



THE GOVERNMENT  
OF THE SVERDLOVSK  
REGION



INVESTMENT  
PROMOTION  
AGENCY  
of the Sverdlovsk region

# INDUSTRIAL AND INVESTMENT POTENTIAL OF THE SVERDLOVSK REGION

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EKATERINBURG  
CITY BUSINESS  
CENTER



REGION, THAT CONNECTS  
MARKETS

POINT OF GROWTH  
IN THE HEART OF RUSSIA

THE RUSSIAN FEDERATION

**BB+** LONG TERM  
RATING

POSITIVE OUTLOOK

\*Fitch Ratings

**TOP 10**

IN THE RATING OF SOCIAL-  
ECONOMIC STATUS OF RUSSIAN  
REGIONS, 2019

**RUR 2 277 billion**

GROSS REGIONAL PRODUCT



**>4,3**  
mln people

**194,3** th sq km  
total area

**Ekaterinburg city**  
center of the region

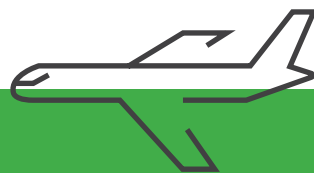
**GMT + 05:00**

THE SVERDLOVSK REGION IS A LARGE ECONOMICALLY  
DEVELOPED REGION WITH A HIGH LEVEL OF BUSINESS,  
CULTURAL AND SOCIAL ACTIVITY

THE SVERDLOVSK REGION IS ONE OF THE KEY LOGISTICS HUBS IN RUSSIA WITH MODERN INFRASTRUCTURE, PROVIDING ACCESS TO THE MARKETS OF THE EUROPEAN AND ASIAN PARTS OF THE COUNTRY, AS WELL AS TO KAZAKHSTAN

DIRECT AIR TRAFFIC BETWEEN EKATERINBURG AND ROME

### AIR TRANSPORT



**17,2** thousand tons  
cargo turnover

**>40**  
russian and international airlines

**6,4** mln  
passenger traffic in 2019

**>100**  
destinations

BEST REGIONAL  
AIRPORT IN RUSSIA  
AND CIS COUNTRIES  
IN 2019

\*according to The World  
Airport Awards, Skytrax

KOLTSOVO  
EKATERINBURG  
INTERNATIONAL  
AIRPORT named after  
Akinfiy Demidov



## 1st place

by cargo turnover  
(after Moscow and Saint Petersburg)

### ROAD NETWORK



**31,7** thousand km  
road network

**48,1** mln tons  
cargo turnover

FEDERAL HIGHWAY  
M5 «URAL»

### REGIONAL ROADS

R 242 PERM — EKATERINBURG  
R 351 TUYMEN — EKATERINBURG  
R 354 KURGAN — EKATERINBURG

### SVERDLOVSK RAILWAY:



**9,8** thousand km  
railway network

**1,8** mln km<sup>2</sup>  
service area

**140** mln tons  
cargo load in 2019

EKATERIBURG IS A STAR  
POINT OF TRANS-SIBERIAN  
RAILWAY

**THE SVERDLOVSK REGION IS  
A KEY INDUSTRIAL REGION  
OF RUSSIA**

**TOP 10**

among Russian regions  
in terms of industrial  
production

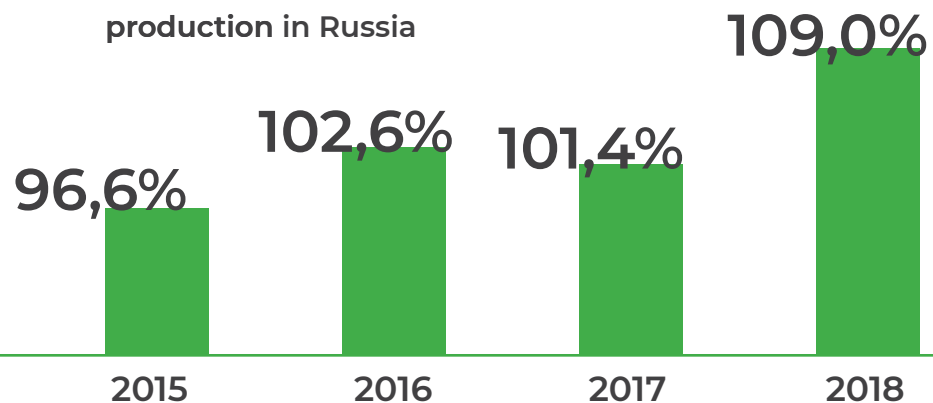
**about 417  
thousand people**

work in industry, which is about  
**25%** of the total number  
of employees in the organizations  
of the Sverdlovsk region

