

Northwest Russia: Facts and Events

Newsletter by the Stockholm Region Office in St. Petersburg

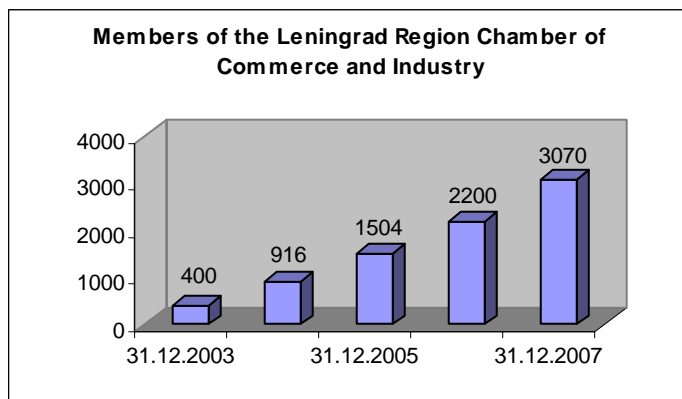
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Cooperation: Leningrad Region Chamber of Commerce and Industry – Stockholm

From the very beginning of its activity the Leningrad Region Chamber of Commerce and Industry (LRCCI) started promoting cooperation with the Stockholm Region.

On 14-17 October 2007 a business delegation of 15 members of the LRCCI visited the Scandinavian Technical Fair 2007 in Stockholm. The programme of the delegation included visits to the Trade Representation of the Russian Federation in Sweden and *Kista Science City*.

In December 2007 the delegation of the LRCCI visited the Stockholm Chamber of Commerce, which was an experience exchange trip for LRCCI managers within *NORDPROLINK* Programme. During the visit both sides had an opportunity to get to know more about the principles of work, management structure and hot projects of their Chambers and agreed on further mutually beneficial cooperation.



On 29 May 2006 the LRCCI and the Stockholm Chamber of Commerce signed a Joint Cooperation Agreement. Though the Stockholm Chamber is more than 100 years older than Leningrad Region Chamber, both have almost the same number of app. 3000 members. In the frames of the agreement the parties aim at enhancing cooperation for efficient entrepreneurs' support. The Chambers provide each other with information on commercial proposals of their members, information on regional economy and legislation, significant events in their region etc.

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ICT Technopark Based on the Bonch-Bruevich St. Petersburg State University of Telecommunications



On 10 March 2006 the Government of the Russian Federation approved a Federal Program on creation of high-tech technology parks on the territory of Russian Federation. The Ministry of Information Technologies and Communications of the Russian Federation selected the Bonch-Bruevich St. Petersburg State University of Telecommunications as a site for construction of an ICT Park in St. Petersburg.

The overall construction area is planned to constitute 450 thousand sq. metres. The total costs of the project will amount to USD 500 million. All the procedures necessary for starting the ICT Park design and construction were finished in October 2006. The project is planned to be accomplished in 5 years. The project has already attracted foreign investors. The Finnish *Technopolis* Company, managing 10 science parks in Finland, has intentions to invest USD 150 million in the construction of the ICT park based on the Bonch-Bruevich St. Petersburg State University of Telecommunications.

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Round Table Discussion *Healthcare Manager – Vital Necessity or Tribute to Fashion?*



On 21 November a round table discussion “Healthcare Manager - Vital Necessity or Tribute to Fashion?” took place in St. Petersburg. Among the participants of the event were not only officials of big healthcare institutions, both state and privately owned, but also representatives of educational institutions and representatives of the executive and legislative bodies of the City of St. Petersburg. According to the executive secretary of the Regional Association of Managers in Medical Service (RAMMS) Larisa Y. Petrenko, MD, PH.D, such discussion was held for the first time and it brought together people engaged in different spheres, united by their common wish to improve healthcare system within the national Health project. Such a broad discussion was caused on the one hand by clear understanding of the RAMMS’ leaders that healthcare service should be managed by professionals, on the other hand, by

continuous search for new ways to increase the functional effectiveness of medical organization.

According to the President of RAMMS and the Director of Educational and Business Centre, Doctor of Economics Professor Olga A. Strakhova, effective management of any healthcare institution nowadays can be carried out only by a person who has special knowledge in the field of general management. This person should be a flexible strategist, capable of creating work-teams of specialists focused on solving specific problems. In her speech Prof. Strakhova also emphasized the strategic role of post-graduate managerial education for health care executives. To raise the competence of medical executives in strategic, financial and personnel management a unique program of Management in Medical Service was created on the basis of the St. Petersburg State University of Economics and Finance, and it has been successfully implemented for six years. The graduates of this educational program have made up the backbone of RAMMS.

The participants of the round table placed a specific emphasis on the role of a manager in a medical institution. In this connection, the important issue is the effectiveness of resource management, which is possible only providing the division of functions and responsibilities between a professional manager and a head physician. The members of RAMMS are sure that the appropriate and effective healthcare management is possible only within this approach. The manager is to be engaged in business and economic issues, whereas the head physician only deals with the matters related to healthcare. Such is the common practice in all medical institutions in developed countries. In Russia today, there are also some good examples of everyday practice when a medical organization is run by a manager or a director who does not have a medical diploma. The vast majority of such organizations are privately-owned clinics.

The round table was organized by the Regional association of managers in medical service (RAMMS), which was created in St. - Petersburg in December 2005.

The Association is a synergy of advanced science, as presented by the Higher School of Economics and Finance of the St. Petersburg State University of Economics and Finance, and practical medicine, as presented by a number of executives of the city’s multi-field hospitals. Among its members are head physicians of medical services, managers of self-financing departments and chiefs of private medical centers. A member of the association is a health executive with a special diploma in the field of management. The major strategic task of the Association is to increase the effectiveness of healthcare management as one of the indispensable conditions for the improvement of healthcare quality.



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Toyota Plant in St. Petersburg



On 21 December 2007 *Toyota* Motor Corporation launched the assembly line of its plant in St. Petersburg. The President of Russia, Vladimir Putin, and the Governor of St. Petersburg, Valentina Matvienko, participated in the official inauguration.

The investments in the project amounted to RUR 4 billion (app. SEK 1.1 billion) creating 600 workplaces. 16,000 cars will be produced in 2008.

The annual output could grow to 50 thousand pieces in the next few years. The plant will produce Toyota Camry, currently the most popular Toyota model in Russia.

The agreement between Toyota Motor Company, the Government of the Russian Federation and the City of St. Petersburg was signed in April 2005. *Suzuki* and *Itochu* also signed contracts with the Ministry on Economic Development and Trade of the Russian Federation to assemble Suzuki cars in St. Petersburg. The construction of the plant will begin in 2009.



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