

# Northwest Russia: Facts and Events

Newsletter by the Stockholm Region Office in St. Petersburg

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## Meeting on *Innovation Competencies and Entrepreneurial Skills* Project in St. Petersburg

The meeting of the working group *Innovation Competencies and Entrepreneurial Skills* within the *Baltic Metropolises* network was held on 16-17 August at Smolny. *Baltic Metropolises* is a cooperation network of metropolitan cities in the Baltic Sea Region (BSR). The network consists of capital cities, cross-border metropolitan regions, and other metropolitan cities of major importance in the Baltic Sea Area. The members of the network at present are Stockholm, St. Petersburg, Copenhagen, Malmö, Helsinki, Berlin, Riga, Tallinn, Vilnius and Warsaw.

The aim of the working group is to increase the competence and efficiency of the knowledge-based innovation system in the metropolitan areas of BSR leading to new business creation, product development, patenting, technology transfer etc. Among the participants of the meeting were Per Olof Berg, President of the Stockholm School of Entrepreneurship, Vladimir Kucherov, Executive Director of the Foreign Affairs Department, Stockholm School of Entrepreneurship, Lada Illarionova, Head of the Stockholm Region Office in St. Petersburg, Igor Lonsky, Deputy Chairman of the St. Petersburg Committee on External Affairs and Tourism, Alexander Viktorov, Chairman of the St. Petersburg Committee on Science and Higher Education, as well as representatives of academic circle. The main issues of the meeting were the application for the project financing, as well as project activities for 2004-2005. It was decided that St. Petersburg should prepare a package of suggestions by 6 September and attract the representatives of academic and business circles to the project.

Source: Olga Podshuveyt, Chief specialist, Committee on External Affairs and Tourism, e-mail: [dicw@frinet.org](mailto:dicw@frinet.org)

## Swedish Culture Week in St. Petersburg

On 29 September – 3 October famous Swedish designers, musicians and DJs will come to St. Petersburg to take part in the Swedish Culture Week. The event is arranged by ArtEast Service together with the Swedish Institute and Consulate General of Sweden in St. Petersburg.

The programme of the week includes an exhibition on Swedish industrial design ("Källemo" company), seminars on design and music industry in Sweden, as well as a number of concerts and parties by popular Swedish artists. The event will be also attended by the representatives from the City of Stockholm.

Contact person: Stefan Höglund, ArtEast Service, e-mail [info@arteast.se](mailto:info@arteast.se)

## Silja Line Intends to Start a Ferry Line Stockholm – St. Petersburg in 2005

Silja Line company will consider the possibility to start a new ferry line between St. Petersburg and Stockholm. In 2005, Silja Opera vessel that earlier plied between St. Petersburg and Helsinki, might connect St. Petersburg and Stockholm.

From 1 October 2004 Silja Opera vessel will be operating on Stockholm-Tallinn route, making calls at St. Petersburg as well.

According to Thomas Niland, Senior Vice-President of Silja Line, Silja Opera was operating a cruise line between St. Petersburg and Helsinki, while St. Petersburg and Stockholm will be connected by a ferry line, which will attract more passengers.

Source: Delovoy Peterburg, 12 July 2004



Photo: [www.interpress.ru](http://www.interpress.ru)

# RUSSIAN VENTURE FAIR



Photo: [www.rvf.ru](http://www.rvf.ru)

## 5th Russian Venture Fair

The 5th Russian Venture Fair will take place in St. Petersburg on 7-8 October 2004. The fair, which is an important event for the Russian venture capital industry, is arranged by the Russian Private Equity and Venture Capital Association together with the Ministry of Education and Science of the Russian Federation.

At this year's fair, a large number of Russian and foreign venture funds, consulting and law firms, banks and investment companies are expected. About 100 innovative companies will be lined up in specific industrial tracks: Biotech, IT, Space & Air, Energy Efficiency. A special section will be organized for Seed & Start-up companies.

It is planned that the opening ceremony of the fair will be attended by Valentina Matvienko, Governor of St. Petersburg, Andrey Fursenko, Minister of Education and Science of the Russian Federation, and Ilya Klebanov, Presidential Plenipotentiary in the Northwest Federal District.

