



Klub Tampere
– Experiences from culture export to St. Petersburg

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The Baltic Institute of Finland
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The Baltic Institute of Finland (BIF)

- BIF's role is to **design and manage projects** in liaison with our domestic and international partners.
- BIF **brings together experts and parties** with interest to development project work in the Baltic Sea region.
- The following themes are especially well represented in BIF project portfolio:
 - Innovation cooperation
 - Information society development and ICT
 - Cultural and educational cooperation
 - Environmental management and technology
 - Business development
 - Export promotion





Projects

- Ecitizen 2.0 (Interreg IVC)
- BSR QUICK – Qualification, Innovation, Cooperation and Key Business for SMEs (Baltic Sea Region Programme 2007-2013)
- BalticSupply - Interregional SME Supply Clusters along the Northeast Corridor (Baltic Sea Region Programme 2007-2013)
- Pietari Business Campus (Ministry of Employment and the Economy)
- Bridge builders (National ESF programme)
- BSR Innoreg (Baltic Sea Region Programme 2007-2013)
- SPb Innoreg (Interreg IIIB)
- Enhancing IPR competence and cooperation in St. Petersburg, Denmark, Finland and Sweden (Ministry of Labour and Economics, Nordic Council of Ministers)
- AQM - Enhancing Air Quality Monitoring System in St. Petersburg through Regional Cooperation (Neighbouring Area programme)
- Klub Tampere – Internationalisation and culture export project (Creative Tampere programme, Ministry of Education)
- Workplace Pirkanmaa (ERDF programme for Western Finland)





Klub Tampere project - Background

- Klub Tampere was launched for the first time in autumn 2007.
- Project activities were concentrated on St. Petersburg.
- During the pilot project, music export was promoted with one contact trip and two concerts in St. Petersburg. The design and art export was realised with two contact trips and one exhibition in St. Petersburg.

Showcase at Club Revolution, St. Petersburg, December 2007

The poster is for a showcase event at Club Revolution. At the top left, the word "REVOLUTION" is written in a stylized, blue, outlined font. To its right, the date "1 декабря" (December 1st) is displayed in a bold, black, sans-serif font. Below the date, there is a line of smaller text: "САДОВАЯ 36 | ВХОД В 19:00 | 875-23-91 | REVOLUTIONCLUB.RU".

The central focus of the poster is a large, close-up photograph of a person with long, light-colored hair and a black beanie, looking directly at the camera. This person is identified as "Участник Bombfunk MC's" (Participant Bombfunk MC's). To the right of this image is a logo for "FINLAND PARTY" which features a stylized green and blue shield with a white diagonal line.

Below the main image, there are two smaller photographs. The left one shows a group of five people, with the text "Pintandweil" below it. The right one shows three people standing side-by-side, with the text "I Was A Teenage Satan Worshiper" below it.

At the bottom of the poster, there is a blue banner containing several small logos and icons, including what appears to be a Facebook logo and other social media or event-related symbols.



Klub Tampere – Culture Export Project

“Opportunity to meet and do business with Finnish creative industry”

- Duration: March 2008 – March 2011
- Coordinator: The Baltic Institute of Finland
- Seed funding: Creative Tampere programme
- Target areas: St. Petersburg and Moscow
- www pages: www.klub tampere.fi



Project finance 2008-2011

- Creative Tampere programme
 - Ministry of Education - ESF (Bridge builders)
 - Ministry of Education – Subsidy for culture export projects
 - Ministry of Employment and the economy (export pools etc.)
 - Companies
 - Sponsors
- Total funding so far approx. 250 000 €.



Main targets of the project

Aim is to:

- Expand the markets and to promote business of the Finnish music, art and design companies to Moscow and St. Petersburg.
- Improve know-how of the Finnish culture sector companies in international business and export promotion.
- To increase and strengthen the networks and cooperation between Finnish and Russian actors.



Project Activities

- Contact and networking trips to Moscow and St. Petersburg
- Showcase concerts, exhibitions, expos in Russia
- Visits for Russian creative industry companies to Tampere.
- Export and internationalization trainings for Finnish companies



Activities 2008- 2009

- Russian business and custom education for music companies (2008)
- Contact trip of music industry to Moscow and St. Petersburg (2008)
- Russian music business delegates' contact trip to Tampere (showcases) (2008)
- Klub Tampere – Culture Export Seminar in Tampere (2008)
- Klub Tampere @ Music & Media (2008 and 2009)
- Klub Tampere –showcases at the Colisium Music Convention in St. Petersburg (2008)
- Fact finding trip to Fashion Industry, St. Petersburg (2009)
- Music Export Pool to Baltic countries, Poland and Ukraine (2009)
- Contact trip of music industry delegates to St. Petersburg (2009)
- Nordic Look 2009 (2009)



- Three bands on the main stage through Klub Tampere project:
 - Rinneradio
 - Bloodpit
 - Shade Empire



Results

- New contacts
- Record licences
- Gigs and tours
- Understanding of business culture in Russia
- New ideas for future cooperation



Lessons learned

- Fruitful cooperation
- Personal contacts important
- Getting started -> knowing the right people
- Russian language skills makes things easier
- Financing



Ms. Minna Säpyskä

Project Manager

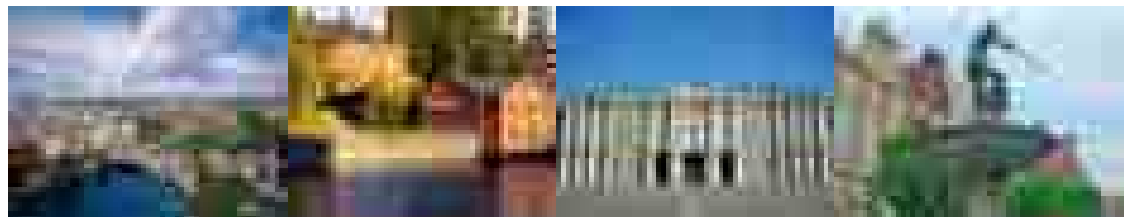
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