THE ECONOMY OF THE REGION IS BASED  
ON MINING, METALLURGICAL AND MACHINE-  
BUILDING INDUSTRIES. THE REGION IS RICH  
WITH NATURAL RESOURCES, HAS  
A DIVERSIFIED INDUSTRIAL COMPLEX AND  
ALSO SIGNIFICANT SCIENTIFIC AND HUMAN  
POTENTIAL

The volume of shipped goods of own  
**production by industrial complex** of the  
Sverdlovsk region is **84% of total shipped  
goods in the region**

Index of industrial  
production in Russia



**2<sup>nd</sup> place**

by non-resource  
and non-energy  
exports in Russia  
**(\$8.12 billion)**

**1<sup>st</sup> place**

in terms  
of asbestos supply  
**(53% of Russian exports)**

**3<sup>rd</sup> place**

in terms of supply  
of lasers and special optics  
**(9% of Russian exports)**

**1<sup>st</sup> place**

in terms of titanium supply  
**(93% of Russian exports)**

**2<sup>nd</sup> place**

in terms of refined  
copper supply  
**(24% of Russian exports)**



**FERROUS AND NON-FERROUS METALLURGY**

**33%**

COPPER MARKET

**23%**

PIPE PRODUCTION MARKET

**10%**

CAST IRON MARKET

THE COMPANIES OF THE REGION COMMAND A SIGNIFICANT PROPORTION OF RUSSIAN MARKETS:



THE LEADING COMPANIES:



**MECHANICAL ENGINEERING**

URAL MECHANICAL ENGINEERING COMPANIES ARE THE LEADERS IN RUSSIA:

**40%**

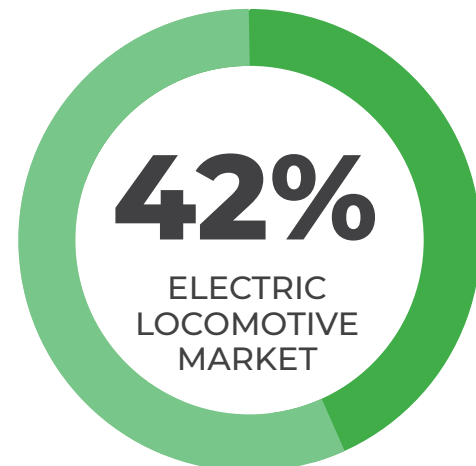
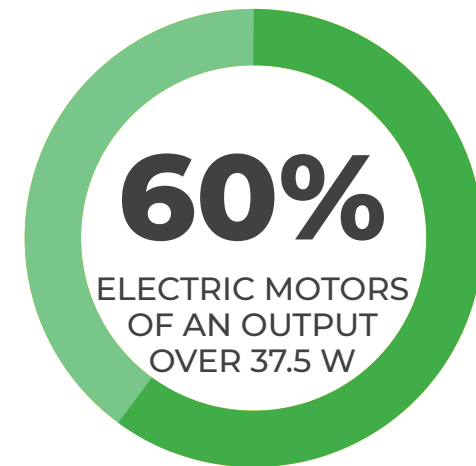
FREIGHT WAGON MARKET

**35%**

METALLURGICAL EQUIPMENT MARKET

**28%**

OIL & GAS EQUIPMENT MARKET



THE LEADING COMPANIES:



CHEMICAL  
INDUSTRY

**1,9 billion \$**  
VOLUME OF OUTPUT  
IN 2019

**12 000**  
**people**  
work in the industry

THE LEADING COMPANIES:



**TOP 5** OF THE REGIONS –  
PHARMACEUTICAL  
MANUFACTURERS IN RUSSIA

THE SVERDLOVSK REGION MANUFACTURES:

