

EASTWEST INSTITUTE
Forging Collective Action for a Safer and Better World

WORLDWIDE CYBERSECURITY INITIATIVE

Catalyzing awareness and cooperative action



EASTWEST INSTITUTE

Forging Collective Action for a Safer and Better World



Deloitte.

Meeting the Cybersecurity Challenge

In 2007, the EastWest Institute's Strategic Dialogue team from the United States led by General (ret.) James Jones and me, challenged senior Chinese and Russian leaders in discreet talks to break the deadlock in international cooperation in meeting cybersecurity challenges. Intense Track 2 discussions followed at high levels. All three governments confirmed the concerns each holds for the intentions and actions of the others. It also showed a deep-seated common concern over the growing capacity of non-state actors to wreak havoc upon global economic stability – as well as begin to pose serious security challenges. Each of the big three already had changed their estimates of cybersecurity – the U.S. raising it to the same level as nuclear security.

Today, these three countries are working together in a Worldwide Cybersecurity Initiative (WCI) managed by the EastWest Institute. They have been joined by leading figures from the European Union and other G20 nations, the private sector, professional associations and international organizations. The Advisory Group of WCI is led by General Harry Raduege, Chairman of the Deloitte Center for Cyber Innovation. The vision is two-fold: 1) build trust by tackling specific cybersecurity problems together in discreet bilateral or multilateral teams; and 2) begin a public process that will enable the first steps to be taken in international cyberspace policy much as they have been undertaken in “global commons” of sea, air and outerspace. This EWI initiative (*see www.ewi.info/cybersecurity*) begins its public phase in May 2010 when 200 leaders from the “Cyber 40” nations (the G20 and the other twenty most important cyber nations) will come together in Dallas for the first Worldwide Cybersecurity Summit sponsored by EWI. This first effort to create a movement of the public and private sector will focus on protecting critical cybersecurity infrastructure (finance, energy, telecoms and essential government services). Invitations are now being extended. The EWI team welcomes your interest and engagement.



John Edwin Mroz
CEO and President
EastWest Institute

*“The EastWest
Institute is
challenging each
of us to rethink
our international
security priorities
in order to get things
moving again ...
we need specific
actions, not
just words.”*

Ban Ki-moon,
Secretary General of
The United Nations

Top Cybersecurity Challenges

“I marvel at how the EastWest Institute is able to make a difference, consistently. EWI is an unusual organization. It acts as a tugboat frequently called upon by governments and powerful institutions to facilitate communications, mobilize resources and help find solutions”

Martti Ahtisaari

Former President of Finland,
2008 Peace Nobel Prize Winner

EWI is working across national borders to catalyze more rapid and more effective responses to the cybersecurity challenges already identified by industry, government and international organizations. According to the Permanent Monitoring Panel on Information Security of the World Federation of Scientists (InfoSec PMP), “it is imperative that all countries begin to address the problems that enable cybersecurity risks and to seek mechanisms by which solutions and approaches can more readily be shared”. The PMP has identified more than 30 top challenges in the policy, legal and technical fields. Here is a selection:

Policy

- Promote the evolution of each country’s computer emergency response team (CERT) toward multidisciplinary Cyber Response Centers that can respond to cyber incidents or attacks
- Encourage the development and implementation of a Cyber Code of Conduct to enable a global culture of responsible cyber citizenship
- Improve 24/7 points of emergency contact, including improved skill levels in law enforcement and cyber investigations, between all countries connected to the Internet
- Promote cybersecurity with assurance of privacy through compliance with privacy laws.

Legal

- Develop international law to accommodate cyber warfare offensive and defensive activities, thus making it operative for the cyber age
- Encourage the ratification of the Council of Europe Convention on Cybercrime and its internal implementation by signatory states.

Technical

- Address the security challenges of mobile/wireless systems. The exponential deployment of such devices and systems presents security challenges in and of itself
- Identify the security risks and opportunities associated with virtual systems and cloud computing to enable their deployment and interconnection with increased security of information, applications and networks
- Improve the ability to track and trace cyber communications to enable source identification (accountability).

