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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.

Monday, March 25, 2002

Volume 1 Issue 3



Meet the PBN•Baltics Team

The PBN Baltics Team: (from L to R)
Ignas Stankoviccius, Juri Estam, Sarmite Zumbure,
Romans Baumanis and Gunita Volka.
[not pictured: Arnolds Karklis]

Ignas Stankoviccius, who recently served as the chief consultant to the Office of the Special Advisor for Central and Eastern European Affairs at NATO headquarters in Brussels, has joined The PBN Company as its representative in Lithuania.

With the addition of Ignas, The PBN Company completes the trinity of its Baltic operations.

The PBN Company•Baltics was launched in 2000 after several of The PBN Company's corporate clients asked the firm to take on difficult, but critically important, assignments in the Baltic States. The firm tapped Romans Baumanis, who was then the foreign affairs advisor to the President of Latvia, to manage the operations. Romans oversees a staff of four in PBN•Baltics' regional hub in Riga, Latvia, as well as the firm's representatives in Tallinn, Estonia, and Vilnius, Lithuania.

PBN•Baltics is a Team of Seasoned Government Relations and Communications Specialists

Former diplomats, journalists, government experts and marketing specialists make up PBN•Baltics.
[Full Story]

The Baltics at a Glance

A link between East and West, North and South.
[Full Story]

Counterfeit Cigarettes Destroyed at Riga Event

Event sends a strong signal that the region will not tolerate counterfeits and other intellectual property violations.
[Full Story]

News from PBN

Senior management promotions top the list on news from PBN.
[Full Story]

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Issue 2

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THREE-FOLD BUSINESS STRATEGIES

“Our business strategy in the Baltics is three-fold,” explains Vice President and Managing Director Romans Baumanis. “To continue helping multinational corporations achieve their business and public policy objectives in the Baltic States; to undertake public education campaigns important to the citizens of the Baltics; and, to help domestic companies expand business opportunities in the Baltics as well as gain access to international markets through our U.S. and European offices.”

The PBN Company•Baltics client list includes the United Nations Development Program (UNDP), the Coalition for Intellectual Property Rights (CIPR), GuinnessUDV, Anheuser-Busch, the Latvian Naturalization Board and the Local Government Affairs Council of Latvia, among others.

“Our corporate clients’ public policy challenges brought us to the Baltics,” says PBN’s Chairman and CEO Peter B. Necarsulmer. “Today, we offer both our international and domestic clients full-service strategic communications, government relations and public affairs services from our operations in Latvia, Lithuania and Estonia.”

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Volume 1 Issue 3

PBN•Baltics is a Team of Seasoned Government Relations and Communications Specialists

Ignas Stankovicus, PBN's new Lithuania representative, joins a team of former diplomats, journalists, government experts and marketing specialists that make up PBN•Baltics.

Romans Baumanis heads up PBN•Baltics from the operations' headquarters in Riga, Latvia. Prior to joining The PBN Company, Romans served as foreign affairs advisor to Latvian President Vaira Vike-Freiberga and, from 1996-2000, was Latvia's Ambassador to the United Nations in Geneva. Fluent in Latvian, English, Russian and French, Romans heads a team of six seasoned professionals in Latvia, Lithuania and Estonia.

Ignas Stankovicus is the latest addition to the Baltics team, marking his second month as The PBN Company's representative in Lithuania. A ranking colonel in the Lithuanian Army Reserves decorated with numerous honors and awards, Ignas served most recently as chief consultant to the Office of the Special Advisor for Central and Eastern European Affairs at NATO headquarters in Brussels. His experience in the Lithuanian government's executive branch began as director of the Department of National Defense in 1990. He became an aide to the Minister of Defense in 1992 and subsequently served as director of the Ministry's International Relations Department, a position he held until 1994.

"Ignas's addition to PBN•Baltics ensures that our clients have access to the most senior levels of government in all three Baltic countries," says Romans Baumanis, Vice President and Managing Director, PBN•Baltics. "Ignas's NATO experience also affords him an extensive network of contacts that will help our clients reach their strategic objectives."

Juri Estam is PBN's representative in Estonia. After the collapse of the Soviet Union, Juri returned to his native country where he was a member of the post-Soviet transition period Congress of Estonia, including serving on the Congress's Executive Committee. He also has extensive experience in Estonia's media industry, where he has served as host of current affairs programs, documentary filmmaker and director of the country's largest network of commercial radio stations.

