



**ITMO UNIVERSITY**

Saint Petersburg, Russia

# SWOT analysis & synthesis St. Petersburg Region

Brandenburg Innovation Camp

28-30 November

2018

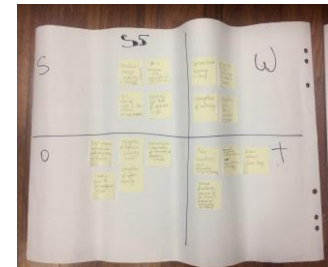
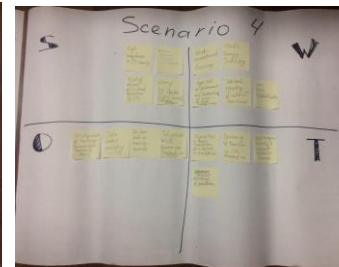
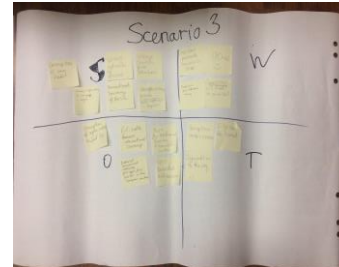
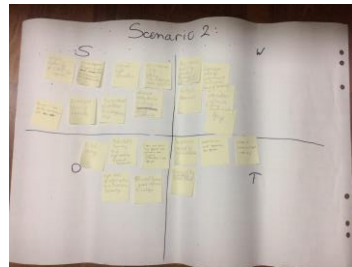
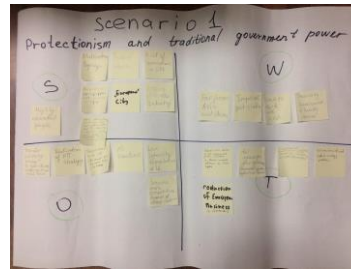
# SWOT analysis process

1st group

10 experts

September 2018

Institute for Entrepreneurship  
Centre of Science & Technology  
Foresight  
ITMO Technopark  
Ingria Technopark



# SWOT analysis process

2d group

23th of October, 2018

6 persons

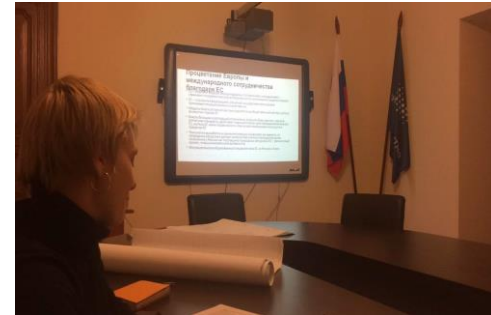


Masters:

Art & Science

Institute of Design and Urban studies

Institute for Entrepreneurship



## Scenario 1: Protectionism and traditional government power

### STRENGTHS

- ✓ Highly educated people
- ✓ Multinational legacy
- ✓ Status of “Second” capital in Russia
- ✓ New business partnership
- ✓ Russian City with European values
- ✓ Strong defense industry as a Soviet “Heritage”
- ✓ Strong innovation infrastructure
- ✓ Low minimum wage in St. Petersburg allows to employ a lot of migrants
- ✓ St. Petersburg is a port city

### WEAKNESSES

- ✓ Sea Coast City - hurricanes, floods, “Russian Venice”
- ✓ Post Imperial syndrome
- ✓ Poor understanding European trends and demands

### OPPORTUNITIES

- ✓ Realization of NTI Strategy
- ✓ Rapprochement with single Europe countries
- ✓ Become more competitive because of using cheap labor of locals and migrants
- ✓ Transfer money to development of territories of the city and close to it
- ✓ Instruments for up-taking techs to World market
- ✓ No sanction from EU
- ✓ Attraction of European scientists for collaboration

### THREATS

- ✓ Low level of EU sustainable development influences on decreasing of Russian one
- ✓ Distrust to techs, namely IT
- ✓ Extraction of forests leads to ecological problems
- ✓ Reduction of business and trade with European partners
- ✓ Migration increase

## Scenario 2: Polarization, Individualism and Expert power

### STRENGTHS

- ✓ As a European City has strong international links
- ✓ High level of quality and relatively cheap education
- ✓ Schools and hackathons for Teenagers to engage them to entrepreneurship
- ✓ Russian traditional values (collectivism) are strong
- ✓ Developed sharing services
- ✓ Russia is more open to use new technologies
- ✓ Universities become the centers of training of soft skills, individual educational paths
- ✓ High intensity of SMEs

### WEAKNESSES

- ✓ “Soviet” education influence
- ✓ Retail diminishes
- ✓ Challenge of aging of population
- ✓ Decrease role of Governmental control (because of blockchain tech usage)
- ✓ Lack of high techs providers
- ✓ Poor transport and logistic development