EWI's Response

EWI's Worldwide Cybersecurity Initiative will catalyze awareness amongst key stakeholders of the need for more rapid progress in international co-operation. EWI will:

- Reframe the most divisive or contentious issues to enable consensus proposals for new agreements, policies and regulations
- Champion high-impact proposals through effective advocacy and mobilization of stakeholders and expert groups
- Work with stakeholders to create new and effective international mechanisms to solve the most serious problems.

Main Themes: The EWI initiative will focus on four key areas:

- Cybercrime and related issues (hacking, intellectual property protection, spam, financial security, protection of youth)
- Security and resilience of critical information infrastructures
- Overcoming national cyber barriers for humanitarian emergencies
- Non-state actors, terrorism and cyber-warfare.

Expected Results: The EWI initiative will build bridges between the United States, Russia, China, India and the European Union on the most contentious issues in ICT collaboration. EWI will work with these countries to extend involvement to a bigger group – the “Cyber 40” (G20 and another 20 countries leading in cyber affairs). If successful, the initiative will contribute to improved international security of information systems and related communications media. It will contribute to reduced damages from cyber crimes and attacks and enhance nation-state security through better cooperation and infrastructure protection.

Methods: EWI and our partners in government, the private sector and intergovernmental organizations are building an international action consortium that will be unique in its specific mission of breaking down barriers through new collaborations across the most serious divides. Drawing on the expertise, needs and experience of our corporate partners, we will apply the EWI process. This is a proven combination of:

- Track 2 diplomacy (officials from different governments coming together with other stakeholders in unofficial forums to build consensus and stimulate fresh thinking)
- Policy publishing and mobilizing around fresh ideas
- High-level advocacy with government and industry leaders
- Commissioning policy research
- International conferences and seminars in various countries.

“The EastWest Institute is one of few institutions that can facilitate the international collaboration that is so urgently needed to secure global information systems and reduce cyber crime.”

Ross Perot Jr.

Chairman, Hillwood;
member of the board
of directors of Dell, Inc.

What Has Already Been Done by EWI

“I have been involved with EWI since its earliest days in different capacities. It is one of the most effective and unusual institutions operating today.”

James D. Wolfensohn
Former President
of the World Bank

Security of Undersea Communications 2009–10

EWI co-hosted with the Institute of Electrical and Electronics Engineers (IEEE), a three-day summit on the Reliability of Global Undersea Communications Cable Infrastructure (ROGUCCI). This event, held in Dubai from October 27 to 29, 2009, convened leading scientists and engineers, the financial sector and other stakeholders to examine ways to better protect the web of sub-sea fiber optic cables that the world relies on for Internet connectivity. IEEE is relying on EWI to orchestrate the international policy coordination necessary to implement its recommendations. These will be released early in 2010.

United States

EWI secured initial support from the key players in the U.S., and convened its first off-the-record meeting with American stakeholders on April 24, 2009 at the Federal Reserve Board Building in Washington D.C. to identify potential areas of international collaboration. The EWI cybersecurity team has met regularly with U.S. officials including at the White House, State Department and Department of Defense among others, since July 2009. EWI is working with industry leaders such as Dell and thought leaders such as Deloitte to set up the international cybersecurity action consortium.

European Union

EWI’s Distinguished Fellow and Bell Labs Fellow, Karl Rauscher, is extremely well-positioned to bring the EU dimension into EWI’s work. In the context of Critical Information Infrastructure (CII) protection, Alcatel-Lucent’s Bell Labs carried out a study for the European Commission on the Availability and Robustness of Electronic Communications Infrastructures (ARECI), led by Mr. Rauscher. It was specifically aimed at improving the availability and robustness of Europe’s future communications networks. The final report from March 2007 presented ten recommendations for key actions to be taken by the European Commission, member states and the private sector to improve the reliability, resilience and robustness of the underlying infrastructures. All of the recommendations received strong support from these different stakeholders. These recommendations are now being implemented across Europe through the private sector and member states initiatives – a strategy based squarely on the guidance of the ARECI report.

