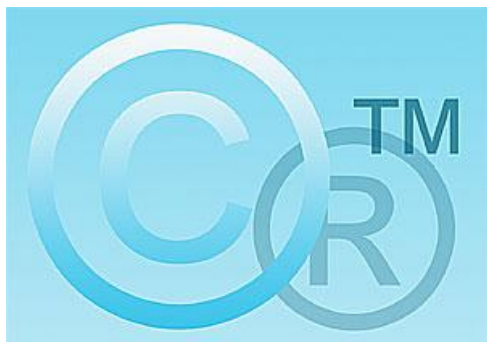


# IPR PROJECT NEWSLETTER

JUNE 2006



**Project  
Promoting Intellectual  
Property Protection and Related  
Awareness Raising in St. Petersburg –  
A Joint Cooperation Project between  
Finland, Denmark and St- Petersburg,  
Russia**

## GREETINGS FROM THE PROJECT TEAM

Dear IPR Actors of  
St. Petersburg,

When we started the project activities in October last year, we were not sure how the project would be received among IPR actors in St. Petersburg. It has been a great pleasure for the project team of "Promoting Intellectual Property Protection and Related Awareness Raising in St. Petersburg – A Joint Cooperation Project between Finland, Denmark and St. Petersburg, Russia" to

notice how warmly welcomed the project with its activities has been.

In this short time we have managed to make contacts with quite a large number of people and organizations, dealing with IPR in the city. This was especially well shown in the seminar in April, where many of those organizations were present.

Our experiences so far give reason for high expectations for the success of the future project activities, including workshops and

IP Society network meetings. We hope that the activities serve for joint benefit in enhancing Nordic-Russian cooperation on IPR and enabling a new kind of collaboration between local IPR actors.

***We wish you all a warm and relaxing summer!***

Katja Kaunismaa  
Project Coordinator

Kirill Ladygin  
Local Project Coordinator

## IPR SEMINAR IN ST. PETERSBURG GATHERED A WIDE AUDIENCE



On 6 April 2006 a seminar "Protecting and Enforcing Intellectual Property Rights in Today's Russia - Case: City of St. Petersburg" was organized in Smolny, to present and discuss the first results of the analysis on the present situation in protecting and enforcing IPR in Russia and especially in St. Petersburg. With the support of the City Administration and the Baltic Research Center, the seminar was successfully held and over 80 participants of the IP/IPR field met in Smolny's Lepnoy zal.

The seminar was open to a selected group of key IPR actors in St. Petersburg as well as top-level experts from Finland, Denmark and the USA. Mr Mikhail Oseyevsky, Vice-Governor of St. Petersburg and Mr Esa Kokkonen, Director of the Baltic Institute of Finland opened the seminar. Mr Nikolay Arkhipov, Vice Chairman of the Committee on the Economic Development, Industrial Policy and Trade acted as the moderator of the seminar.

Mr Martti Enäjärvi, President of the National Board of Patents and registration of Finland, Mr Jesper Kongstad, Director General of Danish Patent and Trademark Office and Mr Oleg Dobrynin, representing Rospatent, greeted the seminar as a welcome form to realize cooperation between their countries and wished the project the best of success.



*Mr Arkhipov greeting the seminar audience*

The seminar presented the first results of the analysis on the current situation in protecting and enforcing IPR in St. Petersburg. The analysis is hoped to give a good foundation for planning the project's future activities, and also to provide ideas for developing the IPR system in the city in general. In their presentations, Finnish and Danish experts gave their overview of the situation and suggested some further measures to develop it.

Especially Mr Antti Juva's ideas about IPR as part of the larger

innovation system and a potential source for making profit were found interesting among the audience. Mr Markku Simmelvuo compared the IPR fields in Russia and Finland, and pointed out that even though there seem to be challenges especially in the enforcement of laws, the situation with protecting and enforcing IPRs in Russia is better than is sometimes thought in Finland.



