



PBN

www.pbnco.com

THE PBN COMPANY is an international strategic communications, government relations and public affairs consultancy serving clients worldwide from offices in Washington, DC, London, Moscow, Kyiv, Riga and Chisinau.

Tuesday, February 19, 2002

Volume 1 Issue 2

MAKING THE CASE FOR FREE TRADE



PBN's national advertising campaign on the negative consequences of U.S. restrictions on steel imports

See PBN's Full-Page Ads. www.SteelTradeFacts.info

On both sides of the Atlantic, The PBN Company's Washington, London, Moscow, Kyiv, Chisinau, Riga and Almaty offices are busy promoting policies and laws that ensure free trade, global economic integration and increased investment opportunities.

In the United States, The PBN Company is at the forefront of the top trade issue in Washington, D.C. — fighting a proposal to enact harsh tariffs and quotas on steel imports as a means to provide special protection for America's domestic steel industry. President George W. Bush has until March 6th to decide whether or not to impose these trade sanctions, which a recent Reuters news story said would cause a "severe shock to the global steel industry."

PBN's D.C. Office Leads the Fight Against U.S. Protectionist Steel Policies

As the steel debate has heated up in Washington, D.C. so has The PBN Company's work for its clients advocating free and open trade, including CITAC and AIIS. **[Full Story]**

Economic and Trade Issues Key to PBN's FSU and Baltics Work

Corporate governance, intellectual property rights, free trade, customs and taxation are but a few of the issues on PBN's daily agenda. **[Full Story]**

News from PBN People Worldwide

Babies, anniversaries and promotions celebrated by PBN staff in our seven offices around the world. **[Full Story]**

[Email PBN](#)

[Visit our Website](#)

[Access PBN Staff Worldwide](#)

[Access PBN Archive](#)

Issue 1

December 06, 2001
Vol. 1 Issue 1

Overseas, the firm is working with its government and private sector clients to put into place policies that fully integrate the Baltic States and countries of the former Soviet Union into the global economy. Transparent corporate governance standards, intellectual property rights protection, free trade and fair taxation policies are issues that The PBN Company pursues each day.

“Unfair trade, weak IP regimes, and punitive taxation and duties block expanded trade and investment for our private sector clients while causing severe revenue shortages for governments throughout the region,” says Peter B. Necarsulmer, The PBN Company’s Chairman and CEO.

“Because EU and WTO accession, TRIPS requirements and various Partnership Agreements are extremely complex and highly technical for the news media as well as for clients, legislators and government officials,” says Necarsulmer. “One key aspect of The PBN Company’s work is creating effective and creative communications programs to make important macro-economic issues meaningful to the average Joes and Ivans on the street.”

Email Peter: peter.necarsulmer@pbnco.com



PBN

www.pbnco.com

THE PBN COMPANY is an international strategic communications, government relations and public affairs consultancy serving clients worldwide from offices in Washington, DC, London Moscow, Kyiv, Riga, Almaty and Chisinau.

Tuesday, February 19, 2002

Volume 1 Issue 2

PBN's D.C. Office Leads the Fight Against U.S. Protectionist Steel Policies

One of the hottest trade issues in Washington, D.C. today is the debate on whether or not to impose import restrictions to protect America's failing domestic steel industry. The PBN Company is at the forefront of this dispute, providing strategic communications services to two major Washington, D.C. clients. The first is the Consuming Industries Trade Action Coalition (CITAC), which brings together U.S. companies and industries that rely on high-quality, competitively-priced imported steel. The PBN Company also represents the American Institute for International Steel (AIIS), an association of steel importers and exporters, which has been a PBN client for more than three years.

As the steel debate has heated up, so too has The PBN Company's work for these two clients. The firm has generated hundreds of news stories on the negative consequences that steel import restraints would have on American companies, workers and the economy in newspapers across the United States and throughout the world. Articles and editorials carrying our clients' facts and messages appear regularly in *Reuters*, *New York Times*, *Washington Post*, *Financial Times*, *Wall Street Journal*, *Los Angeles Times*, *Boston Globe*, *Philadelphia Inquirer* and *Chicago Tribune*, among many others.

