

**For Immediate Release**

**Strategy Dynamix**  
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**STRATEGY DYNAMIX PRESIDENT SYLVESTER DI DIEGO  
SERVES AS HONORARY CHAIRMAN OF  
CONSUL PROGRAM FOR NEW JERSEY LIFE SCIENCES INVESTMENT**

**Morristown, New Jersey** – Strategy Dynamix announces that Sylvester Di Diego, President will serve as Honorary Chairman of the first ever “*Consul Program for New Jersey Life Sciences Investment*” in the heart of the New Jersey Life Sciences cluster. The Consul Program will assemble commercial officers from numerous foreign consulates with New Jersey leaders from business, government and academia. Sylvester Di Diego has led collaboration among New Jersey leaders to design and deliver this innovative program of the Center for International Business and Education. The program seeks to build meaningful business relationships that promote foreign direct inward investment into New Jersey.

The Consular Program will assemble top commercial officers from foreign consulates based in New York and Philadelphia and a select group of executives of established foreign companies as well as New Jersey business, academic and government leaders. The event will focus on life sciences, highlighting success stories of chief executive officers of foreign owned companies in the region with an emphasis the Somerset and Hunterdon areas. The program will bring together leaders and decision-makers for real life insights, assessment conversations, and purposeful introductions and leverage the resources of the New Jersey community that supports foreign direct investment into New Jersey.

The Consul program is being hosted by the Center for International Business & Education, Raritan Valley Community College, Somerset County Business Partnership, Hunterdon Economic Partnership and the New Jersey Commerce & Economic Growth Commission. The Consul Program is being sponsored by JCP&L A FirstEnergy Company, Raritan Valley Community College Foundation, HealthCare Institute of New Jersey, New Jersey Biotechnology and Life Sciences Coalition and the New Jersey Chamber of Commerce. Supporting



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organizations include: Biotechnology Council of New Jersey, New Jersey Business & Industry Association, New Jersey Economic Development Authority, New Jersey District Export Council, Small Business Development Center and the New Jersey World Trade Council.

Program speakers include CEO and Secretary-Designate Virginia S. Bauer of the New Jersey Commerce & Economic Growth Commission; Ms. Janet Zatz, Deputy Commissioner, New Jersey Department of Labor and Workforce Development; Ms. Caren S. Franzini, CEO New Jersey Economic Development Authority; Mr. Timothy Lizura, Chairman, New Jersey Biotechnology and Life Sciences Coalition; Mr. Bill Healey, Executive Vice President, HealthCare Institute of New Jersey; Mr. Dennis Smith, CEO, INO Therapeutics, LLC; Mr. Mark Durham, VP Corporate Human Resources, Biovail Corporation; Mr. George Griffiths, EVP, Mitsubishi Pharma America, Inc., and Mr. Paul Thomas, CEO, LifeCell Corporation.

The Consul Program will be held at the Raritan Valley Community College Conference Center in Branchburg. The program begins on Thursday October 21, 2004 at 9:30 a.m. and concludes at 3:30 p.m. For additional information or to register call the Center for International Business & Education (CIBE) at 908-526-1200 ext 8403 or email [CIBE@raritanval.edu](mailto:CIBE@raritanval.edu).

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

Strategy Dynamix is a Growth Services Company that assists CEOs, CFOs and HR Managers to expand, manage and reposition their invested companies in the U.S.A. for optimum performance and superior collaboration across enterprises and business networks.

**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 RVCC 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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