*Chairmen of the workgroups made conclusions on the workgroup sessions: Mr Uskov on awareness raising.*

Mr Nielsen and Mr Hansen presented a suggestion how to establish an IP Society in St. Petersburg. The Danish network model raised interest, and during the seminar the first meetings for workgroups on three IPR related themes were organized. They concentrated on awareness raising,

law enforcement and competence building.



*Mr Nielsen and Mr Hansen presenting the IP Society*

The seminar had also a guest speaker from the USA. Mr David Carson from the Office of Policy and International Affairs at the U.S. Copyright Office, Library of Congress, gave an exciting presentation with American examples on how to raise awareness and build competence on copyright issues.

Also the media found the seminar theme interesting. Articles were published in local journals, and NTV St. Petersburg reported about the event in their evening news. Even the Finnish Broadcasting Company made a TV report in close connection to the seminar and the project. The report was shown in the main TV news broadcast in Finland on 6 April.

## REPORT ON IPR SYSTEM IN RUSSIA TODAY

One of the results of the project is a report on Russia's and St. Petersburg's IPR system today, seen from a foreign viewpoint. The report, "Protecting and Enforcing Intellectual Property Rights in Today's Russia - Case: City of St. Petersburg", is released by the end of the June, and it presents the results of an analysis, conducted by Finnish and Danish IPR experts. The results are for a large part based on interviews with local IPR actors, complemented with desktop research. The authors make their conclusions, assumptions and suggestions for further actions

using their long experience as a reference point. Some of the main conclusions are that although the current legislation is at more or less at the same level with the rest of the world, IPR infringements are alarmingly common. Enforcement of the laws seems to be the challenging part, as well as general attitude to IPR. They are neither fully recognized nor respected among the general public, and their potential from the financial point of view is still unfamiliar to many, even among the top-management.

There are no quick solutions to improve the situation, but enhancing cooperation between various IPR actors is suggested as one of the first steps to solve the problems. Also, awareness raising with campaigns and competence building of law enforcement bodies are seen necessary, as well as improving basic education on IPR.

The report is available both in English and Russian on the project website. Paper copies can be inquired from project coordinators.

## THREE IPR WORKSHOPS IN SEPTEMBER

The next step in the project is to organize three parallel workshops under a general theme "Enhancing IPR system in St. Petersburg" in St. Petersburg on 11 September 2006, from 9.00 till 15.00. The original date for the seminar, 28 June, was postponed due to the fact there was another major IPR event in the city at the same time, which would have prohibited some potential workshop participants from joining them. Hopefully the new date suits as many as possible of the potential participants!

The aim of the workshops is to bring together some of the key IPR actors from St. Petersburg to discuss the current challenges in the IPR system in St. Petersburg, to learn Finnish and European experiences and, above all, to make concrete plans how these challenges could be answered in St. Petersburg. The plans will be later discussed in the IP Society

network meetings, hosted by the Committee on Economic Development, Industry and Trade.

Trainers in the workshops are top-level IPR experts from Finland, who will bring along their own long experience in the field of IPR and present Finnish cases related to the workshop themes.

Two joint sessions are included in the day's programme, giving participants a chance to meet each other and make new contacts. The participants will also hear about possibilities to participate in the planned IPR study tours to Finland, Sweden and Denmark, as well as about funding opportunities that the Nordic Council of Ministers offers for this kind of exchange of experts.

The three simultaneously ongoing workshops on 11 September will be:

- Raising IPR awareness in St. Petersburg
- Law enforcement
- Competence building

Participation in the workshops is with invitation, already received by some of you. If you feel interested in participating in one of the workshops but haven't received an invitation, please contact either Mr Kirill Ladygin or Ms Katja Kaunismaa. Please note that the organizers may have to limit the amount of participants due to organizational reasons. Further details about the workshops will be delivered to the possible participants closer to the workshop day. Full programme can be found on the project website.

Although the participation in workshops is limited, their results will be available to everybody on the project website by the end of September.

### WORKSHOP 1 DESCRIPTION: RAISING IPR AWARENESS IN ST. PETERSBURG

As one of the reasons to frequent IPR infringements in the city of St. Petersburg is the fact that IPR are not respected, perhaps even understood properly, there is a clear need for raising awareness on the issue.

