

## WELCOME TO COOPERATION!

### **Siberian Affiliate of BINITEK, general sponsor of the International Conference on *Pulsed Lasers at Atomic and Molecular Transitions*, Tomsk, Russia**

Siberian Affiliate of the International Technological Concern BINITEK was organized in Tomsk in 1991. Tomsk is an old Siberian town famous for its scientific traditions and as a "forge" of skilled specialists for vast Siberian and Far-East regions of Russia. Among the founders of BINITEK there were Scientific and Production Associations of Nuclear Industry, Mechanical Engineering, and a number of small ventures supported by some governmental structures of Russia.

Siberian Affiliate of BINITEK is engaged in its own organizational and commercial activity. We specialize in high-tech developments and new materials. Normally we work in cooperation with the developers of these products sharing the responsibility for legal protection of copyright, patent and information services, as well as for advertising and marketing.

Under conditions of the development of market relations in Russia the activity of Siberian Affiliate of BINITEK is aimed to support scientists, inventors, and other intellectuals. Siberian Affiliate of BINITEK is not a philanthropic organization, but in view of a present-day serious situation in science in Russia, we invest our venture capital in expertise, patenting, marketing, and advertising.

We support all measures aimed at establishing international contacts. We were glad to welcome the International Conference on Pulsed Lasers at Atomic and Molecular Transitions which was held in Tomsk.

At present the Affiliate has a considerable bulk of information about the developments of Siberian scientists. About three hundred technologies have been transferred to us for promotion. However, the essence of our activity cannot be reduced to ordinary purchase-sell of technologies. Basic projects of the Siberian Affiliate are investments.

How is the work of the Siberian Affiliate of BINITEK organized in practice?

When working with the owners of intellectual property — scientists, inventors, and high-tech developers — we select the promising development which is then preliminary examined by highly qualified experts from the Siberian Affiliate of BINITEK who normally are well experienced scientists having university degrees. In some cases we recruit specialists from other institutions to give the first review of a development after which our staff patent experts arrive at a conclusion whether or not it makes sense to patent this invention.

At the next stage of our work we seek for companies in our country and abroad which could be interested in the inventions, and then bring the inventions to the standards of that particular country where we are going to patent the invention.

If the invention or development is not worth patenting, we consider it know-how.

An important task of our activity is marketing of our technologies in America, since it is normally said that in order to understand functioning of market in the USA one should be born and grown in the USA.

For these reasons it is desirable for us to have an American partner who could do a job in marketing the technologies developed by Russian scientists, including the technologies of enterprises under conversion, in the West market.

Under conditions of hard transition from the highly centralized and planned economy back to the market one this work is impossible without proper legal protection. Until recently the concept of intellectual property has not yet been in use in our country.

This manifests itself in the fact that Soviet people could generously grant their ideas and theoretical and practical workings because inventions and workings of Soviet scientists were believed to be the property of the whole people. On the other hand, foreign ideas were often used as our own. Therefore, foreign entrepreneurs who want to work or have already worked in collaboration with Russian partners are advised to take into account these peculiarities formed over many years of

highly centralized social and economic life in Russia. Are there any changes in this respect in Russia at present?

A number of laws protecting the intellectual property were passed in Russia. The patent law of Russian Federation, the law on trade marks, marks of service, and names of places of goods origin, and the law on legal protection of computer programs and databases, as well as the law on legal protection of chip topologies were passed in 1992. Many laws, opening up fresh opportunities for creation of the economic initiatives, have been passed in recent years.

Hence right now we can state that the basis of legal protection of free enterprise has been already formed in Russia.

Numerous unions and associations of entrepreneurs are being actively created and work and new structures like the Congress of Russian Business Circles, which has already got the privilege of legislative initiative, are being formed.

The belief gets stronger in public consciousness that liquidation of supercentralization and state monopoly could be successfully performed only when an efficient free enterprise sector of the economy is functioning with small enterprises as its pivot.

Small business in Russia is now rapidly developing in servicing, production of consumer goods, and agriculture. Development of small business in high-tech innovations could become not only very important but also a decisive factor of technical progress in Russia.

For these reasons basic projects of the Siberian Affiliate of BINITEK are connected with the support of groups engaged in reduction of promising technologies to phototypes or test-pieces. We also intend to attract attention of foreign partners to creation of joint ventures in Siberian region aimed at production of goods that could compete with the analogous products in the Western markets.

By now Siberian Affiliate of BINITEK has already funded some original projects and invested money into several promising scientific and information programs, ideas, and inventions transferred to us for promotion.

As to the peculiarities of work in the Russian market it is worth mentioning the note by Ernst Rhode, president of the "Rhode Management" (Switzerland and Germany), to a journalist from the Russian Business magazine, "First of all you have a need for good management rather than for money and technologies. In the West, when a company or an enterprise is at a deadlock, specialists say that the management does not work. Moreover, when the whole country is at a deadlock the diagnosis is the same — the management is in crisis."

Siberian Affiliate of BINITEK would like to invite Western specialists to work in Siberia together with our specialists. A relevant initial support and highly qualified guidance can provide for a rapid creation of infrastructure sufficient for producing high-tech products in Siberia.

We hope for friendly and business contacts.

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