STAFF OF FOUR IN PBN•BALTICS' HEADQUARTERS

The team is rounded out with the firm's Riga-based staff of Arnolds Karklis, Gunita Volka and Sarmite Zumbure.

Like Juri Estam, Arnolds returned to his native country from the United States after the collapse of the former Soviet Union. He joined the firm to lend his expertise in intellectual property rights to our many clients. In addition to his

[Return to Front Page](#)


Romans Baumanis, Vice President and Managing Director, PBN•Baltics (top), Ignas Stankovicus, PBN Lithuania Representative and Juri Estam, PBN Estonia Representative

considerable musical talents, Arnolds translates for Latvia's only environmental magazine *Vides Vestis*, and recently co-hosted the popular weekly environmental news program *Zalais Vilnis* on Latvian State Radio 1. For five years, he taught for the University of Latvia Department of Communications and Journalism and was an ad hoc lecturer on intellectual property rights at the Riga Graduate School of Law.

Gunita is an account executive in the Riga office, where she lends her considerable experience in television, radio and print journalism to the firm's clients. She has been a reporter, editor, producer and marketing director for some of the country's largest television and radio stations, newspapers, news services and magazines.

Sarmite is the Baltics operations' office manager, where she also participates in project management and client service. Fluent in Latvian, English, Russian and German, Sarmite also has considerable experience in the tourism industry, where she worked in various marketing and advertising positions prior to joining The PBN Company.

"Among The PBN Company's strongest assets is our ability to recruit smart, energetic and talented professionals dedicated to achieving our clients' goals," says PBN President Susan Thurman. "PBN•Baltics's staff continues that great tradition. They are an outstanding team that likes to work hard and have a little fun too!"

[Return to Front Page](#)



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Volume 1 Issue 3

The Baltics at a Glance

The outside world often refers to Latvia, Lithuania and Estonia collectively as "The Baltics." However, they are in reality three very separate and distinct countries, with unique historical, cultural and economic characteristics.

While the Baltic countries are small in size, their geographic position is critically important as a key link between east and west, north and south. The region is a natural historical gateway between the countries of the former Soviet Union, including Russia, and the nations of western Europe.

All three countries were annexed by the USSR in 1940. Lithuania became the first country to declare its independence again in 1991, followed by Estonia in June 1992 and Latvia in October 1992.

A prime focus of the Baltic countries is their accession to the European Union, which is slated for 2004, and NATO, where an invitation to join the security alliance could come this November at the NATO meeting in Prague. All three states are full-fledged members of the World Trade Organization (WTO), Latvia having signed on first on February 10, 1999, followed by Estonia on November 13, 1999, and Lithuania on April 31, 2001.

Latvia leads the way in economic growth. Latvian gross domestic product (GDP) grew by 7.6 percent last year — one of the highest among Central and Eastern European economies. Lithuania's GDP in 2001 rose by 5.7 percent and Estonia, the smallest of the three countries, posted a 5.0 percent GDP increase. All three countries are predicting GDP growth at the 4-5 percent range in 2002.

PROMOTING CITIZENSHIP IS KEY OBJECTIVE

A critical issue for Latvia and Estonia is the integration of their large, mostly Russian-speaking minorities, many of whom have yet to decide their choice of citizenship. Working closely with government policy-makers, international donor organizations and members of the target audience, The PBN Company•Baltics helped its client, Latvia's Naturalization Board, develop and deliver persuasive and straightforward video messages for its national public information campaign.

"Designing creative and persuasive messages to promote Latvian citizenship is a complex and delicate issue," says Romans Baumanis, who headed up the project. "We balanced the perspectives of the various internal audiences as well as the objectives of our client and the international donors, including the OSCE mission and the UNDP, to develop a message designed to promote the benefits of citizenship."

The Baltics region also includes the Russian exclave of Kaliningrad - a territory set to become Russia's new border with the EU. Formerly the East Prussian city of

[Return to Front Page](#)



All three Baltic countries foresee a 4 to 5 percent GDP growth in 2002.