China, Russia and India: Partners in Worldwide Cybersecurity

EWI has been conducting private meetings with senior officials and private sector representatives from China, Russia and India to understand better their interests in joining the EWI-led effort. We have received strong support and encouragement from all. In February 2010, at its Annual Worldwide Security Conference co-sponsored by Canada in its capacity as Chair of the G8, and by the World Customs Organization, EWI will convene 50 leading figures from government, industry and the specialist community in Russia, China, India, the United States, Europe and elsewhere to develop new lines of action and advance existing proposals. In some cases, senior officials at the level of National Security Council or equivalent, have agreed to include cybersecurity in the agenda of EWI's bilateral Track 2 work between them and the United States.

Areas of focus in our work with individual governments include:

- Trusted information sharing among stakeholders
- Public-private partnerships lead by the private sector
- Civilian infrastructure protection
- Intellectual property rights
- Nation-state threats
- Financial data integrity
- Safe cyberspace for youth
- Interoperability of security systems
- Reliability of undersea cable infrastructure.

G8 Initiative 2006–07

Over several years, EWI has worked on different aspects of global cybersecurity, most notably with leading corporations and governments in 2006 and 2007 in support of the G8 initiative on public private partnerships to counter terrorism. Specific cybersecurity proposals presented by Telenor, IBS, WISeKey, Ericsson, Microsoft, and the Russian Federal Agency for Information Technologies – among others – were reviewed by G8 representatives convened in Moscow, Brussels and Oslo. Most of these proposals presented with EWI's assistance three years ago remain unaddressed by relevant authorities. The proposal championed by Telenor, for a global network of CERTs for effective emergency response remains one of the top ten priorities of the World Federation of Scientists in the area of cybersecurity.

“What has distinguished the EastWest Institute from others in the field is its track record of combining fresh ideas with practical follow up, which actually makes them useful to those who govern.”

George H. W. Bush

Former President
of the United States

How EWI Work Relates to Other Cyber Initiatives

“It should not be a surprise that EWI attracts so much support from the private sector and foundations as well as the European Union, international institutions and European governments. As a catalyst for change, EWI has a key role to play in helping transition countries to build peaceful democracies and competitive free markets. It is a huge job but working together we can and shall continue to make a difference.”

George F. Russell, Jr.

Chairman Emeritus of the
Russell Investment Group
and Russell 20-20,
EWI Chairman Emeritus

This section notes the key differences between EWI’s proposed work and that of three leaders in the field. As a veteran in the international arena, EWI brings to the table its EWI process that has been successfully used for 30 years, its high-level relationships and its reputation of building trust in sensitive areas. EWI’s Worldwide Cybersecurity Initiative provides an important complementary process to other undertakings, which are listed below:

International Telecommunication Union (ITU)

- EWI differentiates itself from ITU by its EWI process. This process allows for discreet assembly of solutions to sensitive topics among key actors in contrast to publicly displayed diplomacy
- EWI has the luxury of being discreet when needed and hence can produce faster results not linked to political positioning of the parties.

Network Centric Operations Industry Consortium (NCOIC)

- NCOIC is largely U.S. oriented, while EWI has a strong international focus
- With its 30 year relationships with high-level individuals and organizations, EWI aims to collaborate with NCOIC to provide discreet relationships with China, Russia, India and others
- EWI will complement NCOIC in its efforts for international outreach, as NCOIC’s cybersecurity work will also aid EWI to reach mutual goals in cybersecurity.

International Multilateral Partnership Against Cyber Threats (IMPACT)

- While IMPACT’s role against cyber terrorism and threats is necessary, EWI has a crucial role to play in forging international cooperation on a wider array of topics related to cybersecurity which will ultimately complement IMPACT’s work
- IMPACT focuses on threats, while EWI differentiates itself by having a broader base and approach to cybersecurity by focusing on mutual vulnerabilities.

