

Northwest Russia: Facts and Events

Newsletter by the Stockholm Region Office in St. Petersburg

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Official Visit of the Stockholm County Council to Moscow Region



The delegation from the Stockholm County Council, headed by Ingela Nylund Watz, President of the County Council Executive Board, paid an official visit to the Moscow Region on 16-18 September 2004. Dag Larsson, Commissioner for Regional Planning and Vice President of the County Council Executive Board, Chris Heister, Commissioner, Group Leader of the Conservative Party and Second

vice-president of the County Council Executive Board, Sören Olofsson, Chief Executive of the County Council, and Tommy Karlsson, Director of the Interregional Cooperation Department, also took part in the visit.

First contacts between the Moscow Region Duma and the Stockholm County Council were established during the visit of the Moscow Region Duma delegation to Stockholm in March 2004 (see Northwest Russia, Facts and Events, issue 18), when mutual interest in the development of future cooperation was shown.

On 17 September the meeting with Valery Aksakov, Chairman of the Moscow Region Duma, took place. The guests were informed about the Duma's fields of activities and the problems that could be solved during the future cooperation. Ingela Nylund Watz spoke about the positive experience of the Stockholm Region authorities in such spheres as municipal transport, health care etc. that could be used in the Moscow Region.

The parties agreed that the cooperation should be carried out on a long-term planning basis. A decision to create a joint working group to prepare the Protocol on Cooperation was taken. The Protocol, as well as the Cooperation Plan for the years 2005-2006, are supposed to be signed in 2005, during the next official visit of the Moscow Region Duma to Stockholm.

The delegation from the Stockholm County Council also visited the State Duma of the Russian Federation Federal Assembly and met Konstantin Kosachev, Chairman of the Committee on International Affairs.

On the last day of the visit the guests studied the work of the municipal authorities of the Moscow Region. The delegation visited Dmitrov district – one of the largest districts in the region – and learnt about the main directions of the district administration work. The parties expressed the opinion that further contacts and experience exchange were needed.

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Dmitrov District

The Dmitrov district is situated in a favorable geographic and economic zone, 25 km north of Moscow. It has about 151 thousand inhabitants, with half of them living in the district's largest towns – Dmitrov and Jakhrom. Dmitrov is also the administrative, industrial and cultural center of the district.

Dmitrov district possesses a well-developed transport system and a good base for larger investment programmes, both industrial and agricultural. Scientific potential, high-qualified specialists and favorable investment mechanisms account for the propitious business climate in the district.

Dmitrov town is one of the oldest and most beautiful towns in Russia. It is also one of the most well-accomplished towns. In 2000, it was ranked fourth on the all-Russian competition "The most comfortable town in Russia".

Contact person: Ludmila Kozirenko, Expert of the International Department of the Moscow Region Duma, e-mail: ozs5@duma.mosreg.ru



Mälardalen University and Sörmland County to Start Cooperation with St. Petersburg

The representatives of Mälardalen University and Sörmland Regional Council visited St. Petersburg on 15-16 September. Within the frames of the visit Göran Bryding, Head of the School of Business, Svante Sundqvist, Head of External Relations Office, and Mattias Ask, International secretary, Sörmland Regional Council, met the Institute of International Educational Programmes (St. Petersburg State Technical University) and St. Petersburg Rector Council.



Cooperation possibilities were discussed during the meeting with Professor Sergey Pogodin, Head of the International Relations Department at the St. Petersburg Technical University. The Institute of International Educational Programmes offers its students a Regional

Studies programme where students learn Swedish and other disciplines related to Sweden. As a first step of the cooperation the parties agreed to consider the possibilities for student exchange.

At the meeting with St. Petersburg Rector Council the delegation from the Stockholm Region met Viktor Romanov, Chairman of the Council, and Natalia Seppenén, Executive Director of the Council. The parties had an enthusiastic discussion about the possible cooperation between Mälardalen University, St. Petersburg State University and St. Petersburg University of Technology and Design.