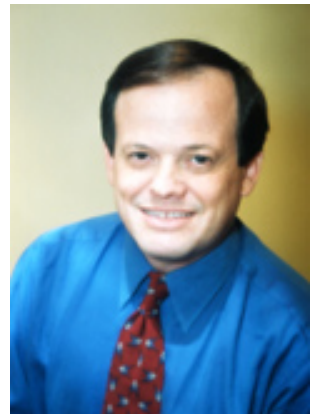
PBN Launches National Advertising Campaign

The PBN Company recently launched an advertising campaign urging President Bush not to "bend to Big Steel and cut off steel imports." The ads, which appeared in major daily newspapers in the United States, point out that more than 12.8 million Americans work in U.S.-based industries that rely on imported steel as compared to the 170,000 workers employed in U.S. steel mills.

"The PBN Company's work has helped us expose the fallacy that imports are to blame for the American steel industry's financial problems, which are in fact caused by the industry's own inefficiencies and poor business practices," says Dave Phelps, AIIS President. "Tariffs and quotas will not save the U.S. steel industry, but they will cost thousands of Americans their jobs and livelihoods."

Today, AIIS and CITAC are the preeminent advocates in America opposing trade barriers to steel imports. The PBN Company is also working with CITAC to enact federal legislation that will guarantee steel consuming industries in the United States greater input into trade disputes in the future.

[Return to Front Page](#)



Paul Nathanson, Head of PBN's International Trade Practice Group

“As President Bush has said, ‘if you trade more, there are more jobs available for hard-working Americans’,” notes Paul Nathanson, who heads PBN’s International Trade Practice Group in Washington, D.C. “We hope President Bush remembers his own words when he makes his decision on steel trade sanctions in March.”

Paul, who is Senior Vice President of the firm and Managing Director of our Washington, D.C. office, recently traveled to Russia to speak at the Fourth International Russian Metals Markets Conference on "Political Challenges and Opportunities for Russian Steel Exporters to the United States." On 12 February 2002, Senior Vice President Tom Thomson and Senior Account Executive Christina Bucher, two of PBN’s other trade policy experts, spoke at a well-attended Moscow seminar on legal and political strategies for managing steel import restrictions, sponsored by the international law firm of LeBoeuf, Lamb, Greene & MacRae.

Send an email to PBN’s International Trade Practice Group.
paul.nathanson@pbnco.com

Read Paul Nathanson’s recent speech to the Russian steel industry.
http://www.PBNCO.COM/hot_news/paul_nathanson.htm

Read Paul Nathanson’s recent interview with the Russian newspaper Commercant on the U.S. steel import debate.
http://www.PBNCO.COM/hot_news/nathanson_commercant.htm

Visit our clients' websites. <http://www.steeltradefacts.info/>,
<http://www.aiis.org/> and <http://www.citac.info/>



PBN

www.pbnco.com

THE PBN COMPANY is an international strategic communications, government relations and public affairs consultancy serving clients worldwide from offices in Washington, DC, London Moscow, Kyiv, Riga, Almaty and Chisinau.

Tuesday, February 19, 2002

Volume 1 Issue 2

Economic and Trade Issues Key to PBN's FSU and Baltics Work

Globalization of the world economy has helped open the door to expanded economic development for Russia, Ukraine, the other countries of the former Soviet Union (FSU) and the Baltic States. However, barriers to trade and unstable investment climates in the region continue to hamper international and domestic business development. Trade, investment and legislative barriers are also key obstacles to many countries' aspirations for accession to the World Trade Organization (WTO) and to the Baltic States' quest for membership in the European Union (EU).

Today, Estonia, Georgia, the Kyrgyz Republic, Latvia, Lithuania, and Moldova are members of the WTO. Russia, Ukraine and other countries in the region are accelerating legislative and other reforms to make WTO entry possible in the shortest possible timeframe.

Russia's Prime Minister Mikhail Kasyanov recently told a gathering of U.S. business executives that among the country's "top priorities for this year...is Russia's progressive integration into the world economic system, including intensive preparation for joining the WTO."

The intensive preparation Prime Minister Kasyanov spoke about includes addressing the country's gaps in corporate governance, violations of intellectual property rights, barriers to trade, much needed reforms to its financial and banking sector, improvements to its customs regime and many other obstacles to trade and economic investment.

A look at The PBN Company's portfolio shows that the firm is actively involved in each of these issues throughout the region.