Contact person: Albina Nikkonen, Executive Director of Russian Private Equity and Venture Capital Association, e-mail: [rvca@fntr.neva.ru](mailto:rvca@fntr.neva.ru)

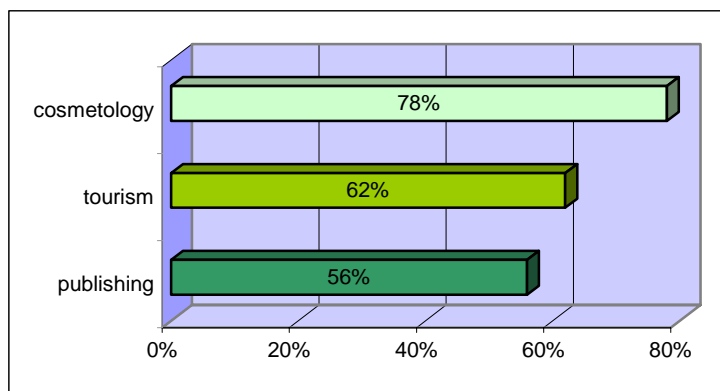
## Leningrad Region Longing for Innovations

A new programme on Scientific and Innovative Development of the Leningrad Region for 2004-2006 has recently been introduced to the Legislative Assembly of the region. The Leningrad Region is planning to invest into innovative development about 62 mln roubles (about 2.1 mln dollars). The Leningrad Region Agency on Economic Development will continue arranging tenders for the innovative enterprises. At the same time, a special joint-stock company belonging to the Leningrad Region will be founded for the cooperation with the enterprises.

Source: Delovoy Peterburg, 21 June 2004

## Brief Statistics on Female Entrepreneurship in St. Petersburg

7% of St. Petersburg property belongs today to women. According to statistics, 27% of businesswomen are engaged in small business. Cosmetology, tourism and publishing hold the leading positions in the list of business activities among women. Beauty parlour and interior salons, mini-hotels, restaurants and cafes are also very popular among female entrepreneurs.



Source: Delovoy Peterburg, 9 July 2004

## Stockholm Region Office's Contribution to the Northwest Russia's Development Strategy



Photo: [www.interpress.ru](http://www.interpress.ru)

Since the beginning of 2003 the Stockholm Region Office in St. Petersburg has participated in the working group of the Council on Tourism and Investments, coordinated by the Presidential Plenipotentiary to the Northwest Federal District of the Russian Federation. In particular, the Stockholm Region Office took part in the "Plan of activities for the development of Northwest Russia tourist industry for the period by 2015". This plan is supposed to become the basis of the "General directions of the Northwest Russia social-economic development strategy for the period by 2015".

In the beginning of August 2004 the Stockholm Region Office in St. Petersburg has got an analytical report on the Tourism Development in St. Petersburg and Northwest Russia based on the work done and a letter of thanks from Sergey Korneev (on the photo), Director of the Northwest Division Office of the Russian Union of Travel Industry for the Office's input.

Source: Natalya Ermashova, Northwest Division Office of the Russian Union of Travel Industry, [nw@rata.spb.ru](mailto:nw@rata.spb.ru); Stockholm Region Office in St. Petersburg, [stockholm.office@stockholm.spb.ru](mailto:stockholm.office@stockholm.spb.ru)

## World Tourism Organization is Expecting Dynamic Cooperation with Russia

For the second year in a row, the Russian Federation was reelected as the Chairman of the World Tourism Organization (WTO) Executive Council until 2005. Andrey Shlevkov, Deputy Regional Representative of the WTO for Europe, declared Russia to be an active and concerned member of the WTO. During his meeting with Viatcheslav Fetisov, Head of Federal Agency on Physical Culture, Sports and Tourism, Andrey Shlevkov described the cooperation between Russia and WTO as fruitful one. According to Andrey Shlevkov, Russia's active membership in the WTO will contribute to the development of the tourism into one of the dynamic branches of the national economy.

The WTO is the leading intergovernmental organization within the tourism branch that unites 142 countries. Russia has been a WTO-member since 1992 as the assign of the former USSR.

Source: Piter-T electronic newspaper, July 2004

## 10 most expensive cities in the world

2003	2004	City
1	1	Tokyo (Japan)
7	2	London (Great Britain)
2	3	Moscow (Russia)
3	4	Osaka (Japan)
4	5	Hong Kong (China)
6	6	Geneva (Switzerland)
8	7	Seoul (South Korea)
15	8	Copenhagen (Denmark)
9	9	Zurich (Switzerland)
12	10	St. Petersburg (Russia)

Source: Newspaper for Travelers, 1 July 2004

## New Catalogue of Congress and Incentive Facilities

Business Travel News edition has launched a new product – Congress and Incentive Facilities of Russian and International Hotels. The first issue of the annual edition is to appear with 15 thousand copies circulation in the beginning of year 2005.

Half of the copies will be published in Russian and distributed among corporate clients and at travel fairs MITT 2005 (Moscow) and UITT 2005 (Kiev). The other half of the circulation will be published in English and distributed at fairs ITB (Berlin) and WTM (London). Every project participant will receive 100 copies for its own contacts.