Königsberg, Kaliningrad's historic symbolism combined with the EU's imminent enlargement provide a unique opportunity for achieving a new level of integration between the EU and Russia. Kaliningrad provides unique advantages to international companies due to its Special Economic Zone (SEZ) status. Almost all goods imported to the SEZ are exempt from import customs duties.

While the political situations in all three countries are relatively stable and predictable, the Baltics are still struggling to overcome their Soviet legacy to meet the challenges of the new world economy. Corruption and the need to implement government administrative reforms are two common issues that the countries need to resolve before joining the EU in 2004.

[Return to Front Page](#)



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Volume 1 Issue 3

Counterfeit Cigarettes Destroyed at Riga Event

A good example of The PBN Company's work in the Baltics is a recent public event designed to send a strong signal that counterfeiting would no longer be tolerated in the region.

The event involved the public incineration of more than 25 million counterfeit cigarettes. Watching over the destruction of counterfeits were dozens of Latvian government officials, foreign diplomats, trademark owners and news media representatives.

The December 10, 2001 event was the first large-scale destruction of seized counterfeit products in the region. It was organized by The PBN Company on behalf of the firm's client, the Coalition for Intellectual Property Rights (CIPR), and the Government of Latvia. The purpose of the event, according to Latvia's State Revenue Service General Director Andrejs Sonciks, was to "send an unmistakable signal that Latvia stands for legal business as opposed to the illegal business of gray and black markets."

To organize the event, the firm worked with the Latvian State Security Police, Revenue Service, Customs Department and State Police as well as CIPR members and trademark owners Philip Morris International (PMI) and British American Tobacco (BAT). Senior diplomats from Lithuania, Estonia, the Russian Federation, Sweden, the United States, the United Kingdom and the EU joined trademark owners and Latvian government officials to underscore the significance of the event. At a news conference, Latvian Minister of Interior Mareks Seglins announced that "one of the government's priorities is the fight against contraband" — a key outcome for the firm's client, CIPR.

The event received significant news media attention, helping to spread the word that counterfeit products are a threat to public health. Media covering the event included not only the major daily newspapers, regional news agencies LETA and BNS, as well as TV stations LNT and TV5 in Latvia, but also the Russian news agency ITAR-TASS and the BBC World Monitoring Service.

[PRINTER FRIENDLY VERSION]

[Return to Front Page](#)



PBN reps Peter Necarsulmer, Romans Baumanis (left and right in bottom photo) and Gregg Prager of Philip Morris International with counterfeit cigarettes waiting to be destroyed.

[Return to Front Page](#)



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Volume 1 Issue 3

News from PBN

Please share our warm congratulations and good wishes to the following PBN staff on their recent promotions:

VPs TO SVPs

Paul Nathanson, Alexander Shelemekh and Myron Wasylyk have been promoted to the position of senior vice president. Paul, who has been with the firm for nearly 10 years, manages the firm's Washington D.C. office and Myron, a PBN veteran of eight years, manages the firm's Kyiv office. Sasha has been with the firm's Moscow office for more than eight years and heads up the government relations practices in Russia and other FSU countries.

Email: paul.nathanson@pbnco.com, myron.wasylyk@pbnco.com, and alexander.shelemekh@pbnco.com.

TWO NEW VEEPS

Also due to their outstanding contribution to the company, Romans Baumanis, Riga, and John Lough, London, have ben made vice presidents of The PBN Company. Romans manages PBN•Baltics and John manages the firm's London office.

Email: romans.baumanis@pbnco.com and john.lough@pbnco.com

SPRING ADDITIONS

PBN welcomes its two Spring semester interns to the Washington D.C. office, Dara Klatt and Jane Goodyear. Dara, a graduate, and Jane, an undergrad, attend American University's School of International Service.

Email: dara.klatt@pbnco.com and jane.goodyear@pbnco.com

MUSIC TO OUR EARS

Arnolds Karklis, Account Executive, Riga, will be playing the mandolin at the Latvian National Opera performance of Mozart's Don Giovanni on Friday, April 19.

E-mail: <http://www.imakenews.com/accesspbn/Arnolds.Karklis@pbnco.com>

JOINING FORCES

The PBN Company has become a member of the The U.S. Baltic Foundation, a Washington, DC-based non-profit organization working to develop and strengthen U.S. private sector ties with Estonia, Latvia and Lithuania.

[Return to Front Page](#)



[Return to Front Page](#)