



PROMOTING INTELLECTUAL PROPERTY PROTECTION AND RELATED AWARENESS RAISING IN ST. PETERSBURG

A Joint Cooperation Project between Finland,
Denmark and St. Petersburg, Russia

European Commission, Brussels
30 November 2005*

Esa Kokkonen, Director
Katja Kaunismaa, Project Coordinator
Minna Hanhijärvi, Project Manager

NOTE: the presentation was modified 5 January 2006
with new date for the seminar



MINISTRY OF
TRADE AND
INDUSTRY



Project Background

The project is based on successful collaboration between the City of St. Petersburg, the Baltic Institute of Finland, the National Board of Patents and Registration and the UNDP local representative in St. Petersburg

- Seminars on IPR issues in Helsinki and St. Petersburg in 2004 and 2005

Partnership was strengthened with Danish partners in 2005

- Danish Business Initiative for the Baltic Sea Region under the Danish Neighbourhood Programme





Project Long-Term Objectives

In the framework of collaboration between Finland, Denmark and Russia, the project aims

- to promote respect for and protection of intellectual property rights in St.Petersburg
- to enhance cross-border 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 Immediate Objectives

Immediate objectives include

- to facilitate and enhance exchange of information, experiences and best practices between experts and authorities responsible for IPR
- to strengthen capacities of local authorities responsible for IPR protection and enforcement in
 - managing, monitoring and evaluating local systems
 - distributing related information to the relevant target groups
- to strengthen capacities and knowledge of patent experts in Finland and Denmark in developing business and international cross-border cooperation on IPR issues with Russia.





Project Beneficiaries

RUSSIA

- St. Petersburg City authorities responsible for IPR protection and enforcement
- Other actors of the IPR system

FINLAND & DENMARK

- Experts from the public sector
- Experts from the private sector





Project Partners

FINLAND:

- The Baltic Institute of Finland
- The National Board of Patents and Registration
- Hermia Business Development Ltd.
- Papula-Nevinpat Ltd.

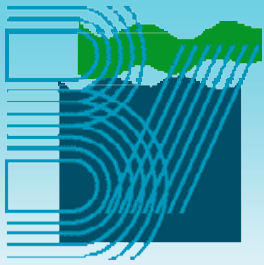
DENMARK:

- The Danish Patent and Trademark Office

RUSSIA:

- City of St. Petersburg
- St. Petersburg Information and Analytical Centre
- The Baltic Research Centre
- Gorodissky & Partners





Project Financiers

The project is co-financed by

- Finnish Ministry of Trade and Industry
- Danish Ministry for Economic and Business Affairs
- City of St. Petersburg

The project is planned as a two year project

- at the moment the funding is available for 1 year

Funding for the second year activities is negotiated with possible donors





Project Activities – 1. Year

1. In-depth analysis of the present situation in IPR protection and enforcement

- focus on assessment of needs and opportunities for joint cooperation
- capacities and resources of the involved experts and authorities are identified
- experiences and best practices are identified
- target groups for awareness raising are identified

2. Seminar with the relevant Russian stakeholders

- outcomes of the analysis are discussed and modified

=> Based on these two steps other project components are designed and implemented





Project Activities – 1. Year

3. Publication based on the analysis and seminar will be prepared and published
4. Workshops (3) on the most relevant issues recognized in the analysis will be organized in St. Petersburg
5. Network model enhancing IPR community in St. Petersburg will be introduced
6. Awareness raising campaign will be designed for the relevant target groups identified in the analysis





Project Activities – 2. Year (tentative)

Awareness raising campaign implemented

Information sharing and training for the IPR authorities

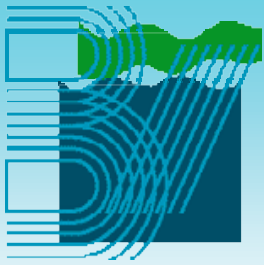
Customized consulting and legal support on IPR in Russia
for Finnish and Danish enterprises and experts

Study tours to Russia and Finland

Database on relevant IPR information
established (?)

Funding still open





Activities so far – Kick-off

Kick-off week in St. Petersburg 31 October – 3 November



Participants of the kick-off event 31 October at IAC, St. Petersburg



Activities so far – Interviews for the analysis

Authorities:

- ROSPATENT
- Federal Customs Service Agency
- Arbitration Court of Saint-Petersburg and Leningrad Region
- Federal Antimonopoly Service, Department for St.Petersburg and Leningrad region
- St. Petersburg City Administration

Patent agents and law firms:

- Gorodissky & Partners
- Papula Nevinpat
- ARS Patent
- Uskov & Partners
- Pepeliaev, Goltsblat & Partners
- Hedman Osborne Clarke Alliance



Meeting at Gorodissky & Partners



Activities so far – Interviews for the analysis

NGOs and associations of IPR actors:

Russian Phonographic Association (RPA)
Russian Anti Piracy Organization (RAPO)
Patent Agents Association of St.Petersburg
Patent Attorney Collegium
CIPR (e-mail interview)

Educational institutions:

St. Petersburg State University
St.Petersburg State University of Economics and Finance

Companies:

Reksoft

Other:

Finnish-Russian Trade Chamber





Examples of Preliminary Findings 1

The legislation is on the international level

IPR issues are not necessarily very well known

Existing IPR are not respected in the same way as in western countries

Authorities and enforcement bodies lack experience

No networks bringing together various IPR actors

Lack of support institutions





Examples of Preliminary Findings 2

Further training on IPR issues is needed for the judges and police in St. Petersburg area

IPR issues need to be added to university education

Establishing networks might help in developing IPR system in St. Petersburg

- the city itself should be actively involved in the networks

Awareness raising campaign target groups and methods must be carefully selected

- e.g. top-level management of companies rather than large public as such
- large public addressed with specific means





Forthcoming Activities

Preliminary report ready by March 2006

Seminar about the findings and the report in April 2006

Publication based on the analysis and the seminar May 2006

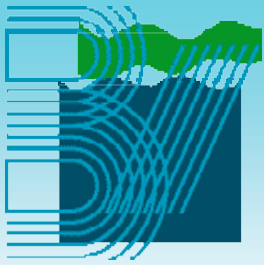
Workshops for relevant stakeholders in May-August 2006

Network for IPR actors established May-August 2006

Awareness raising campaign designed
April-August 2006

Second year activities start October 2006?





Thank you for your interest!

Further information:

Project web site:

http://www.baltic.org/projects/ipr_st_petersburg/

Director Esa Kokkonen

e-mail: esa.kokkonen@tampere.fi

tel. +358 50 516 9111

Project coordinator Katja Kaunismaa

e-mail: katja.kaunismaa@tampere.fi

tel. +358 50 516 0536

Project manager Minna Hanhijärvi

e-mail: minna.hanhijarvi@tampere.fi

tel. +358 50 556 4228

