

Northwest Russia: Facts and Events

Newsletter by the Stockholm Region Office in St. Petersburg

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The Stockholm Region Days in St. Petersburg

On 27-29 October 2009 the Stockholm Region Days took place in St. Petersburg. The event was organised by the County Administrative Board of Stockholm within the frames of the cooperation agreement between Stockholm-Mälars Region and the City of St. Petersburg signed on 2 February 2006.

During the Stockholm Region Days the county governor Per Unckel met the Vice-governor of St. Petersburg Mikhail Oseevsky to discuss the prospects of further regional cooperation. During the event a number of brunch seminars were arranged in particular on public and private healthcare, innovations and research as well as energy efficiency measures in residential buildings.

A business breakfast with the participation of over 40 senior managers of Swedish companies in St. Petersburg was held at the Kempinski hotel with the support of the Consulate General of Sweden in St. Petersburg. The aim of the event was to provide the participants with a possibility to meet, develop a contact network and to discuss mutual challenges as well as opportunities for Swedish business in Russia.

The Stockholm Region Days were arranged with the support of the Stockholm Region office in St. Petersburg

Source: Stockholm Region Office in St. Petersburg, lana.vorobyeva@stockholmregion.org



New Photo Book about the Young Sweden

The photo exhibition "Photo Book about Sweden" was opened in St. Petersburg on 30 October. It is brought to the city by the Consulate General of Sweden with the aim to show another view of Sweden than often presented. 44 young photographers between 14-32 years were selected to depict Sweden which are not just about nature, Ikea, red cottages but also about students, music festivals, city and rural life, feelings and thoughts. The project quickly attracted attention from the media and in total over 1500 images from over 200 photographers were sent in, 64 of which were finally

included in the exhibition and are now to be shown in the gallery. The project is voluntary based, with support from the EU and the book has been translated into seven languages.

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The House of Finland – New Cultural, Business and Science Center in St. Petersburg

The first center of Finnish culture, business and science, House of Finland, was opened in St. Petersburg on 25 October. The ceremony was hosted by Russian and Finnish Prime ministers Vladimir Putin and Matti Vanhanen, governor of St. Petersburg Valentina Matvienko and mayor of Helsinki Jussi Pajunen. During the opening ceremony representative sides have signed a protocol about cooperation between St. Petersburg and Helsinki on 2010-2012.

The creation of the center became an important stage in the development of cooperation between two countries. The center will house the city's Institute of Finland, the reopened Helsinki Center, Finland's Foreign Trade Association (Finpro), the local office of the Russian-Finnish Trade Chamber, representative offices of the biggest Finnish cities, the children's educational center of the General Consulate of Finland and other cultural and business organizations.

Source: www.gov.spb.ru



Crisis Boosts International Cooperation

The delegation of South Moravia (Czech Republic) included authorities and representatives of 12 companies from different industries visited Leningrad Region Chamber of Commerce on 12-13 October, where the contact-forum was organized by Chamber. 26 Russian companies took part in this event in order to establish contacts with Czech companies.

Business activity of the foreign companies, organizations and entrepreneurs from all over the world are significantly increasing lately. They are looking for the new opportunities to enter the Russian market. Thus, several meetings with representatives of Norway and India, Australia and Germany, Estonia and Spain, Finland and Turkey were organized with support and participation of Leningrad Region Chamber of Commerce during October.

Russia is becoming a hope for foreign companies which have been traditionally oriented to West Europe and USA markets.

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The Finnish-Russian Innovation University: The Integration of the Universities Potential on Basis of Entrepreneurial University Concept

On 27 October, 2009 in St. Petersburg State University of Economics and Finance *European-Russian InnoPartnership* held the First scientific-practical conference "The Finnish-Russian innovation university (FRIU): the integration of the universities potential on basis of Entrepreneurial University concept".

The Conference included Round tables in following topical areas:

- The graduates of Universities ready for professional work – reality and possibilities in FRIU
- Energy efficiency. Innovation potential for regions
- Cross-disciplinary bases of Digital Media development
- Understanding of functional and rationalistic design in innovations

The aim of the Conference was to create future scientific working groups within FRIU project with strong business feedback. The event was strongly supported by authorities both in St. Petersburg and Finland – Lappeenranta, Helsinki. The project also attracted much interest of other Finnish and Russian Universities, as well as businesses in different areas. It was decided to start Internet voting over FRIU logo before the end of the year 2009. All related information will appear in following resources: <http://www.innopartnership.ru>; <http://www.interfinec.ru/eng> At the moment FRIU website is under construction but it still available <http://www.friu.ru/>

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Seminar on Science and Education of Sustainable Development - Networking in the Baltic Sea Region

On 16-17 November 2009 Seminar of Science and Education of Sustainable Development - Networking in the Baltic Sea Region will be held in St. Petersburg. The seminar is arranged by The Swedish Institute Baltic Sea Region Exchange Program (Visby) in cooperation with St. Petersburg State University of Architecture and Civil Engineering.

The purpose of the seminar is to establish contacts and networks within the field of sustainable development. The seminar will focus on the following areas: urban planning and design, and architecture and sustainable environment, within both education and research. The seminar is open to researchers as well as doctoral students from Sweden, Russia, Belarus, Estonia, Latvia, Lithuania, Poland and Ukraine, with a research focus on the above mentioned areas.

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North European Experience of Developing and Embedding Innovations, 11-14 October

On 11-14 October the Northwest Business Development Centre *Nordica* and *Technopolis St. Petersburg* arranged a joint business programme "North European Experience of Developing and Embedding Innovations", which attracted over 20 representatives of companies, academia and regional authorities from St. Petersburg, the Leningrad region and the Tomsk region.

The programme was aiming at communication of experience in the field of technological innovations, introduction to business support infrastructures

of Finland and Sweden, and at new business contacts for the Russian companies.