However, it is not only the general public whose awareness should be raised. Also the actual owners and producers of IPR need to be made more aware about the value of IPR.

The workshop offers an opportunity to discuss whose awareness should be raised on questions regarding IPR, and how best to do it. Finnish experiences on especially awareness raising on copyright issues are presented.

I warmly welcome you to participate the project's activities, including the workshop. I hope that new ideas see daylight in the workshop and some concrete plans can be made

to promote IPR awareness raising in the city.

Trainer:



Mr Antti Kotilainen, Managing Director, The Copyright Information and Anti-piracy Centre

### WORKSHOP 2 DESCRIPTION: LAW ENFORCEMENT

Law enforcement seems to be the most crucial point in building confidence to the IP law system in Russia. Especially foreign actors seem to ask quite often "How does the law enforcement work in Russia?"

Mainly this may result from inconsistency of decisions and their reasoning. Another reason might be the poor resources of Militia. Therefore, this workshop should concentrate to find tools to enhance these areas.

Although we cannot increase the resources of Militia nor affect very much to the decisions of courts, I hope that we can raise these questions to the knowledge of the right people. Also, we can consider and compare how these areas are organized outside Russia and what we could bring and learn from there. Participants are welcome to raise also other questions to be discussed in the workshop.

I warmly welcome all of you to participate the project and hope

that together we can develop the IP system in Russia and especially in St Petersburg.

Trainer:



Mr Markku Simmelvuo, Managing Director of Papula Nevinpat

## WORKSHOP 3 DESCRIPTION: COMPETENCE BUILDING

Further education and competence building of professionals working with IPR related issues, as well as sufficient amount of high-level education on IPR in the basic education are extremely important issues in ensuring an effective and well-functioning IPR system in any city or country.

In the workshop, the trainers will share their experiences on promoting IPR education. Also, a Finnish model of university cooperation on IPR education is presented. Cooperation possibilities between Nordic universities and universities in St. Petersburg are discussed, as well as cooperation possibilities in further education of IPR professionals.

Furthermore, needs for competence building of various IPR actors, such as patent agents, law enforcement bodies, IPR active businesses etc, in St. Petersburg are discussed.

We warmly welcome all of you to participate the project, and hope to meet you in the workshop! We hope that the project and the workshop will eventually lead to concrete measures and cooperation in developing IPR education and competence building in St Petersburg and will also promote educational cooperation between St. Petersburg and the Nordic countries.

### Trainers:



Mr Antti Juva,  
Director,  
Hermia  
Business  
Development  
Ltd



Ms Marja-  
Leena  
Mansala,  
Secretary  
General, IPR  
University  
Center

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## ABOUT THE PROJECT

The project "Promoting Intellectual Property Protection and Related Awareness Raising in St. Petersburg – A Joint Cooperation Project between Finland, Denmark and St- Petersburg, Russia" combines three partner countries to work on promoting respect for and protection of intellectual property rights in St. Petersburg for two reasons: 1) to make it more attractive to do business in the area of the city of St. Petersburg and 2) to decrease the income of organized crime networks from counterfeit goods.

Furthermore, the project aims at enhancing cooperation between the city of St. Petersburg in Russia, Finland and Denmark in preventing and eliminating infringements of intellectual property rights, piracy and counterfeit.



*Project kick-off meeting on 31 October  
2005*

The project activities started in October 2005 and last till October 2006. However, further funding has been applied to continue the project till October 2008. Currently the project is funded by the Finnish Ministry of Trade and Industry, the Danish Ministry for Economic and Business Affairs and the City of St. Petersburg.

The Baltic Institute of Finland is responsible for the general coordination of the project, while the Baltic Research Centre takes care of coordinating the local activities in St. Petersburg.

## MORE INFORMATION ABOUT THE PROJECT



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Project website:

**[www.baltic.org/projects](http://www.baltic.org/projects) >**

**IPR St. Petersburg**  
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