

Northwest Russia: Facts and Events

Newsletter by the Stockholm Region Office in St. Petersburg

Issue 123, February 2010

Per Unckel, County Governor of Stockholm marked by the Russian Ministry for Foreign Affairs



On 10 February 2010 Per Unckel, County Governor of Stockholm, was awarded Alexander Gorchakov Medal by the Russian Ministry of Foreign Affairs. The ceremony was held in connection to the Diplomat's Day in the Marble Palace of St. Petersburg.

The Gorchakov Medal is one of the highest awards of the Russian Ministry of Foreign Affairs founded in 1997. The medal and diploma are presented as a sign of recognition of distinguished efforts in developing international cooperation, promotion of values of humanity, as well as diplomatic achievements. Previously several outstanding political figures such as Kofi Annan, Vladimir Putin, Dmitry Medvedev were nominated to this award.

The medal and diploma were given to Per Unckel as a symbol of his invaluable contribution to the development of cooperation between the Nordic Countries and north western Russia.

As it was mentioned by Per Unckel the award is based on his contribution to the Northern cooperation but it also has importance for the cooperation between the Stockholm Region and St. Petersburg. "I am honored to receive this award and I am convinced that a closer cooperation with St. Petersburg can contribute to the development in this part of the Baltic Sea region" - said the County Governor of Stockholm.



Source: Stockholm Region office in St. Petersburg, photo: www.dipinfo.ru



Successful cooperation starts at the Stockholm International Fairs

Two partners *Kvadrat SG* and *Fanuc Robotics* met during match-making program for foreign companies organized by *Stockholm International Fairs* in 2005. The main goal of *Kvadrat SG* visit to *Stockholm International Fairs* was to find new business contacts for further modernization work concerned to production complex automation.

Since 2006 *Kvadrat SG* has become a system integrator of Japanese corporation *FANUC* industrial robots, which manufactures industrial robots for different production stages. For successful results in the robots installation process *Kvadrat SG* was granted the status of *Fanuc Robotics* strategic partner in Russia in 2010.

Contact person: Sergey Gadalov, Ltd *Kvadrat SG*, e-mail: contact@kvadrat-sg.ru





EU Best Practice of Supporting Innovative Businesses

On 11-14 August *Nordica* Centre for Business Cooperation, the First Business Incubator in St. Petersburg and *Technopolis St. Petersburg* arrange a joint business programme for a group of Russian and Finnish companies. The objective is to promote international business contacts and to provide information regarding the opportunities for launching innovative businesses in Finland and Sweden.

The agenda includes seminars for innovative companies planning to go global; visits to major technology centres in Lappeenranta and the Stockholm region;

informative seminars on best practices of supporting innovative businesses at different levels in Finland and Sweden; as well as a visit to the Scandinavian Electronics Event at Stockholm International Fairs.

The potential participants are representatives of hi-tech companies, innovation support centres, technology centres, universities and regional authorities from St. Petersburg, the Leningrad region, the Tomsk region and other parts of Russia and Finland.

A similar business programme was arranged first by *Nordica* and *Technopolis* in October 2009 (see issue 120, 2009). The organizers are open to new contacts with Swedish companies and regional authorities interested in cooperation with Russian innovative enterprises.

Source: *Nordica* Centre for Business Cooperation, e-mail: info@nordica.spb.ru, web: www.nordica.spb.ru; *Technopolis St. Petersburg*, e-mail: Maria.Yakubovich@technopolis.fi, web: www.technopolis.fi

Marlin Group Initiative: Civilized Outsourcing Market in Russia



marlin group

Ltd *Marlin Group* has initiated the creation of two organizations in the nearest time. Both *Institute of outsourcing of business processes* and *Association of services providers in the specified field* are designed to develop civilized relations between outsourcing market participants, to put the outsourcing sector in order and to increase the consumers degree of belief to services providers. The Association has all chances to get the status of self-regulating organization in future.

Marlin Group experts notice that creation of *Institute of outsourcing of business processes* and *Association of services providers in the specified field* will allow to escape problems related to Association activity and to avoid a conflict between market participants with different competence level. Status of Self-regulating organization will help to step side difficulties connected with the Russian legislation.

Launched initiative is explained by outsourcing opportunities to become the instrument of costs management, especially in the crisis period. It is an important step for development of outsourcing accountancy market too.