### OPPORTUNITIES

- ✓ Development of innovation and research
- ✓ Predictable economy because of high quality of personal identification
- ✓ St. Petersburg plays role of cities-states
- ✓ Shared economy is good for environment
- ✓ High level of city’s activities leads to economy growth
- ✓ Creation of market of medicine services for visitors from Europe
- ✓ St. Petersburg as a center for spa, relaxing and tourism

### THREATS

- ✓ Vulnerability in the start of Global threads
- ✓ Increase of unemployment people under 30
- ✓ Social tension and appearance of ghetto
- ✓ Depression in the society caused by individualism
- ✓ Black market
- ✓ Impossibly to settle trade with EU

## Scenario 3: Reliance on local communities

### STRENGTHS

- ✓ Centralization in city management
- ✓ Strong State
- ✓ Developed agriculture in Leningrad Region
- ✓ Conventional Economy in Russia
- ✓ Self sufficient region
- ✓ Strong Church gives volunteers
- ✓ Strong networks of Russians

### WEAKNESSES

- ✓ Experience delivered during recession economic in 90ties trends to constructing negative delinquent nets
- ✓ Poor development of city infrastructure

### OPPORTUNITIES

- ✓ Strengthen of agro-industry to “feed” EU
- ✓ “Oil-rubles” becomes international currency
- ✓ Push for National Russian Financial System

### THREATS

- ✓ City can be ruined
- ✓ Separatism inside St. Petersburg
- ✓ Black market
- ✓ Emergence of expatriate communities

## Scenario 4: Global and network tech-imperialism

### STRENGTHS

- ✓ High competence in IT security
- ✓ Local government controls IT-companies
- ✓ Strong IT cluster (+ NTI - markets) are being developed
- ✓ A lot of objects for VR promotion of St. Petersburg
- ✓ Geographical locations along the way from Europe to Asia

### WEAKNESSES

- ✓ Weak conventional economy
- ✓ Weak energy Industry
- ✓ Traditional rejecting of modern IT (resistance)
- ✓ Low speed of robotization

### OPPORTUNITIES

- ✓ Development of railways (to move from Europe to Asia)
- ✓ Tourism industry growth
- ✓ Data-centers' building in St. Petersburg
- ✓ Providers of security-services
- ✓ Telegram or VK replaced Facebook for Russians
- ✓ Import of educational services and experts

### THREATS

- ✓ Migration of Russia population from Central to Eastern Russia
- ✓ Possible decreasing of real tourism in St. Petersburg as a outcome of VR usage
- ✓ Weak European economy leads to low export from Russia to Europe
- ✓ Pressure from global companies to the State
- ✓ Brain-drain high-profiled experts to EU
- ✓ Decrease of relationships with EU

## Scenario 5: Growth and EU-driven international cooperation

### STRENGTHS

- ✓ Alternative sources for energy are pushed to strive
- ✓ St. Petersburg is European city
- ✓ Relatively high level of medicine
- ✓ Innovation support infrastructure
- ✓ Oil is used in other industries, not only energy

### WEAKNESSES

- ✓ Conventional economy is strong
- ✓ Strengthened of autocracy
- ✓ Migration from Africa and Asia low-quality
- ✓ Life expectancy is much less than in Europe

### OPPORTUNITIES

- ✓ “Grey” companies migrate from Europe to Russia
- ✓ Strengthened of defensive industry in St. Petersburg
- ✓ Nationalization and expropriation of international corporations’ branches
- ✓ Funding from EU for environment issues
- ✓ Strengthened of cyber-security

### THREATS

- ✓ Brain-drain from St. Petersburg to Europe
- ✓ New sanctions and difficulties from EU
- ✓ Possible strengthening of military industry has caused poor ecology



## Synthesis

### STRENGTHS

- ✓ High level of quality and relatively cheap education
- ✓ Geographical locations along the way from Europe to Asia, international links
- ✓ Strong innovation support infrastructure

### WEAKNESSES

- ✓ Conventional economy
- ✓ Poor development of City infrastructure, inc. transport
- ✓ Population aging challenge

### OPPORTUNITIES

- ✓ Development of innovation and research
- ✓ Tourism industry growth
- ✓ Providers of IT security services
- ✓ Environment Improving due to shared economy and techs usage

### THREATS

- ✓ Black market
- ✓ Brain-drain - high-profiled experts to EU
- ✓ Ecological problems
- ✓ Reduction of business and trade with European partners

**Спасибо за внимание!**  
**Thank you!**

[www.ifmo.ru](http://www.ifmo.ru)

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**UNIVERSITY**