

## BUSINESS

10D

9D NASDAQ  
8D NYSE  
7D MUTUALS

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# Envoy links Hungary, area

■ Globalization will open doors for Rochester businesses, he says.

DAVID TYLER  
STAFF WRITER

The recent inclusion of Hungary into the European Union will provide new opportunities for businesses in both Hungary and the United States, including businesses in Rochester, the Hungarian ambassador to the U.S. said Tuesday.

During a visit to the National Technical Institute for the Deaf at Rochester Institute of Technology, Andras Simonyi told reporters he'd like to find ways to bring to his country Rochester's combination of educational, scientific and business acumen. "We'd like to see Hun-

garian companies team up with American companies and market their products and services in the U.S.," Simonyi said. Rochester's computer science and biotech firms in particular could find opportunities in Hungary, he said.

What's missing in his homeland, Simonyi said, is the connection between academia and industry that ends up leading to new business and jobs.

"We have all the talent to be one of Europe's scientific centers," he said.

Simonyi is on a three-day trip to the region as part of the Rochester Business Alliance's International Business Council's annual International Day. He spoke at the council's annual dinner Tuesday night. The trip wraps up today with visits to the Eastman School of Music and Gleason Corp.

Eric Candle, president of



**Andras Simonyi** praised area's mix of research, business prowess.

the International Business Council and the president of Eodata Inc. of Rochester, said he hoped that Simonyi's trip would open doors for business on both

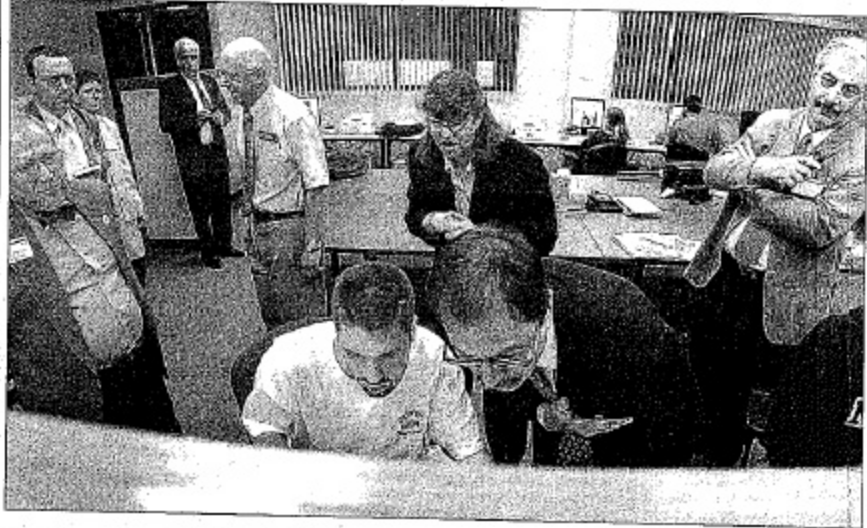
sides of the Atlantic.

"We think there's a lot of opportunity for Rochester firms to find new markets in Central and Eastern Europe," Candle said.

Simonyi praised Rochester's mix of research and business prowess, saying he hopes to impart some of that know-how in Hungary.

He encouraged U.S.

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CARLOS ORTIZ staff photographer

Jason Emery shows Andras Simonyi an image on his computer during the Hungarian ambassador's visit to National Technical Institute for the Deaf at Rochester Institute of Technology on Tuesday.

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companies to invest in Hungary and said citizens here must be patient as some jobs are outsourced to other countries. He likened the current round of technology outsourcing to the overseas migration of the U.S. textile industry 40 years ago.

"Globalization has to be a two-way street," he said. The council's International Day included a series of workshops on international trade at the Riverside Convention Center,

culminating with the banquet.

At the dinner, the council bestowed several awards:

- Mohawk Customs and Shipping International, a Rochester-based provider of international trade services, Service Provider of the Year.

- Redcom Laboratories Inc., a manufacturer of telecommunications switching systems in Victor, Ontario County, Exporter of the Year for companies with fewer than 300 employees.

- Celltech Pharmaceuticals Inc., a drug manufacturer in Henrietta, Exporter of the Year for companies with more than

300 workers.

- Martin Birmingham, regional president of Bank of America, International Executive of the Year.

John Tracy, one of the principals of Mohawk, said the three-year-old, seven-employee company was surprised by the award.

Mohawk helps companies seeking to ship internationally with transportation, customs clearance and other issues.

"We were told that the letters of support from customers helped us win this, and that is really wonderful," he said. □