pharmaceuticals, Inc.;
- RVCC President Dr. G. Jeremiah Ryan; and
- Dr. Tulsi Maharjan, RVCC Director of Government Relations.

Financial sponsors of the Consul Program include: Jersey Central Power & Light: a FirstEnergy Company (Gold Sponsor); Lowenstein Sandler PC (Silver Sponsor), PNC Bank (Bronze Sponsor); T&M Associates Engineering Consulting Engineering (Bronze Sponsor); RVCC Foundation (Bronze Sponsor); HealthCare Institute of New Jersey (General Sponsor); New Jersey Biotechnology and Life Sciences Coalition (General Sponsor); and New Jersey Chamber of Commerce (General Sponsor).

Additional supporting organizations include the Biotechnology Council of New Jersey, New Jersey District Export Council, New Jersey Economic Development Authority, New Jersey Technology Council, New Jersey World Trade Council, New Jersey Business & Industry Association, Rothman Institute of Entrepreneurial Studies and Venture Association New Jersey.

**About Strategy Dynamix ([www.StrategyDynamix](http://www.StrategyDynamix))**

Strategy Dynamix is a Growth Services Company that advises CEOs, CFOs and HR Managers of U.S., Japanese and other international companies to start-up, grow and turnaround businesses through hands on support to solve problems, identify resources (people, products, technology, knowledge and capital) and to implement solutions. Services include: Subsidiary Support, Advisory, Sourcing, Recruiting, HR Consulting, Training, Communication and Sales Support.

**About the Center for International Business and Education ([www.raritanval.edu/CIBE](http://www.raritanval.edu/CIBE))**

The Center for International Business & Education (CIBE) at Raritan Valley Community College has been serving the international business, government and academic communities for over 15 years. The Center's Mission is to serve the commercial and academic communities for their international needs on a global and local basis.

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