

CONNECT Baltic - Russia



The Connect-concept was created in San Diego in 1985 and imported to Sweden, with success, in 1998.

The CONNECT concept links entrepreneurs, through voluntary efforts by service providers/experts, with the financial, technical and business development resources they need to create/develop high growth companies by performing regional/national/transnational activities.

Connect Baltic Sea Region "CBSR" was approved as an Interreg III B project in spring of 2002.

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A major objective of the project was to expand and establish Connect organizations/networks throughout the Baltic region, and especially in the Baltic countries.

The development of Connect in the Baltic Sea region has been an ongoing process since 1998. The Connect networks have established a stronghold in Norway, Denmark and Sweden. The development and expansion of Connect have been supported by Interreg in two rounds, with a focus on the Nordic countries in the first round and the Baltic countries/Finland in the second round.

The main idea is to develop a complete Baltic network for stimulating development of companies with a high growth potential.

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Regional Connect organizations operate as nodes in this network giving access to regional competence and capital. As the interregional cooperation develops, the character of Connect operations becomes increasingly borderless but still depending on regional resources.

Connect has helped some 1000 companies since 2002 and released almost € 900 mill in venture capital to these companies.

The Connect concept has proven its viability in periods of both economic downturn and upturns.

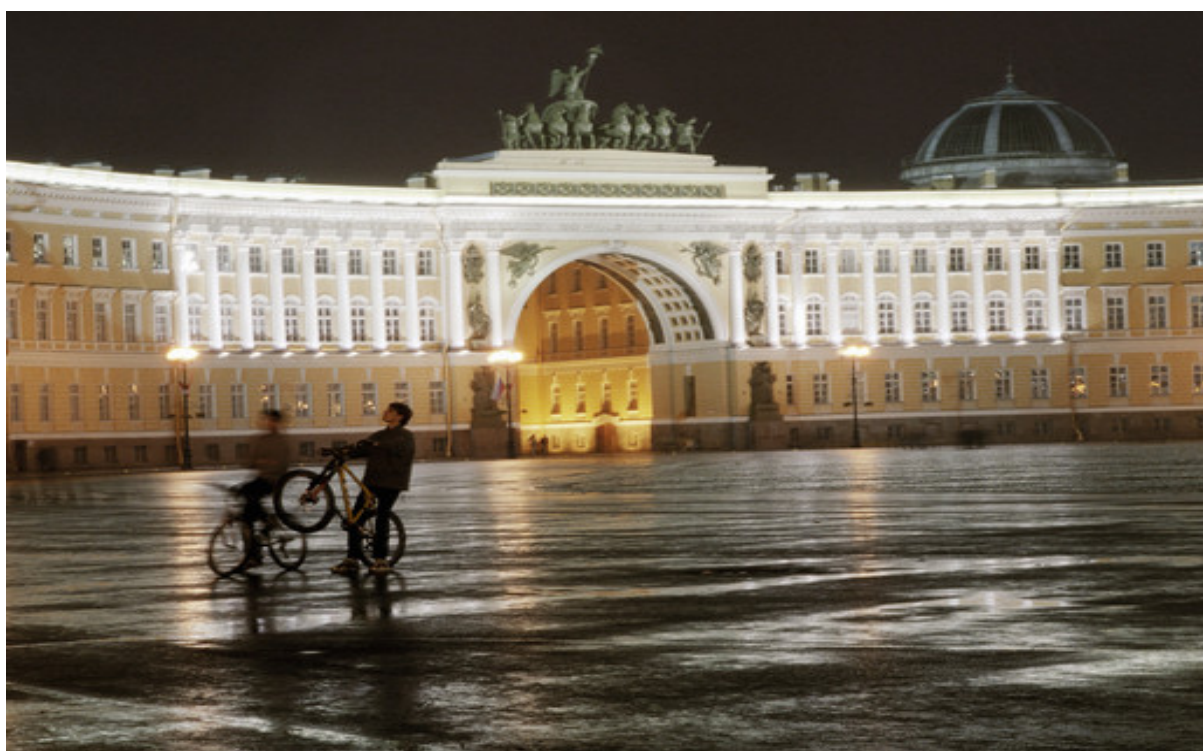
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The objectives in the Baltic countries have been reached, but one major region is still to be included in order to complete an overall Baltic network, City of St. Petersburg and Leningrad Oblast.

This region represents an enormous resource in terms of technology, R&D, capital and know-how and will be an obvious added value to the Baltic network that Connect represents.

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One of the main activities will be to set up a network of experts in St. Petersburg, recruit members supporting a viable Connect St. Petersburg.

This will be done initiating a range of promotion activities in St. Petersburg/Leningrad Oblast region including joint events with Connect Latvia.

Main target groups are R&D, business community in general, public sector and venture capitalists.

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Promotion activities will also focus on real business cases as soon as possible after project start.

Saint-Petersburg is a city with plenty of educational establishments where “innovative educational environment” became a priority theme.

Many of high schools started program of preparation of managers in sphere of innovations.

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The main idea is to develop a complete Baltic network for stimulating development of companies with a high growth potential. The idea of such a network is that is as comprehensive as possible but at the same time comprehensible.

The overall objective of the project is to stimulate to economic development and integration between the Baltic countries and their Russian neighbors.

This objective will be supported by setting up Connect St. Petersburg and initiate actions that will strengthen the cooperation between R&D institutions and business communities in and between Russia and Latvia.

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The general approach in setting up Connect activities is first and foremost to motivate and release regional/local resources to take action for own development.

This means involving different partners in the business development cycle meaning R&D institutions as a source for new ideas, public sector for taking a role in developing the framework for innovation and venture capital companies as a source of financing start-ups.

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A sub objective is to increase the acknowledgement of the value and necessity of cooperation between private stakeholders in business development for the future in all three partner regions.

From all these sectors and the existing business communities an essential objective is to develop a network of experts in various fields such as technology, business management, intellectual property issues etc, etc.

It is a soft approach towards business development, but with the aim of real and concrete results.

Dear Sirs!

I am highly appreciating your great attention to my information.

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Yours sincerely,

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