EWI's Network for Leaders

EWI counts among its Board and associates more than 5000 government and business leaders as well as experts on global security who have participated in our initiatives. These include:

Business Leaders

Ross Perot, Jr., *Chairman, Hillwood; member of the board of directors of Dell, Inc.*; Ahmet Mucahid Oren, *Chief Executive Officer, Ihlas Holding A.S.*; Armen Sarkissian, *President Eurasia House International*; Francis Finlay, *former Chairman, Clay Finlay, Inc.*; George F. Russell Jr., *Chairman Emeritus, Russell Investment Group, Russell 20-20*; Henry A. Crumpton, *President, Crumpton Group, former Counter Terrorism Coordinator, U.S. Department of State*; Joseph E. Robert, Jr., *Chairman, Business Executives for National Security*; Maria Livanos Cattau, *Member of the Board, Petroplus Holdings*; Mark Chandler, *Chairman and CEO, Biophysical, Mr. Peter Altobelli, President of Dell Services*, James H. Quigley, *Global CEO, Deloitte Touche Tohmatsu*

Political and Military Leaders

Yang Jiechi, *Foreign Minister of China*; Sergey Lavrov, *Foreign Minister of Russia*; Ban Ki-moon, *Secretary General, United Nations*; Makhdoom Shah Mahmood Qureshi, *Foreign Minister of Pakistan*; Henry Kissinger, *former United States Secretary of State*; General Ehsan Ul Haq, *former Chairman, Joint Chiefs of Staff Committee, Pakistan*; Cemil Çiçek, *Deputy Prime Minister, Republic of Turkey*; General Khodaidad, *former Minister of Counter-Narcotics, Afghanistan*; General Da'I Bachtiar, *former Head of Indonesia's National Police*; General Ved Malik, *former Chief of Army Staff of India*; Sam Nunn, *Chief Executive Officer, Nuclear Threat Initiative*

Nobel Peace Prize Winners

Martti Ahtisaari, *former President of Finland, 2008 Nobel Peace Prize Winner*; Mohamed ElBaradei, *Director General, International Atomic Energy Agency (IAEA), 2005 Nobel Peace Prize Winner*

Senior Officials

Akio Suda, *Ambassador in charge of International Counter-Terrorism Cooperation, Japan*; Anatoly Safonov, *Special Representative of the President of the Russian Federation for International Cooperation in the Fight Against Terrorism and Transnational Organized Crime*; General Benjamin Defensor, *APEC Ambassador at Large for Counter-Terrorism (Philippines)*; Niu Qingbao, *Deputy Director General, Department of External Security Affairs, Ministry of Foreign Affairs, China*

"I couldn't believe how much tenacity and zeal he [John Mroz] and his colleagues had back in the early '80s. They just didn't know the meaning of the word 'no.' But the more we listened to them and watched what they were doing, the more it became obvious that this new Institute just might make a difference... and it has."

Lawrence Eagleburger

Former U.S. Secretary of State

7th Worldwide Security Conference



Special Consultation On Cybersecurity

On February 17, 2010, EWI is convening a one-day special session of its seventh annual Worldwide Security Conference (WSC 7) on “International Pathways to Cybersecurity”. This consultation is by invitation only and will assemble leading officials, specialists, business leaders and other public figures to devise breakthrough approaches to international cooperation on new policy measures. The consultation will:

- articulate new goals for worldwide cybersecurity and the steps needed to achieve them
- aim to stimulate progressive improvement in the way global cybersecurity is reviewed, managed, and implemented
- bring together leading policy makers, specialists, business executives, community leaders and journalists from Russia, India, China, Europe and the United States.

International Prominence

The World Customs Organization (WCO) has hosted and co-sponsored the Worldwide Security Conference for the last 5 years. In 2010, Canada as chair of the G8 will co-sponsor WSC 7. This continues the precedent established in 2006 by Russia and in subsequent years by Germany, Japan and Italy as chairs of the G8. The Council of Europe co-sponsored several workshops during WSC 6.

