

Session C: **"The role of co-location centres as hubs for entrepreneurship"**

**SPEAKER PROFILE: Heather POTTERS - Managing Partner, Baring Communications Equity Emerging Europe, venture capital fund; Business angel and co-founder of PharmaJet, a needle free technology business**



Ms. Potters has a private equity background, having managed investment capital for the past eighteen years, involving three funds, with total committed capital of \$425 million. She moved to Poland in 1991, joining the start-up phase of the Polish American Enterprise Fund ("PAEF"), a \$250 million fund established with US government support, to make private sector investments in Poland. The first and largest of its kind, with approximately 15 Enterprise Funds ultimately created throughout the CEE/CIS region during the 90's. A new fund of \$101 million was raised in 1993 from various traditional pension fund investors, providing for the investment activities to be rebranded as Enterprise Investors. – Now the CEE region's largest private equity fund advisor. As a vice president and partner of these combined funds, she spent four years making equity investments ranging up to \$15 million in size; in the process creating several new business activities involving local and foreign partners.

In 1997, Ms. Potters was recruited by Baring Private Equity Partners and Communication Equity Associates to co-manage and lead a start-up CEE/CIS regional and focused fund – the first of its kind, focused on 18 countries within the media and communications markets. As managing partner of BCEE Advisers Ltd. and director of Baring Communications Equity (Emerging Europe) Ltd., the investment experience gathered included more than 12 jurisdictions, with activities and transactions ranging from start-ups, early stage, and consolidation-play investments, to assisting companies with public offerings, refinancing, and trade-sales—spanning less than \$1 million to more than \$250 million, for single and consortium investments.

Now embarking in an executive board member capacity with Crescental, an alternative investment fund that covers Turkey and the Black Sea region of countries, while she looks after some remaining BCEE portfolio investments and her own angel investments, she is remains active with local entrepreneurs within a basket of countries that offer tremendous growth opportunities over the coming decade.

Ms. Potters is holds a BA in International Management from Claremont McKenna College and an MBA from the Wharton School at the University of Pennsylvania.

**COMPANY PROFILE: Baring Communications Equity**

Baring Communications Equity (Emerging Europe) Limited ("BCEE" or "The Fund") is the oldest and leading media and communications focused fund in the Emerging Europe region. BCEE is uniquely positioned to help bring capital into ventures with gifted entrepreneurs and managers, and/or strategic partners. BCEE is a \$74.25 million private equity fund, established in December 1997 to invest in unlisted media and telecommunication companies throughout Central and Eastern Europe and the CIS on behalf of its investors. BCEE is permitted to make investments in any country within Central and Eastern Europe and the Commonwealth of Independent States. A subset of these countries have been invited to prepare for membership in the European Union, and it is within these markets the BCEE has concentrated its efforts.