

Northwest Russia: Facts and Events

Newsletter by the Stockholm Region Office in St. Petersburg

Issue 21, 2004, week 47

Civil Servants from Northwest Russia Visit Finland and Sweden



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

On 21-27 November a delegation from St. Petersburg Interregional Resource Center and representatives from the region administrations of Northwest Russia is making a study visit to Finland and Sweden.

Among the members of the delegation are keypersons of the Interregional Resource Center, who are in charge of international relations, small and medium business support, HR issues and educational projects.

Novgorod, Archangelsk, Karelia and Leningrad region consider Scandinavia to be a strategically important partner. That is why the representatives of regional administrations are planning not only to present their latest programs of international cooperation but also to discuss the possibilities of new mutual projects.

The program in Stockholm includes, in particular, meetings with the representatives of the Stockholm Region European Committee, Stockholm Economic Development Agency, the Office of Regional Planning and Urban Transportation (Stockholm County Council) and Norden Association (*Nordpraktik-New Managers for Russia* project).

The Stockholm Region Office in St. Petersburg has participated in the preparation of the visit. The program of the meetings in Sweden has been arranged by the of Stockholm Region European Committee and Norden Association.

Source: Stockholm region Office in St. Petersburg, e-mail: stockholm.office@stockholm.spb.ru

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Round Table *Marketing of Cities*

A round table *Marketing of Cities*, arranged by the St. Petersburg Committee for External Relations and Tourism together with the Stockholm School of Economics in St. Petersburg, was held on 15 November at Smolny. The seminar was targeted at the attraction of the international experience in order to develop the marketing strategy for the promotion of St. Petersburg as industrial, tourist, science, cultural and educational center with a large investment potential. Thomas Gad, Swedish researcher and author of the 4D Branding Model, and Christer Asplund, consultant in the field of regional development, were among the speakers. The Stockholm Region Office in St. Petersburg was invited to the round table.

During the seminar Christer Asplund shared experience on marketing of Stockholm and talked about new tendencies in marketing of the cities. He emphasized that regional marketing shifted from the state level to city level. He pointed out the role of famous companies in regional promotion and cited IKEA as an example. Thomas Gad described the system of 4D branding in connection to marketing of the cities. In the end of the seminar an interactive discussion on the possible key factors in St. Petersburg marketing was started.

Source: Stockholm Region Office in St. Petersburg, stockholm.office@stockholm.spb.ru

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Photo: Stockholm School of Economics, Russia

Conference Modernization of Housing and Communal Services



Photo: www.interpress.ru

The conference *Modernization of Housing and Communal Services* held within the frames of the international branch fair *Housing and communal services in Russia (HCS Russia)* took place at the exhibition hall Lenexpo in St. Petersburg on 10-11 November.

The conference was arranged with the support of the Federal Agency of the

Russian Federation on Construction and Housing and Communal Services, the City of St. Petersburg, the Government of the Leningrad region, the company Russian Systems of Communal Services and the European Bank of Reconstruction and Development.

During the plenary session, reports were given, in particular, by Sergey Kruglik, Head of Construction and Housing and Communal Services Department of the Ministry on Energy of the Russian Federation, Yury Lipatov, Deputy Chairman of the Committee on Energy, Industry and Communication of the State Duma of the Russian Federation, and Tomas Yanitsky, Head of the Department of Housing Policy and Housing Services of the Ministry of Transport, Construction and Housing Services of Germany. Tomas Yanitsky mentioned in his speech that Russia has a significant growth potential within the housing and communal sector. It was suggested that Russia should take advantage of the German experience in reforming of the sector, in particular, by going down to the municipal level of the reforming.

The *HCS Russia* fair hosted about 120 companies from Russia, the CIS and Western Europe. Sweden was represented by SweHeat – the Swedish Council for District Heating. According to Oleg Vikhtiuk, Vice-chairman of the St. Petersburg Housing Committee, the fair aimed to help the housing and communal services sector in finding new investors.

