

# Northwest Russia: Facts and Events

Newsletter by the Stockholm Region Office in St. Petersburg

Issue 83, 2007, week 41

## Official Delegation of St. Petersburg – Scandinavian Technical Fair 2007



On 15-17 October the official delegation of St. Petersburg headed by Alexey Sergeev, Head of the St. Petersburg Committee for Economic Development, Industrial Policy and Trade, will visit the Scandinavian Technical Fair 2007. The programme of the delegation includes visits to *Kista Science City*, meetings with the Stockholm Chamber of Commerce, Stockholm Business Region, Stockholm International Fairs and a seminar "St. Petersburg - The City of Growing Economy". The visit will take place in the frames of the Letter of Intent on the Establishment of Partnership Relations, signed between the St. Petersburg Committee for Economic Development, Industrial Policy and Trade and Stockholm International Fair in 2006.

More information about the seminar may be found at:  
[http://webfair2.stofair.se/Teknikamassan\\_eng/index.asp?menulink=2&language=EN](http://webfair2.stofair.se/Teknikamassan_eng/index.asp?menulink=2&language=EN)

Source: Stockholm region Office in St. Petersburg, [stockholm.office@stockholm.spb.ru](mailto:stockholm.office@stockholm.spb.ru)

## Russian Website of Stockholm International Fairs



On 1 October the Russian website of Stockholm International Fairs [www.stofair.ru](http://www.stofair.ru) was launched. The website offers new information resources for the growing number of Russian companies and organisations coming to *Stockholm International Fairs* as exhibitors and visitors. The Russian version of the website was developed by the *Northwest Science Park High-Tech Industry*.

Source: Stockholm Region Office in St. Petersburg, e-mail: [stockholm.office@stockholm.spb.ru](mailto:stockholm.office@stockholm.spb.ru)



## Cooperation: Stockholm Region Office in St. Petersburg – North-West Association

On 28 September the Stockholm Region Office in St. Petersburg and the *North-West Association* signed a Cooperation Agreement in the Field of Information Exchange. The Agreement is aimed at promoting information about the events in the frames of the Association, having the potential for cooperation between the Northwest Russia and the Stockholm Region. The *North-West Association*, comprising governments of the 11 federal subjects of the Northwest Russia, was established in 1991. The main objective of the Association is to provide conditions for effective interaction among the federal subjects in the field of interregional integration, social and economic development.

Source: Stockholm Region Office in St. Petersburg, e-mail:  
[stockholm.office@stockholm.spb.ru](mailto:stockholm.office@stockholm.spb.ru)

## Swedish School of Economics in Russia – 10th Anniversary



On 21 September the Stockholm School of Economics in Russia celebrated its 10th anniversary. The event was marked with a seminar "Historical Roots and Fruits of Professionalism and Creativity. Swedish Financiers, Economists and Entrepreneurs in Russia", which took place at the Swedish Church of St. Ekaterina in St. Petersburg. The seminar was concluded with a Concert by the Academy of Young Opera Singers of the Mariinsky Theatre, led by Larissa Gergieva. The celebrations were supported by Supported by the Consulate General of Sweden, Saint-Petersburg, and the St. Petersburg International Business Association for North-Western Russia (SPIBA).

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In the photo: Anders Liljenberg, Dean Stockholm School of Economics Russia

## Telemar's Office in St. Petersburg



In September a major provider of satellite communications *Telemar Group* established its first Russian office in St. Petersburg. By the end of the year it is planned to invest USD 500 thousand in the development of the company. According to Igor Zurikov, Head of the St. Petersburg office, the company will mainly deal with installation of navigation systems on marine vessels. Therefore St. Petersburg, located on the shore of the Baltic Sea, was chosen to be the place for the first office of Telemar Russia. In the near future it is also planned to establish representations in the South Russia and in the Far East. Telemar Russia is a subsidiary of *Telemar Scandinavia* with offices and workshops in Stockholm, Gothenburg, Malmö, Helsinki and Turku.

Source: *Delovoy Peterburg* newspaper, September 2007, [www.dpgazeta.ru](http://www.dpgazeta.ru); *Telemar Scandinavia*, [www.telemar.se](http://www.telemar.se)

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

## International Construction Forum *Interstroyexpo*



On 15-19 April 2008 the International Construction Forum *Interstroyexpo* will be held in St. Petersburg. *Interstroyexpo* is one of the largest construction fairs in Russia. The Forum will comprise 15 specialized building fairs, the International Building Congress IBC and a match-making programme for foreign companies. The Forum is included in the plan of priority events of the Federal Agency on Construction, Housing and Communal Services of Russia, and will be held under the auspices of the Chamber of Commerce and Industry of Russia. In 2007 the Forum had 892 exhibitors from 15 countries and 79287 visitors.