The agenda included visits to the *Scandinavian Technical Fair 2009*, *Kista Science City* and two *Technopolis* technology centres in the Helsinki region; meetings with representatives of *Kaspersky Lab AB* and *Vocab AB*; and a seminar at *Delphi Law Firm*.

The programme was supported by the NorthWest Association, the Leningrad Regional Entrepreneurship Support Centre, the Leningrad Region Chamber of Commerce and Industry, the Pskov Region Chamber of Commerce and Industry, the First St. Petersburg Business Incubator, the St. Petersburg International Business Association for North-West Russia (SPIBA), the Welding Alliance, the Northwest Technology Park *Hi-Tech Industry* and the EU Tempus Project "Baltic MICE Tourism Training Centre". Information support to the project was provided by the Stockholm Region Office in St. Petersburg, Stockholm International Fairs, and the Enterprise Europe Network Correspondence Center in St. Petersburg.

Participant's Success Story

One of the companies (*Meteo*) renting premises at the First St. Petersburg Business Incubator, which was an active partner to the project, joined the business trip and benefited from finding new suppliers at the Scandinavian Technical Fair. *Meteo* (producer of fire and industrial safety appliances) is now working on long-term supply contracts with two companies from the fair, whose products are cheaper than the ones offered in Russia. The company management is also thinking about launching business in Finland. For more info please contact Emelian Gamarts, Director, *Meteo*, e-mail: gamarts@meteo-spb.ru, web: www.meteo-spb.ru

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Business Support on Your Doorstep

Enterprise Europe Network – St. Petersburg Centre

Since 2009 Enterprise Europe Network Correspondence Center (EEN St. Petersburg) is operating in St. Petersburg (Russia). Launched in 2008 by the European Commission, the Enterprise Europe Network combines and builds on the former Innovation Relay Centres and Euro Info Centers (established in 1995 and 1987 respectively). The new integrated Network offers a "one-stop shop" to meet all the information needs of SMEs and companies in Europe.

The mission of the Enterprise Europe Network (EEN) - St. Petersburg center is to provide information and advisory support and assistance to SMEs in Russia and in EU countries seeking to establish and develop mutually beneficial business cooperation.

EEN St. Petersburg center is operated by St. Petersburg Foundation for SME Development. The key focus of EEN St. Petersburg center is Russian companies. Nevertheless to foster business cooperation with European Union, the following services are offered for foreign companies free of charge: basic partner search and market scan,

business offers from St. Petersburg, and web portal "Doing business in St. Petersburg", www.doingbusiness.ru

Enterprise Europe Network: Business Contacts at Scandinavian Technical Fair 2006

In October 2006 *Nordica* Business Development Centre represented the City of St. Petersburg at the Scandinavian Technical Fair. The 5 companies from the city corporate booth took part in *Interprise IND-TECH II* match-making forum which was organized by Enterprise Europe Network and held as a part of the fair. The two-day forum provided a good chance to find new customers and suppliers in specially selected areas from Europe and India, and was a major supplement to the opportunities presented by the fair.

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VIII All-Russia Forum on Strategic Planning in the Regions and Cities of Russia “Post-crisis world and new challenges for strategic territorial agendas“

On 19-20 October the VIII All-Russia Forum on Strategic Planning in the Regions and Cities of Russia “Post-crisis world and new challenges for strategic territorial agendas” was held in St Petersburg. The overall goal of the Forum is to strengthen cooperation networks and to share experience between regions and cities - strategic planning leaders with discussion of best

international and Russian practice, achieved practical results, and key-factors constraining sustainable development and implementation of strategic plans.

This year’s goal was to organize the search for a balanced way out of the world economic crisis and minimization of the possible recession consequences, to formulate theoretical and practical lessons of territorial strategic planning and launch the stage of strategic plans renovation in the regions and cities of Russia, to improve the coordination of sectoral and territorial priorities of state regional policies in the context of long-term Concept of Development in Russia till 2020.

The Forum attracted more than 800 participants from Russia and the EU: namely representatives of federal and regional authorities, local self-government, donor organizations, business communities, NGOs, socially responsible investors, infrastructural companies and experts both. The proposals of Forum’s participants will be processed and submitted as recommendations to federal, regional and municipal authorities. The Forum was organised by the State Duma of the Russian Federation, Ministry for Regional Development of the Russian Federation, Ministry for Economic Development of the Russian Federation, Ministry of Finance of the Russian Federation, City of St. Petersburg, Center of Strategic Research and Leontief Center.

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Website of the Forum: <http://www.forumstrategov.ru/eng/1.html>



Civic-Media: NGO and Mass Media Cooperation for Civil Society Development

On 20-21 November the international forum "Civic-media: NGO and mass media cooperation for Civil Society development" will be held in

St. Petersburg. The forum aims at providing a platform for the discussion between the third sector, mass media and government representatives about the perspectives and opportunities of their cooperation. The Plenary session and three thematic round tables with the master-classes will combine representatives of the leading European and Russian media (“Berliner Zeitung”, Germany; “YLE Broadcasting company”, Finland) as well as members of the NGO’s of the North-West of Russia, the Public Chamber of Russia and noted Russian and European journalists and public figures.

The organiser of the forum is Association for cooperation with Nordic Countries "NORDEN". The Forum realization is supported by the Nordic Council of Ministers, the "Finland-Russia" Society, Ministry for Foreign Affairs of Finland, K.Adenauer Foundation. The venue will take place at Ambassador hotel. More information and registration forms are available on the Norden web-page: <http://www.norden.spb.ru/?page=about&lang=eng>

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The archive of the newsletters can be found at <http://www.stockholmregion.org/website/1/1.0.1.0/16/3/index.php>

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