Source: Delovoy Peterburg, 10 November 2004, materials of the conference

Source: Stockholm Region Office in St. Petersburg, e-mail: stockholm.office@stockholm.spb.ru

Dusmann Company Enters St. Petersburg Market of Communal and Housing Services

The German company *Dusmann* will take part in the experiment in the housing and communal services in the Admiralty district. According to Valentina Matvienko, Governor of St. Petersburg, it is one of the first examples when a private company shows interest in housing and communal services. The entrance of the German company to the St. Petersburg market of housing and communal services is considered to be favourable for both parts. The experiment includes the development of prerequisites for providing of housing and communal services of the European quality and the reconstruction of real estate objects in a microdistrict within the Admiralty district. St. Petersburg Committee on City Property Management, housing administration as well as municipalities will support the experiment.

Within the frames of the experiment the establishment of house-owners association and condominiums in 104 houses is planned. The German company will provide all the necessary equipment for the waste removal, water-, heat- and energy counters.

Source: www.gov.spb.ru

New Pedestrian Zone in Centralny District



The new pedestrian zone was opened in the Centralny district of St. Petersburg in the end of October 2004. The district includes the larger part of the historical center of the city, from the Palace Square to the Alexander Nevsky Monastery. The yards of the houses 32-34 on Nevsky prospect, with the total area of 10 thousand square meters, were renovated and decorated to make one more pedestrian oasis in St. Petersburg. 2 thousand meters of the zone are left for lawns, bushes and flowerbeds. The yards are also adorned with sculptures and fountains.

Source: Interpress Agency, www.interpress.ru

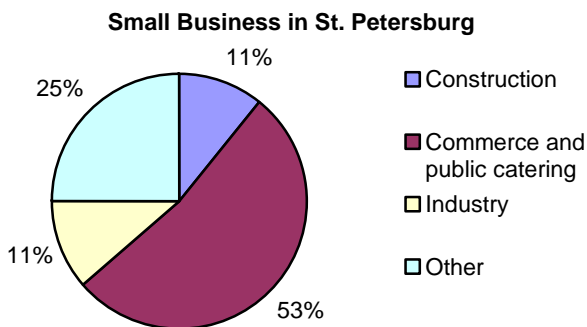
Small Business in St. Petersburg

Small business in Russia is defined according to article #3 in the Federal law *On State Support to Small Business* as an enterprise where:

- The Russian Federation, charity, religious organizations or NGOs hold no more than 25% of the total capital;
- One or more legal entities hold no more than 25% of the total capital;
- The average number of employees is no more than: 100 persons in industry, construction and transport, 60 - within agriculture and science, 50 – in wholesale trade, and 30 - in retail trade and services.

In St. Petersburg, 42% of the workforce is employed in small business. There are 23 small companies per 1000 citizens in St.Petersburg. These figures are higher than correspondent Moscow ones. 25% of tax revenues in St. Petersburg come from small business.

The work on making the so-called “microbusiness” legal is being carried out. Microbusiness includes various privat practices, light commerce, letting of real estate, restoration work etc. The goal is to make the procedures of registration and taxation as straightforward as possible. The enterprise will not have to be registered as a legal entity, but shall declare its income and pay 13% taxes. In other countries where microbusiness is legal, it accounts for 20-30% of GDP, compared to 10-12% in Russia.



Source: Delovoy Peterburg , 10 November 2004,
Metro newspaper issues, October-November 2004

Valentina Matvienko Visited Iran



Photo: www.interpress.ru

Valentina Matvienko, Governor of St. Petersburg, visited the Islamic Republic of Iran on 8-11 November 2004.

The goal of the visit was to make a presentation of St. Petersburg and to develop the mutually beneficial cooperation between St. Petersburg and Iran.

On 9 November the Governor participated in the opening of the business forum St. Petersburg – Iran. Within the frames of the forum the Cooperation Agreement between St. Petersburg Chamber of Commerce and Industry and Iran Chamber of Commerce, Industry and Mines was signed.

The next day, during the meeting between Governor of St. Petersburg and Mayor of Isfagan, Isfagan and St. Petersburg were announced twin cities, which lies in the line with the recommendation of the St. Petersburg Legislative Assembly given to the City of St. Petersburg before the Governor’s visit to Iran.