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## Business Cooperation St. Petersburg – Japan



Over the last 3 years the presence of Japanese business in St. Petersburg has grown 10-fold from 3 to 40 companies. According to the Consul General of Japan in St. Petersburg, Takuo Kidokoro, Toyota and Nissan were first to enter the market, bringing along utilities transporters and insurance companies, producers of spare parts and auto chemistry, and leading trading houses. The Government of St. Petersburg now offers the Japanese partners attractive perspectives for business development and is mainly oriented towards small and medium business.

The share of St. Petersburg in the external turnover of Japan in 2006 constituted 2 %, whereas the total share of Russia was 14%.

Source: *Delovoy Peterburg* newspaper, September 2007, [www.dpgazeta.ru](http://www.dpgazeta.ru).

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

## Cultural Partnership Prolongs



On 27-29 September VIII Finnish –Russian Cultural Forum took place in Tver. The main theme of the Forum was *Informatization: Internet, Culture, Youth*. The Minister of Culture and Mass media of Russian Federation Alexander Sokolov stressed the importance of the issue in his welcoming speech.

About 300 participants from both of the countries took part in VIII Finnish –Russian Cultural Forum. This year 69 projects in the sphere of culture, art and education were discussed. During 8 years of the Forum existence 500 projects have been accomplished in all. As the President of Finland Tarja Halonen emphasized, the partnership between Russia and Finland

helps cultural workers from both of the countries find each other to work with common projects.

Next year Finnish–Russian Cultural Forum will take place in Finland. According to the forum leaders decision it'll be held in Finnish city of Jyväskylä.

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## News of the *Baltic Meetings Project*

The *Baltic Meetings* project, jointly organised by the St. Petersburg Committee for External Relations and the Ambassador Hotel, is aimed at developing business and humanitarian cooperation in the Baltic Sea Region.

### Baltic Party for SEB Financial Group



On 26 September an official reception dedicated to the name change of *Petroenergobank*, acquired by *SEB Financial Group* of Sweden (Skandinaviska Enskilda Banken), to

*SEB Bank OJSC*, took place at *Le Vernissage* restaurant of the *Ambassador Hotel*. Mats Kjaer, Head of New Markets and Senior Advisor to the CEO of SEB, addressed the participants with a presentation in which he discussed the plans of SEB for business expansion in Russia. Acquisition of a St. Petersburg bank by SEB has become a starting point for SEB expansion in the Russian market.

### Annual Reception for Hamburg Port

On 4 October 2007 the *Ambassador Hotel* hosted its second formal reception for the *Hamburg Port Association Mission*. The event, held on an annual basis, offers a great opportunity for business networking and new client search.



The guests were welcomed by Hendrik Lorenz, Hamburg Port CEO, Marketing e.V.; Gunnar Uldall, Senator for Economic and Labor Affairs of Hamburg; Nikolay Assaul, Chairman of the St. Petersburg Committee on Transport-Transit Policy; and Bernd Braun, Consul General of Germany in St. Petersburg. The speakers noted that there is much in common between Hamburg and St. Petersburg: both cities are sea gateways for their respective countries and have comparable budgets, which makes them natural trade partners.

### Days of Riga in St. Petersburg



On 20 – 23 September 2007 the Days of Riga took place in St. Petersburg. The programme of the Days was very extensive and included a meeting between Janis Birks, Chairman of Riga City Hall, and Valentina Matvienko, Governor of St. Petersburg; contacts between Latvian and Russian businessmen; and a number of concerts.

An official reception on behalf of the City of St. Petersburg and Riga City Hall was held at *Ambassador Hotel*. The guests were welcomed by Ludmila Kostkina, Vice Governor of St. Petersburg, and Janis Birks, Chairman of Riga City Hall. Both of them spoke about historical similarities between St. Petersburg and Riga, and expressed their hope for further bilateral relations between the two cities.

As the *Baltic Meetings* project's initiator, the *Ambassador Hotel* was among the organisers of the Days of Riga in St. Petersburg.

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The archive of the newsletters can be found at [http://www.stockholmregion.org/websites/stockholm/sd\\_page/274/3/index.php?](http://www.stockholmregion.org/websites/stockholm/sd_page/274/3/index.php?)

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