Every page of the edition will contain information on one hotel: contact details, plan of conference facilities, capacity and technical equipment, number and type of hotel rooms, restaurants and other facilities. The information will be entailed by two photos: main view of the hotel and the view of congress facilities.

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## The Stockholm-Mälars Region Input in the Healthcare Reform in St. Petersburg



Photo: Stockholm County Council

Since 1999 the Stockholm County Council has participated in the healthcare reform in St. Petersburg and, in particular, in the development of family medicine/ GP services. The cooperation partners are the St. Petersburg Committee on Public Health, Petrogradsky District Administration and a number of St. Petersburg academic institutions.

Development of healthcare services (especially modern family medicine services) supposes a "System Approach" that will tackle a number of aspects such as systems for re-training, curriculum development for doctors and nurses, clinical/GP guidelines – evidence-based medicine, model institutions etc. During the project period encouraging results have been achieved in most aspects.

A conference *Family Medicine in St. Petersburg: Experience, Problems, Perspectives of Development* was held on 30 June-1 July 2004 with the participation of Ulf Bojö, Consul of Sweden in St. Petersburg, Sören Olofsson, Director of the Stockholm County Council (on the photo to the left), Dr Lars-Bertil Arvidsson, Project Manager and Director of Health Services in Stockholm, Göran Sedin, Deputy Project Manager, Lars Pettersson, Executive Director of the East Europe Committee of the Swedish Health Care Community, and Petr Kolvzun, Head of the International and Personnel Department of the St. Petersburg Committee on Public Health. It was attended by some 70 participants, including Swedish and Russian experts and prominent representatives of medical academies. The main goal of the event was to summarise and disseminate experiences in the development of family medicine in St. Petersburg and, in particular, in the Petrogradsky city district.



Photo: Institute of Public Management

During the conference a new project contract on the *Development of Family Medicine/Out-patient Services in the City of St Petersburg – a three year Development Programme* was signed by the Stockholm County Council and the St. Petersburg Committee on Public Health. The project is financed by the East Europe Committee of the Swedish Health Care Community.

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## Technical Means for Prevention of Radioactive Terrorism and Its Consequences Liquidation



The international conference *Technical Means for Prevention of Radioactive Terrorism and Its Consequences Liquidation* arranged by Russian State Scientific Center of Robotics and Technical Cybernetics and International Science-and-Technical Center (ISTC) will take place in St. Petersburg on 18-20 October 2004. The objective of the oncoming conference is to provide science-and-technical information exchange for the development of new ISTC projects, to encourage



new contracts between scientists from Russia, Commonwealth of Independent States (CIS) and their foreign colleagues from ISTC partner-states, that could lead to new common projects. The conference is targeted at the prevention of international radioactive terrorism by coordination of governmental, international and private enterprises.

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## New Project to be Developed within the *Nordpraktik – New Managers for Russia* Programme

Nikolay Rozhkov, Head of International Relations Department at the St. Petersburg State University of Technology and Design is going to visit Sweden as a trainee of Akademiska Forum / Studying in Stockholm in September 2004 within the frames of the programme *Nordpraktik – New Managers for Russia* programme.

Nikolay Rozhkov intends to set up an international innovation centre (IIC) aiming to act as a prospective contact point for establishing new links and development of cooperation between Russian and European (in particular, Swedish) companies. The aim of the internship is to increase awareness of managing of exhibition/business centres in Sweden, to gain new skills and experience in organising the activities as well as to support establishing of new contacts in St. Petersburg for host company, to provide support and expertise in doing business in St. Petersburg.

During the internship Nikolay Rozhkov also intends to find partners for the *Univers-Test* Center that was established on the basis of the University in 1995. *Univers-Test Center* acting in St. Petersburg and Leningrad region and specializing in textile and light industry. Since 1995 the Center has issued over 2500 certificates. Among its customers are Russian, Finnish, Estonian, Czech, Lithuanian and other European companies.

*Univers-Test* Center does not only take advantage of the high-qualified university tutors, but it also trains future certified specialists in the field of standardization, certification and quality control. Moreover, the Center carries out scientific researches and elaborates methodical and normative documents in the sphere of statistical methods of production quality control and tests organisation. *Univers-Test* Center is interested in starting partnership with European scientific centers and universities acting in the same field.

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Photo: [www.interpress.ru](http://www.interpress.ru) at the Museum of the Test and Certification Center

The archive of the newsletters can be found at <http://www.stockholmregion.org/tpl/topic.asp?ID=457>

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