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Ecogeochemistry of Barents Region

The meeting of Coordination Council of the international project Ecogeochemistry of the Barentz Region was held at the All-Russian Geological Institute by the St. Petersburg Committee on Environmental Protection and Safety and state unitary enterprise Mineral on 16 September. The main issues discussed at the meeting were the finalization of the project and ways to use the gained experience in order to resolve ecological and geological problems.

Geochemical Atlas of Eastern Part of the Barents Region was presented at the meeting. It comprises 200 different maps illustrating the environmental situation in the region. Areas with unfavorable environmental conditions, caused by both natural and anthropogenic factors, were revealed in the course of research.

During recent years a large number of countries have been implementing similar projects aiming to develop geochemical and ecological-and-geochemical atlases. Now the results of the researches in different states are being merged. A united geochemical atlas of Europe is planned to be published this year within the frames of the FOREGS (Forum of European Geological Services) programme.

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Seminar on Protection of Intellectual Property



The practical training seminar *Protection of Intellectual Property: Practices in Russia* will take place on 6-7 October at Smolny. The seminar will be conducted within the framework of the joint project of the Federal Service on Intellectual Property, Patents and Trademarks and United Nations Development Programme.

The participants of the seminar are the officials of the National Board of Patents and Registration of Finland, the Federal Service for Intellectual Property, Patents and Trademarks of the RF, the Research Institute of the Office of the Public Prosecutor General of the RF, the Department for fighting IP crimes of the Ministry of Interior of the RF, the Department of Tariff and non-Tariff Regulation of the State Customs Committee of the RF, representatives of Finnish and Russian companies.

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International Forum on Russian Economic Development



On 17 September the international forum on Russian economic development was held at hotel Europe in St. Petersburg. The forum was organized by the St. Petersburg business newspaper Delovoy Peterburg.

Among the participants were Valentina Matvienko, Governor of St. Petersburg, Dmitry Milovantsev, Deputy Minister of Information

Technologies and Communications of the Russian Federation, and Albert Gore, former Vice-President of the United States of America. The main attention was directed at the development of the Russian market of information technologies. The Governor claimed in her speech that St. Petersburg is among the top regions on information technologies in Russia, with the export of computer software by companies situated in St. Petersburg reaching 90 million dollars in 2003 (20% of the total Russian export). Albert Gore mentioned the outstanding results shown by programmers from St. Petersburg in various international contests. The Governor announced that the City of St. Petersburg would by all means further facilitate the development of the IT-sector in the city, in particular by providing them with business privileges and creating scientific parks.

Source: www.gov.spb.ru

Information Projects by Stockholm Region Office

Two new protocols on information cooperation have been recently signed by the Stockholm Region Office in St. Petersburg. In August 2004 the protocol on information cooperation with St. Petersburg Construction Center was signed. The summary of this project in Russian is available at PCC's website,

<http://www.infstroy.ru/International/InterNational.html>.

In September 2004, the Stockholm Region Office acquired one more official information partner by signing the similar protocol with Fund of Support of Small Business in Leningrad Region *Recipe*.

Source: Stockholm Region Office in St. Petersburg

Baltic Building Week in St. Petersburg



On 14-17 September 2004 St. Petersburg hosted the annual international construction fair Baltic Building Week that was earlier known as BATIMAT. The event has always attracted attention of the large number of exhibitors and visitors and is considered to be one of the leading trade fairs for construction and interiors in the Northwest Russia. The organizers changed the title of the fair because of the wider spectrum of branches presented at the event.

In 2004, the show size of the fair has been increased up to 17.5 thousand square meters. About 570 exhibitors attended the event. Compared with last year's results, the number has increased by 100.

For many of the medium-size and small enterprises in St. Petersburg it is rather expensive to participate in the fair. That is why the St. Petersburg Construction Center together with the exhibition enterprise Primexpo started a project called *BATIMAT to support small business*. The goal of the project is to support the companies by providing them with discounts and special terms for the participation. The project is being implemented in order to facilitate partner search within the frames of the Baltic Building Week.

There are companies that have participated in the project for several years. According to Talan company, the project *BATIMAT to support small business* is a real opportunity for small businesses to demonstrate their products at a larger fair, to establish contacts and to make deals.



