



# StrategEast

eastern mind western values

StrategEast Center for a New Economy has the mission to reinforce the values of the rule of law and private property protection in Eurasian and Baltic countries through the transition from natural-resource-based to knowledge-driven economies.

Our work is focused on the 14 countries that proclaimed or restored their independence after the collapse of the USSR: Armenia, Azerbaijan, Belarus, Estonia, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Tajikistan, Turkmenistan, Ukraine, and Uzbekistan.

StrategEast is a registered 501(c)3 organization based in the United States, with regional offices in Ukraine and Georgia.

# OUR TEAM



**Anatoly MOTKIN**  
President

Anatoly Motkin is a successful technology investor with years of experience in political consulting and media entrepreneurship in the Eurasian region.

He began his career as a political consultant both in Israel and Eurasia. He later moved from politics to media, helping to start one of the leading Russian-language media companies in Israel. Mr. Motkin has served as an advisor and investor to both the public and private sectors, successfully backing several Israeli IT projects developed in Eurasian countries.

As his career has shifted over time, Mr. Motkin has consistently shown his dedication to improving business practices and government transparency in the Eurasian region. Mr. Motkin's extensive background has led him to deepen his focus on the reinforcement of the values of rule of law and private property protection in the former Soviet region through the creation of StrategEast.



### **Michael SHEITELMAN**

#### Chief Strategic Officer

As CSO, Mr. Sheitelman is responsible for defining the organization's vision and strategy as well as the creative development of various projects and programs initiated by StrategEast in cooperation with other organizations.



### **Anna Zub**

#### Senior Director

As Senior Director, Ms. Zub is responsible for the extension and implementation of educational projects and IT industry advocacy in the countries of Eastern Europe, the Caucasus and Central Asia.



### **Praskovja BYSTROVA**

#### VP, Strategic Communications

After conducting research in the field of pro-sustainable strategies within the framework of her international master's program, Ms. Bystrova is currently working on the strategy development and main projects' coordination.



### **Lidia SHAVLO**

#### Chief Analyst

In this role, Ms. Shavlo is responsible for coordinating StrategEast's research projects and prioritizing the Center's information needs.

# PROGRAMS

## GLOBAL MINDS INITIATIVE

The goal of the Global Minds Initiative is to help Eurasian countries develop thriving IT sectors as a part of their economic transition to becoming better integrated into the free world's economy. Through the initiative, we aim to create a large and influential group of high-quality tech entrepreneurs, who share the core liberal values such as rule of law, protection of intellectual and private property, and social responsibility. These values will become part of the DNA of the new tech industry in Eurasian region. The tech sector will help the Eurasian region move from consumption to creation – a vital and necessary transition in the new digital economy. A new generation of people with a fresh mindset will create law-based institutions and more dynamic, efficient and competitive markets in the region.

## ADVISORY BOARD



**Giorgi ALEXIDZE**

CTO,  
Newage



**Dr. Gregory ASMOLOV**

Lecturer in Digital Entrepreneurship and Marketing, Department of Digital Humanities, King's College London



**Arkadiy DOBKIN**

President,  
EPAM Systems



**Talmon MARCO**

Co-founder,  
Viber and Juno



**Prosser STIRLING**

Former Senior Director for International Relations and Government Affairs at Oracle

## STRATEG EAST IT HUB IN EURASIAN COUNTRIES

StrategEast has developed a unique education IT HUB format facilitating the creation of new IT industry development centers in Eurasian countries.

- Our students are being trained by the high level IT practitioners working at global IT companies;
- The first StrategEast IT HUB was created in Georgia in cooperation with one of the leading global engineering companies EPAM Systems and Georgia's Innovation and Technology Agency;
- At the second stage, IT HUB has recruited students in Moldova and Azerbaijan;
- Each IT HUB student is being trained remotely by a personal coach;
- The program facilitates employment for the graduates;
- StrategEast IT HUB immediately creates new jobs and attracts foreign direct investments in each region it starts being active in.