Unique Perspectives

The WSC is unique for its emphasis on bridging East-West divides by ensuring that fresh voices from Asia are prominent in the debates. As part of our network strategy, we deliver the conference through partnering with leading inter-governmental organizations and “knowledge partners” from the corporate sector. For WSC 7, these currently include the World Customs Organization, the European Parliament, Dell, Deloitte, the *Financial Times*, Mind Alliance Systems LLC and Eurasia House International.

Topics for WSC 7 include:

- Cyber threats: Russian, Indian and Chinese perspectives
- EWI’s international action consortium for cybersecurity and the ITU’s Global Cybersecurity Agenda
- How do we move toward harmonized legal frameworks for managing cyber-crime?
- How can we build momentum behind the recent move by the United States and Russia to convene official cybersecurity talks?

1st Worldwide Cybersecurity Summit

Four hundred business leaders, technical experts, policy elites and national security officials from the leading forty cyber nations (“Cyber 40”) will convene in Dallas for the 1st Worldwide Cybersecurity Summit: Protecting the Digital Economy. The skyrocketing severity and frequency of cyber attacks against businesses, governments and other institutions globally pose an ominous threat to the stability of the international digital economy and worldwide peace itself.

The event will start on the evening of May 3 with a Cybersecurity Awareness Dinner and panel interview conducted by CBS Chief Washington Correspondent and Emmy Award winning journalist Bob Schieffer. The panel will feature Howard A. Schmidt, White House Coordinator for Cybersecurity, with 500 distinguished guests from government and the private sector around the world in attendance. CEOs and senior government officials will kick off the Summit on the morning of May 4. The Summit will then convene in working groups focused on the critical sectors of finance, energy, telecoms, transportation, essential government services and small and medium businesses – culminating in a final plenary session before lunch on May 5. The Dallas Worldwide Cybersecurity Summit will be the first step in the process of setting up a standing mechanism to bring together international leaders on these contentious and sensitive issues.

The goals of the Dallas Worldwide Cybersecurity Summit are:

- to launch a comprehensive international cybersecurity awareness campaign by governments and businesses about the growing cyber-threats to the digital economy
- facilitate representatives of the “Cyber 40” to identify the problems with particular emphasis on those that pose a common threat
- to facilitate joint action and new agreements through intensive working group interaction in the critical sectors outlined above.

This Summit is a core component of the EastWest Institute’s Worldwide Cybersecurity Initiative, established in 2009 to bridge policy-makers from the U.S., China, Russia, India, the EU and other cybergovernments with the business and technical communities to seek common ground. EWI designed this awareness-raising and policy process to serve as a catalyst for cooperation and security in a chaotic and increasingly dangerous cyberspace arena. Nations have well established rules of the game on land, sea, air and in outer space. However, no such cooperation exists in the “fifth common space” – most commonly referred to as cyberspace.



at&t

Deloitte.



Initiative Leaders and Key Staff

“This Institute is known to have the ability to probe and listen, to test new ideas and to peer beyond the horizon. Its analysis and insights are deeply respected by those who must make decisions.”

Pascal Lamy

Former Director-General of the World Trade Organization
(Former EWI Director)

The initiative is guided by a steering group comprising ICT industry pioneers from the EastWest Institute’s board of directors who work with core donors and corporate partners from around the world. The effort is led by an international team including Vartan Sarkissian (UK/Armenia) founder and former CEO of RawRip and leading cyber expert General Harry Raduege. Teams of top industry and policy officials from China, the U.S., Russia, India and other nations cooperate on specific WCI projects.