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Plans of Establishing the St. Petersburg Convention Bureau



Photo of the TACIS conference arranged by MONOMAX

Convention Bureau is a non-profitable marketing organization for the official representation and promotion of a certain city or region in the international meetings market. Key point of the internship has been the discussion on possible cooperation between Stockholm Convention Bureau and St. Petersburg in attracting international congresses to the region, experience exchange and realization of joint regional promotion programmes. Stockholm Convention Bureau expressed an interest in such cooperation after the establishment of a similar organization in St. Petersburg.



Photo of the staff of the Stockholm Visitors Board



Photo of Gerth Gardsäter, Uppsala Convention Bureau and Dmitry Mikhailov, Monomax

The experience gained during the internship is used by MONOMAX Meetings & Incentives in the company's endeavors to push ahead the project of establishing the Convention Bureau in St. Petersburg. The results of the internship were reflected in the Analytical report (please, see <http://www.monomax.ru/pco/cvb.pdf>) presented for the St. Petersburg Committee on External Relations and Tourism, Russian Union of Tourist Industry and St. Petersburg Chamber of Commerce and Industry. The main conclusion of the Analytical report is the necessity to establish the Convention Bureau in St. Petersburg for the development of the city as a congress destination. Meeting and tourist infrastructure development and Convention Bureau establishment would result in the significant increase of the number of international congresses held in the city each year, which in its turn would stimulate scientific research and have a considerable economic impact both on the business community and the city budget.

Contact: Dmitry Mikhailov, Monomax, marketing@monomax.org

Swedish Business Towards Russian Market: Internalization Process

On 11-12 September the follow-up and business development seminar *Swedish Business Towards the Russian Market: Internalization Process* was held at the Stockholm School of Economics in St. Petersburg. The seminar was arranged by the *Nordpraktik – New Managers for Russia* in cooperation with the *Stockholm School of Economics in Russia* for the former programme participants in 1998-2004. On 10 September the reception devoted to the seminar was held at the Consulate General of Sweden in St. Petersburg. Jan Eklöf, President and Rector of SSE Russia, Vasily Dermanov, SSE Russia, Bengt Almquist, Swedish Customs, Andrey Gusev, Mannheimer Swartling Advokatbyrå held lectures during the seminar. 25 Russian and 5 Swedish participants attended the seminar. Such issues as internationalization process, choice of mode of operation in a new market, design and management of joint ventures and alliances, Russian business law, trade policy and latest customs regulations, as well as existing possibilities for financing Russian-Swedish business projects were discussed during the seminar.

Source: stockholm.office@stockholm.spb.ru

Ship Models of the Russian Fleet



The official opening of the exhibition Ship Models of the Russian Fleet was held at the 700 Years: Landskrona, Neva Mouth, Nyenskans Museum on 16 September.

Models of Russian ships, created by sketches of the Guild of shipmodelists are the exact historical copies and considered to be the best in the country.

Contact person: Sophia Kasim, Director of the *700 Years: Landskrona, Neva Mouth, Nyenskans Museum*

New Project Events in St. Petersburg

For the first time ever, on 7 October 2004, St. Petersburg is launching a unique project *Events in St. Petersburg*. Within the frames of the project the 3rd international conference *Congress and Business Tourism Industry* (MICE industry development in Russia) and specialized fair *Congress and corporate leisure* are being arranged. A large spectrum of terms is covered under the abbreviation MICE (Meetings, Incentives, Conferences, Events) that unites everything from an international congress to a small corporate party. The goals of the project are to show MICE industry as a dynamically developing business sphere; to introduce the international experience of MICE industry development; to facilitate the development of modern and competitive MICE industry in Russia, to demonstrate the latest achievements within the branch.

Representatives of federal and regional authorities, branch leaders, owners of MICE industry enterprises, chambers of industry and commerce, hotels, congress centers, transport companies and other interested parties are expected to take part in the conference.

Source: Piter-T, electronic newspaper, 1 September 2004

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

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