

## EXECUTIVE SUMMARY

May 27 - June 5, 2005

Business and Professional Women Association – Tallinn Club, Estonia ([www.bpw-estonia.ee](http://www.bpw-estonia.ee)) and the Across Cultures 2004 delegates are proud to host Across Cultures 2005 Baltics – a business and cultural exchange among business leaders from the Baltic States and Seattle, Washington. This unique, U.S. Embassy-endorsed event is focused on cultivating partnerships to support business leaders and increase economic equity for a socially responsible, sustainable future.

The emphasis of the program is to enhance the leadership potential of enterprising executives, managers, and entrepreneurs. The Across Cultures forum originated as a collaborative venture among Women's Business Exchange (WBE), Seattle, WA and Young Business and Professional Women Association (BPW), Tallinn, Estonia and has since expanded throughout the Seattle Community and the Baltic States of Estonia, Latvia, and Lithuania.

Across Cultures 2005 is a follow up to the 2004 program hosted in Seattle where 17 business leaders from the Baltics participated in a wide range of activities with organizations such as Starbucks, Nordstrom, University of Washington, REI, Bank of America, Boeing, Microsoft, Cedar Grove Composting, Pike Place Fish, and the SBA. Across Cultures will introduce participants to various training, philosophies, trends, and practices that promote socially responsible leadership and the advancement of women. The program will focus on Human Rights, Access to Information, Economic Equity, and Cultural Experience (see [Program](#) for details).

## PROGRAM GOALS

Across Cultures supports U.S. foreign policy goals to work with partners in the Baltic States to build healthy economies. More specifically, the goals are:

- To raise awareness of human rights.
- To support the development of women-owned small businesses, promoting efficiency, productivity and sustainability in a growing economy.
- To develop skills and knowledge base of businesswomen, enabling better management of their businesses.
- To disseminate acquired knowledge to the business community.
- To promote partnerships between women professionals.

## Across Cultures Leadership



**Katrin Sulg** has been a member of YBPW since 2000 and served as the 2003 representative. She also serves as a board member for the BPW Estonia Tallinn Club since 2002. Additionally, in May 2003 she proudly participated in the "WOMEN Decision Makers and Influence Makers" conference in Estonia which was attended by the UW Center for Women & Democracy Sweden and the Baltics Delegation. Ms. Sulg is currently the Product Manager at Krimelte ([www.krimelte.ee](http://www.krimelte.ee)), a producer of joint sealants in business since 1994. Krimelte customers include wholesale and retail dealers of construction materials, producers of doors and windows, and construction companies. Katrin enjoys long-distance running as well as singing, playing guitar, and traveling. Katrin was an Across Cultures 2004 delegate and is excited to promote and participate in the 2005 cultural and business exchange between Baltic States and the U.S. Her business interests include Project and Product Management, Product Development, and Marketing. Contact Katrin at: [katrin@krimelte.ee](mailto:katrin@krimelte.ee)



**Indre Zajancauske [Bartulyte]** is leading Financial Institutions in SEB Vilniaus Bankas - no.1 bank in Lithuania ([www.vb.lt](http://www.vb.lt)) employing 1.200 people. SEB Vilniaus Bankas is a part of an SEB group ([www.seb.se](http://www.seb.se)) - an international finance group with branches in 20 countries around the world offering local market knowledge combined with an international scope. Prior positions include heading Nordic and International corporate customers unit in Nordea Bank. Indre has many hobbies but especially loves traveling, sports (tennis, squash) and reading. Indre's private and professional live concept is built on the assumption that people are the biggest asset and sharing is the key to success in any field. Indre was a delegate of Across Cultures 2004. Contact Indre at: [indre.zajancauske@takas.lt](mailto:indre.zajancauske@takas.lt)



**Christina Bruning** is one of the 21 Leaders for the 21st Century, recognized by Women's eNews for stretching her reach across cultures. Christina served as the Manager, Project Management for the US Library Program of the Bill & Melinda Gates Foundation. The Foundation's US Library Program was a five-year, \$250 million investment in public libraries throughout the United States, providing approximately 47,000 computers in 11,000 buildings, 62,000 training opportunities, Internet connections, and support to increase access to digital information and software tools for underserved populations. Christina led the coordination of activities to achieve the program objectives. She enjoys traveling, exploring the outdoors, hiking and cycling. Contact Christina at: [christinabruning@comcast.net](mailto:christinabruning@comcast.net) [[full biography](#)]