

Global CONNECT

Region to region collaboration

CONNECT Baltic-Russia

London, 12/13 December 2007



Content

- **History and pre-requisites for collaboration**
- **CONNECT Baltic-Russia: Cross-border cooperation project supported by the European Commission**
- **Quo vadis**

Latvia & Russia



GDP (PPP) \$ per capita, 2006:

50th Latvia 15,803

59th Russia 12,178

COMMON THINGS

- **Links: Riga-Moscow and Riga-St. Petersburg**
- **History of Soviet system (language & thinking)**
- **Culture & Innovation**
- **Industrial and brain heritage**



CHALLENGES

- **Huge vs. small country**
- **Culture**
- **Historical and political situations**

Latvia and North West Russia



CONNECT Baltic Russia: project details

- **Time-frame: January 2007 – June 2008 (18 months)**
- **Budget: 55 000 EUR (~ 85% financed by EC)**
- **Partners:**
 - **CONNECT Latvia (lead partner)**
 - **Center for Regional and Innovation Policy (Russia)**
 - **Center for Business Planning & Management (Russia)**



CONNECT Baltic-Russia: objectives

- **To set-up and develop CONNECT network in St. Petersburg/North West Russia**
 - Get the **vision**
 - Create a **network** of members and experts
 - Start **activities** to help entrepreneurs
- **To foster links between knowledge based SME's and innovation actors of Latvia and Russia**





St. Petersburg

**Founded in 1703
by Peter the Great**

- **Population: 4,7 million (Russian 84.72%)**
- **The most Northern city in the world with a population over 1 million**
- **500 000 students**
- **Cultural capital of Russia (Hermitage)**
- **River (Neva) and the Baltic Sea**



Riga

- **Founded in 1201**
- **Population: 0,73 million (Latvian 42%, Russian 42%, Belorussian 5%)**
- **Capital of Latvia**
- **55% of the country's GDP generated by the capital**
- **Art Nouveau, Jugendstyle architecture**
- **River (Daugava) and the Baltic Sea**

CONNECT Latvia



- **Founded in 2003 by 3 main HEIs, Riga City and Connect Sweden**
- **Results in 2007**
 - **9 Springboards**
 - **21 other events (member breakfasts, inventor meetings, SME networking, business angel master class)**
 - **3 boosted projects (invested in)**
- **15 members today**

TeliaSonera

SEB

 unibanka

 **KPMG**

Grindex

CONNECT NorthWest Russia

- **First meeting in St. Petersburg in March 2005**
- **How does CONNECT concept is adapted to the local market situation?**
 - **Is there a need for CONNECT?**
 - **Great brains # lack of innovation and it's infrastructure**
 - **Enormous potential # lot of work and changes**
 - **Same challenges (or even more radical) of 'science to business' as everywhere**

CONNECT NorthWest Russia

- **First Springboard on 1st August 2007**



Region to region collaboration

- **Innovative SME's: what can we see?**
 - **Research – Prototyping – Production – Marketing – Sales**
 - **In the global market**
- **Springboard program**
 - **Common interface btw. Nordic-Baltic-Russia companies and experts**
- **Scalability**
 - **Rosnanotech project**
 - **Milk factory to supply all Moscow schools**

CONNECT in Russia. Why?

- **Reliable partnerships**
- **Platform to meet understandable mentality**
- **Interface for day to day work**

CONNECT Baltic-Russia



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