Key Staff

VARTAN SARKISSIAN, *Director of Cybersecurity Initiative, EWI (UK/Armenia)*
KARL RAUSCHER, *Distinguished Fellow, EWI; Bell Labs Fellow (United States)*
GEN. T. MICHAEL “BUZZ” MOSELEY, *Distinguished Fellow, EWI (United States)*
GREG AUSTIN, *Vice President of Program Development, EWI (Australia)*
W. PAL SIDHU, *Vice President of Programs, EWI (India)*
VLADIMIR IVANOV, *Director of Moscow Branch, EWI (Russia)*
PIIN-FEN KOK, *Associate, China Programs, EWI (Singapore)*
JACQUELINE MCLAREN MILLER, *Senior Associate, EWI (Australia)*
ANNELEEN ROGGEMAN, *Project Administrator, EWI (Belgium)*

EWI Cybersecurity Advisory Group

LT. GEN. HARRY RADUEGE, *Chairman of the Deloitte Center for Cyber Innovation*
JAMES A. LASH, *Chairman of Manchester Principal LLC*
ROSS PEROT JR., *Chairman, Hillwood; member of the board of directors of Dell, Inc.*
MICHAEL MAPLES, *Former Executive Vice President, Worldwide Products Group and Member of the Office of the President, Microsoft Corporation*
AMBASSADOR KANWAL SIBAL, *Member of the Defense Advisory Board of India*
JOHN EDWIN MROZ, *Founder, President and CEO of EWI*
HENRIK TORGENSEN, *Senior Vice President, Telenor*
ADDISON FISCHER, *Founder of VeriSign*
THOMAS J. MEREDITH, *Co-Founder and Principal, Meritage Capital, L.P.*

EWI's Growing Media Reach and Influence

EWI's ability to influence policy makers and shape the broader public debate depends in part on implementing an aggressive media-relations strategy. EWI's Public Affairs staff is actively building relationships with the media and have been successful in generating media coverage for EWI activities, including the following:

Release of the U.S.-Russia joint threat assessment on Iran's nuclear and missile potential. The report was produced by a team of Russian and American scientists and experts brought together by EWI. *The Washington Post*, *The Financial Times*, *The New York Times*, *The Los Angeles Times*, *China Daily*, *Indian Express*, *Nezavisimaya Gazeta* and *Nezavisimoye Voyennoye Obozreniye* are some of the newspapers that covered the release of the report. Articles by Reuters, Associated Press, AFP, RIA-Novosti and Rosbalt were published in the main news outlets worldwide.

At the United Nations, "Breakthrough Measures on Weapons of Mass Destruction": On October 24, 2008, EWI launched a historic initiative at U.N. headquarters to break the worldwide logjam on weapons of mass destruction and disarmament issues. U.N. Secretary-General Ban Ki-moon opened EWI's inaugural meeting with a transformative five-point proposal for the complete elimination of weapons of mass destruction. This event resulted in coverage by major press agencies, including, among others, Reuters, AFP, UPI, Associated Press, and Xinhua in China. Articles about the event appeared in many of the world's main newspapers giving the EastWest Institute a truly global visibility.

6th Annual Worldwide Security Conference: The high profile speakers direct from some of the world's most serious trouble spots generated worldwide media coverage, including extensive reporting by Reuters and other news agencies which was picked up by the *Wall Street Journal*, *USA Today*, the *Middle East Times* and a large number of newspapers around the world. Chinese, Iranian, Turkish and other TV channels sent crews and carried coverage of the event.

Key members of the EWI staff frequently contribute to media outlets such as *Newsweek*, *Time Magazine*, *European Voice*, *The Wall Street Journal* and *New Europe*. News TV channels such as Euronews and BBC World frequently feature interviews with EWI staff.

"This is more than a think-tank – this is an institution that you call in when you want something to change."