PBN Manages National Economic Reform Public Education Campaigns

For six years, The PBN Company has managed the public education campaign supporting the Government of Ukraine's economic and social sector reform program funded by the U.S. Agency for International Development. The PBN Company has conducted similar national economic reform communications programs funded by international donor organizations in Russia, Moldova, Kazakhstan and Armenia.

[Return to Front Page](#)



Logo of the Ukraine Market Reform Education Program, managed by PBN to support the Ukrainian Government's economic and social structure reform efforts.

The PBN Company founded and manages the Coalition for Intellectual Property Rights (CIPR), a public-private partnership working to establish TRIPS-compliant and other international standards for intellectual property rights legislation and enforcement throughout the Baltic States and former Soviet Union. Trademark violations, patent infringements and counterfeits are a multi-billion dollar problem in the region, which is hampering economic development and new domestic and foreign investment.

Critical Issues Block Countries' Admission to WTO

On shareholder rights issues, the firm's principals, Peter Necarsulmer and Tom Thomson, have chaired the Embassy Working Group on Intellectual Property and Shareholder Rights since its inception in 1995. The Embassy Working Group is an ad hoc coalition of 35 major embassies in Moscow, IP experts, shareholder rights groups and self-regulatory organizations in Russia's financial industry that works on an array of issues standing in the way of Russia's admittance into the WTO.

The PBN Company helped resolve one of Russia's highest profile shareholder rights disputes involving BP and its investment in the Russian oil company Sidanco, one of the largest foreign investments in the country. Currently in Ukraine, The PBN Company provides communications support for two private sector litigations involving the violation of corporate governance rights. At stake are investments totaling more than \$80 million.

In Latvia, The PBN Company recently developed the messages and approach for a public education campaign to encourage citizenship and naturalization, a condition for that country's acceptance into the EU. The firm's Moldova office worked to align that country's excise tax regime and IP laws, both of which were requirements to Moldova's successful entry into the WTO.

"Examples of our joint work with governments and the private sector abound," says Tom Thomson, PBN's Senior Vice President who works on many of these economic issues for the firm's clients. "We are proud that The PBN Company is playing a constructive role in efforts by Russia, Ukraine, other FSU countries and the Baltics to integrate their economies into the global free market system."

Email Tom: tom.thomson@pbnco.com

Visit our clients websites: <http://www.umrep.kiev.ua/> and <http://www.cipr.org/>



PBN

www.pbnco.com

THE PBN COMPANY is an international strategic communications, government relations and public affairs consultancy serving clients worldwide from offices in Washington, DC, London Moscow, Kyiv, Riga, Almaty and Chisinau.

Tuesday, February 19, 2002

Volume 1 Issue 2

News from PBN People Worldwide

[Return to Front Page](#)

Please share our warm congratulations and good wishes to the following PBN staff on their recent professional and personal news.

HALF LIFE

Juanita Sullivan, PBN's Vice President of Finance and Administration, celebrated her 15th anniversary with the firm. That's almost half of her entire life. WOW!

Email: juanita.sullivan@pbnco.com

A PERFECT 10

And congratulations to Vice President Mikhail Goncharov, Moscow, for his 10th anniversary at PBN.

Email: mikhail.goncharov@pbnco.com

HE'S ON BOARD

Myron Wasylyk, Senior Vice President and Managing Director of the Kyiv Office, was reelected to a third term on the Board of Directors of the American Chamber of Commerce in Ukraine.

Email: myron.wasylyk@pbnco.com

NEW ACQUISITION

Angus Roven joins The PBN Company as senior account executive in the Moscow office. Angus will also be heading up the firm's financial communications practice group (more about our financial communications practice in an upcoming newsletter).

Email: angus.roven@pbnco.com

A NEW ADDITION

Ignas Stankovicus is PBN's new representative in Vilnius, Lithuania (more about Ignas too in an upcoming newsletter).

Email: ignas.stankovicus@pbnco.com

IT'S A GIRL

Susan Fischer, Washington, D.C., became a grandmother for the first time, with the birth of Isadora to her daughter Victoria who lives in Germany. Congratulations grandma!

Email: susan.fischer@pbnco.com



MOVING ON UP

Katya Sedova, Moscow, has been promoted to Account Executive.

Email: katya.sedova@pbnco.com



Published by The PBN Company

Copyright © 2002 The PBN Company. All rights reserved.