# STRATEG EAST STATE AND IT EURASIAN FORUM



## PARTNERS:



MINISTRY OF ECONOMY AND SUSTAINABLE DEVELOPMENT OF GEORGIA



MINISTRY OF EDUCATION, SCIENCE, CULTURE AND SPORT OF GEORGIA



MINISTRY OF FINANCE OF GEORGIA



GEORGIA'S INNOVATION & TECHNOLOGY AGENCY



Microsoft



THE WORLD BANK  
IBRD · IDA | WORLD BANK GROUP



AMCHAM  
AMERICAN CHAMBER OF COMMERCE  
IN GEORGIA



AXIOS



BigWallet



BTU  
BUSINESS UNIVERSITY



EUROPEAN BUSINESS ASSOCIATION  
EBA  
GEORGIA



SILKNET

StrategEast  
IT HUB  
TBILISI

The StrategEast State and IT Eurasian Forum is an annual event that serves as a unique platform for dialogue between governments and leaders of the IT industry.

The inaugural StrategEast State and IT Eurasian Forum took place in 2019 in Kyiv, Ukraine. In 2020, the second event was held in Tbilisi, Georgia in a hybrid online-offline format. The third StrategEast State and IT Eurasian Forum will be held in 2021 in Bishkek, Kyrgyzstan.

The Forum brings together representatives of global and local tech companies, governments, international financial institutions, and global development agencies. It provides an opportunity to discuss what needs to be done to enhance the innovative economy across the region and assists Eurasian countries with their integration into the global economic and security system.

## YOUNG LEADERSHIP PROGRAM



The Young Leadership Program is designed to provide young deputy ministers of Eurasian and Baltic states with a thorough understanding of how internal processes in the U.S. government system work and the role of governmental authorities in economic processes. The program takes place over a week-long visit to the United

States, including training events led by high-level U.S. officials and analytical community representatives who provide deeper insights into the interaction between state and businesses.

The project is led by [StrategEast](#) in cooperation with [Open World Leadership Center](#).

## ONLINE DISCUSSIONS WITH GLOBAL THOUGHT LEADERS



To continue the conversation on how technology can lead to an overall transformation in Eurasia, StrategEast has launched a series of online panels called StrategEast.Live. During these panels, our esteemed guests put forward ideas that facilitate the further development of a knowledge-driven economy in the region.

# WESTERNIZATION INDEX & REPORT



The StrategEast flagship study contains an evaluation of the Eurasian and Baltic countries' westernization level. The Index is based on a series of elements and benchmarks which assist us in assessing the adoption and implementation of the western model by looking at five key areas: political westernization; economic westernization; legal westernization; language and cultural westernization; and westernization of lifestyle.

StrategEast created the Westernization Index and Westernization Report with two goals in mind. First, we seek to help the nations of Eurasia and the Baltic better address the shared challenges they face in the process of rebuilding their states and institutions after the collapse of the Soviet Union. Second, we seek to draw attention to an important, yet geopolitically fragile, region in a way that helps the international community better support its development.

# ADVISORY BOARD



**Horton BEEBE-CENTER**

President Emeritus of Eurasia  
Foundation



**Amb. Clifford G. BOND**

Former U.S. State Department Official



**Debra CAGAN**

Former U.S. State Department  
and Department of Defense Official



**Michael HALTZEL**

Senior Fellow, Johns Hopkins School of Advanced  
International Studies



**David TKESHELASHVILI**

Chief of Staff to the President of Georgia  
(2010-2013)



**Daniel A. WITT**

President of International Tax  
and Investment Center

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**StrategEast**

1900 K Street, NW, Suite 100  
Washington, D. C., 20006 USA  
[www.StrategEast.org](http://www.StrategEast.org)  
[office@strategeast.org](mailto:office@strategeast.org)