Hans-Dietrich Genscher
Former Foreign Minister and
Vice Chancellor of the Federal
Republic of Germany

EWI's Worldwide Security Partners

In recent years, EWI has benefited from the generous support and direct engagement of many partners. Those most directly involved in our Global Security work have included:



Leading Companies

- Accenture
- Boeing
- BP
- Canberra
- CapGemini
- CarrierWeb
- ConocoPhillips
- Cotecna
- Dell
- Deloitte
- Entrust
- Financial Times
- GE
- GEO Group
- Kroll
- Microsoft
- Norsk Hydro
- Royal Dutch Shell
- SAP
- Sun Microsystems
- Unisys

Governments and International Organizations

- Council of Europe
- European Parliament
- Ministry of Foreign Affairs of Germany
- Ministry of Foreign Affairs of Italy
- Ministry of Foreign Affairs of Japan
- Ministry of Foreign Affairs of the Russian Federation
- The Organization for Security and Co-operation in Europe (OSCE)
- United Nations Disarmament Department
- World Customs Organization

Foundations and NGOs

- Bank of Sweden Tercentenary Foundation
- China Arms Control and Disarmament Association (CACDA)
- China Institute of International Studies (CIIS)
- Club of Madrid
- Collective Security Treaty Organization (CSTO)
- Francis Finlay Foundation
- French Petroleum Institute (IFP)
- Hans Rausing Foundation
- Japan's Economic Research Institute for Northeast Asia (ERINA)
- Madariaga European Foundation
- Royal Institution World Science Assembly (RiSci)
- Swedish Carnegie Institute
- The Russell Family Foundation (TRFF)

Partnering with EWI in Cybersecurity

EWI Partners:

- Become recognized in the international community as *Thought Leaders* for their proven interest, expertise and commitment to promoting cybersecurity
- Collaborate closely with EWI Cybersecurity Initiative staff and program leadership to help create a paradigm shift in this field
- Enable EWI to extend and apply its substantial global network, both private and public to assist key cybersecurity stakeholders in reaching mutually beneficial understanding, cooperation, policy and agreements
- Provide financial support designated exclusively for expenses related to EWI's Worldwide Cybersecurity Initiative, performed on a strictly neutral and non-biased basis
- EWI will provide feedback and budgetary transparency.

Membership Levels & Benefits

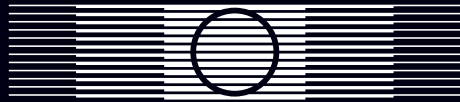
EWI's Worldwide Cybersecurity Initiative provides several levels of partnership, each with commensurate responsibilities and benefits.

Tier 1 Benefits

- Regular and direct access to EWI leadership and its extended global leaders network
- Priority positioning in highest-level EWI and state-level workshops, meetings, conferences and other events
- Invitations to speak on high-level panels and keynotes
- First-view access to cybersecurity reports and other privileged information
- Privileged access to key policymakers and policy developments
- Increased corporate brand value and leadership recognition
- Full benefits of *Tier 2* (listed below).

Tier 2 Benefits

- Access to Cybersecurity Initiative reports and memorandums
- Invitation to attend select initiative development and progress reporting meetings
- Invitation to attend select conferences and events
- Ad-hoc access to international thought leaders (individual, public and corporate) in the cybersecurity field
- Increased brand value recognition in cybersecurity arena.



EASTWEST INSTITUTE

Forging Collective Action for a Safer and Better World

Founded in 1980, the EastWest Institute is a global, action-oriented, think-and-do tank. EWI tackles the toughest international problems by:

Convening for discreet conversations representatives of institutions and nations that do not normally cooperate. EWI serves as a trusted global hub for back-channel “Track 2” diplomacy, and also organizes public forums to address peace and security issues.

Reframing issues to look for win-win solutions. Based on our special relations with Russia, China, the United States, Europe, and other powers, EWI brings together disparate viewpoints to promote collaboration for positive change.

Mobilizing networks of key individuals from both the public and private sectors. EWI leverages its access to intellectual entrepreneurs and business and policy leaders around the world to defuse current conflicts and prevent future flare-ups.

The EastWest Institute is a non-partisan, 501(c)(3) non-profit organization with offices in New York, Brussels and Moscow. Our fiercely-guarded independence is ensured by the diversity of our international board of directors and our supporters.

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