Last year initiative of *Marlin group* was focused on accountancy market. Among supporters are some market participants of different levels: regional (*Vereya, Kappa consulting, TIM*), federal (*Acotax, Nord Outsourcing*) and international (*InterComp Global Services*).



Self-regulating Organization: Information

Self-regulating organization is a non-governmental organization that has the power to create and enforce industry regulations and standards. It has statutory responsibility to regulate its own members through the establishment and enforcement of rules that promote ethics and equality protecting investors and creating conditions for efficient practices. Thereby self-regulating organization reaches the priority and exercises some degree of regulatory authority over an industry or profession.

In Russia self-regulating organization is a defined term by federal law on self-regulating organizations passed in 2007. It governs the relationships arising in connection with the acquisition and cessation of the self-regulating organization status, activities of self-regulating organizations embodying business entities or professionals, interactions between self-regulating organizations and their members, consumers of their products (works, services), federal executive authorities, executive authorities of the Russian Federation constituent territories, and local self-government agencies. The ideology of self-regulating organizations is based on shifting of control functions from state to market participants. It will favour the declining of budget charge, the abrogation of some business licensing and the improving of state results supervision.

Contact person: Sergey Bulavsky, Business Development, Ltd Marlin Group, e-mail: Sergey.Bulavsky@marlingroup.biz

New Business and Congress Centre *PetroCongress* in St. Petersburg



On 22 January 2010 a new Congress and Business Centre *PetroCongress* was opened in St. Petersburg. The main objective of the *PetroCongress* Congress and Business Centre is to support the business community in the development of business contacts as well as to encourage development of efficient state-private partnership.

PetroCongress is a unique Congress and Business Centre that provides participants of MICE industry with a wide range of high-level services. Being designed in the unique Northern Art Nouveau style of architecture which dates back to the Silver Age and it is built in accordance with high international standards is considered to be the most advanced, professionally equipped and complete convention designed conference venue of St. Petersburg. *PetroCongress* is located in Petrogradskiy area, the business district of St. Petersburg. The Congress and Business Centre with total area of 3150 square meters houses 2 storeys of congress and exhibition venues and 2 storeys of offices. For more information please visit web site: <http://petrocongress.com/>

Contact person: Anastacia Syssoeva, International and Media Relations, RESTEC® Exhibition Company, e-mail: interport@restec.ru



Fourth International Conference *Waste recycling*

On 17-18 March the Conference *Waste Recycling* will be held in the frames of the International Forum *Ecology of Big City* business program. The organizers of the Conference are the All-Russia magazine *Waste Recycling* and *LENEXPO* exhibition complex with the assistance of the *Russian Association for Waste Recycling* (AWR).

The main goal of the Conference is to promote useful and mutually beneficial contacts between the representatives of business, state and non-governmental organizations for spreading and implementation of advanced national and international practices in the sphere of management of production and consumption waste, waste recycling, resource saving and protection of environment in Russia. A modern waste recycling industry has become a priority of strategy for Russian long-term development until 2020. For more information please visit web site: <http://www.wasterecycling.ru>.

Contact person: Galina Tsuckareva, chief-editor, Journal *Retsykling otkhodov* (*Waste Recycling*), e-mail: wasterecycling@mail.ru



Business Region Skåne Visit to St. Petersburg

On 5 February representatives of Business Region Skåne, St. Petersburg organization of Business Angels, Committee for External Relations of St. Petersburg and a number of specialists of different companies met in St. Petersburg to discuss the possibilities of business cooperation between Northwest Russia and Skåne Region in the field of clean technology development.

During the meeting representatives of Business Region Skåne made a presentation about the *Cleantech* project that aimed to get more information for potential Russian partners and investors. The project advocates to nanotechnology, biogas, energy efficiency, and alternative energy sources.

As a result of negotiations Russian and Swedish parts decided to exchange information and discuss possibilities to further cooperation.

Source: www.spbinno.ru

The archive of the newsletters can be found at <http://www.stockholmregion.org/website1/1.0.1.0/16/3/index.php>

STOCKHOLM REGION OFFICE in ST PETERSBURG
Visiting address: Nevsky 1, St. Petersburg
Postal address: BOX 1005, 190000, St. Petersburg
tel.: +7-812-314 68 18, fax: +7-812-314 68 53
e-mail: st.petersburg@stockholmregion.org
www.stockholmregion.org