During the briefing in shortly after the visit, Valentina Matvienko said that Iran had showed interest in contacts developing on all authority levels. St. Petersburg, that has to look for new export markets, will take advantage of this interest. For example, discussion of the participation of St. Petersburg in construction of subway in Iran was started. The delegation of the St. Petersburg Subway will visit Isfagan in December 2004.

Source: www.gov.spb.ru, Echo of the Week, 25-31 October 2004

The 3rd Northwest Internet Forum

On 10 – 12 November the 3rd Northwest Internet Forum took place in St. Petersburg. The Forum was arranged with the support of the Office of the Plenipotentiary Representative of the President of the Russian Federation in the Northwest Federal District and the City of St. Petersburg. The plenary session took place in Smolny. Representatives of Internet community in Northwest Russia, authorities, Stockholm Region Office in St. Petersburg IT companies, researchers and foreign experts were invited to participate in the Forum.

This year's Forum was united with another big event – the all-Russian joint conference Information Society Technologies - Internet and Modern Society (<http://conf.infosoc.ru>), organized by St. Petersburg State University and St. Petersburg State Polytechnic University.

Among the key issues discussed during the Forum were e-Government development in the Northwest Russia and international cooperation in ICT sector. Several TACIS ICT projects were covered in the report of the non-profit Partnership PRIOR North-West. As it was marked by Valentin Makarov, President of the Russoft – National Software Development Association, Sweden is the world leader within the ICT sector and there are great prospects of joint development, especially taking into consideration the growing potential of the Russian companies.

Source: Stockholm Region Office in St. Petersburg, e-mail: stockholm.office@stockholm.spb.ru



Concept of Ecological Culture of St. Petersburg Citizens

On 2 November the St. Petersburg Committee on Environmental Protection and Safety arranged the public hearing on the elaboration of the Concept of Ecological Culture of the Citizens of St. Petersburg. Representatives of the City, Stockholm Region Office in St. Petersburg, different public organizations as well as mass media were invited to participate in the event. Nikolay Sorokin, Deputy Head of the Committee on Environmental Protection and Safety highlighted the results of the Concept discussion among the local authorities and the city scientific community. During the hearing the analysis of the environmental protection experience abroad was mentioned, in particular the resemblance of the Sweden model to the situation in St. Petersburg was emphasized.

The work on the Concept will be further continued, in particular, during the hearings with the participation of the business circles at the St. Petersburg Chamber of Commerce and Industry and then at the Legislative Assembly of St. Petersburg.

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UPEM 2004 – International Specialized Exhibition for Packaging and Labelling Technology

A joint international exhibition project *UPEM 2004*, supported by the Subcommittee for the Development of Packaging Industry of the Committee for Industrial Development and High Technologies of the Russian Chamber of Commerce and Industry, took place in St. Petersburg on 16 – 19 November 2004. The event was arranged by *RESTEC* Exhibition Company, *ITE Group Plc* and *Primexpo* exhibition company - its official partner in Northwest Russia.

UPEM Exhibition united well-known exhibitions of packaging industry - *Upakexpo*, *Labeling and Marking* and *Modern Packaging and Design*.

The annual contest *Successful Packaging Award* was held in the framework of the exhibition. It was targeted to show the novelties of packaging companies, designers and producers of packaging and labelling production.

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Russian-Swedish Cooperation Projects Developed by Participants of Nordpraktik-New Managers for Russia Programme

4th Festival of Dance Video *Kinotanets* (Cinema Dance)



The 4th festival of Dance Video *Kinotanets* (Cinema Dance) was held in St. Petersburg on 10 – 18 November 2004. The festival was arranged by Kannon Dance company and Pro Arte Institute with the support of, in particular, St. Petersburg Committee on Culture, Institute of Cultural Programs and the Swedish Institute. *Kinotanets* is Russia's first and so far only festival in the genre of dance video.



The official opening of the festival took place on 10 November at Palkin restaurant. In his welcoming speech Vadim Kasparov, Director of the festival and participant of *Nordpraktik – New Managers for Russia* programme (see Northwest Russia, week 24), thanked all the partners of the project and especially mentioned the Stockholm Region Office in St. Petersburg and *Nordpraktik* programme as long-term partners of Kannon



Dance company.

Source: Vadim Kasparov, Kannon Dance, e-mail: kannon@peterlink.ru

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

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