- |                      |                              |
|----------------------|------------------------------|
| 1. INDUSTRIAL GASES  | 5. PERFUMERY PRODUCTS        |
| 2. SULFURIC ACID     | 6. MEDICAL PRODUCTS          |
| 3. COATING MATERIALS | 7. PLASTICS AND RUBBER GOODS |
| 4. SYNTHETIC RESINS  |                              |

HUMAN POTENTIAL  
OF THE SVERDLOVSK REGION

THE SVERDLOVSK REGION –  
IS A HOMELAND OF THE  
«URAL ENGINEERING SCHOOL»

**1st place**

BY THE NUMBER  
OF PROFESSIONAL EDUCATIONAL  
ORGANIZATIONS IN RUSSIA

**5th place**

BY THE NUMBER  
OF UNIVERSITIES IN RUSSIA

**2,2 million**

PEOPLE  
WORKFORCE

**more than  
40**

UNIVERSITIES AND  
INSTITUTIONS  
OF PROFESSIONAL EDUCATION



## TRADE AND ECONOMIC COOPERATION BETWEEN THE SVERDLOVSK REGION AND THE ITALIAN REPUBLIC

Since 1999, the Italian Trade Agency (ITA) Office has been functioning in Ekaterinburg

Since 2013, the Honorary consulate of the Italian Republic has been functioning in Ekaterinburg

Since 2002, the agreement has been in force between the government of the Sverdlovsk Region and the government of the Piedmont Region on trade-economic, scientific-technical and humanitarian cooperation

## ITALY IS ONE OF TEN MAIN FOREIGN TRADE PARTNERS OF THE SVERDLOVSK REGION

**EUR 206 million**  
TURNOVER\*

**EUR 135,6 million**  
IMPORTS\*

**EUR 70,3 million**  
EXPORTS\*

\*according to the results of 2019

### EXPORTS:

**67%**

METALS AND METAL PRODUCTS

**53%** FERROUS METALS AND PRODUCTS THEREOF

**6%** ALUMINIUM

**4%** COPPER

**3%** OTHER METALS (TITANIUM, CHROME)

**1%** NON-FERROUS METAL PRODUCTS (PIPES)

**28%** **5%**

MECHANICAL ENGINEERING PRODUCTS

WOOD

### IMPORTS:

**62%**

MECHANICAL ENGINEERING PRODUCTS

**47%** MECHANICAL EQUIPMENT

**10%** ELECTRICAL EQUIPMENT

**3%** GROUND TRANSPORT

**2%** TOOLS AND DEVICES

**5%**

FOOD PRODUCTS

**8%**

CHEMICAL PRODUCTS

**10%**

TEXTILE

**9%**

METALS AND METAL PRODUCTS

**6%**

OTHER PRODUCTS (FURNITURE, SPORTSWEAR, CERAMICS)



**ITALIAN COMPANIES WORKING  
IN THE REGION:**

1. **PJSC ENEL RUSSIA  
(ENEL S.P.A.)**
2. **SUKHOLOZHSKCEMENT  
(GROUP OF COMPANIES  
BUZZI UNICEM)**
3. **PJSC MAPEI  
(MAPEI GROUP S.P.A.)**
4. **JSC «PIASTRELLA COMPANY»**
5. **BANK INTESA JSC  
(URAL BRANCH)**



**THE FOLLOWING COMPANIES WOULD  
LIKE TO COOPERATE WITH ITALIAN PARTNERS**

**METALLURGY**

- PIPE METALLURGICAL COMPANY (TMK)
- KAMENSK URALSKY METALLURGICAL WORKS (KUMZ)
- URAL MINING AND METALLURGICAL COMPANY, NON-FERROUS METALS PROCESSING PLANT (UMMC-NFMP)
- EKATERINBURG NON-FERROUS METALS PROCESSING PLANT
- RUSSIAN COPPER COMPANY

**CHEMICAL INDUSTRY**

- RESEARCH AND PRODUCTION ASSOCIATION BIOMICROGEL URALACTIV

**AGRICULTURAL SECTOR**

- MILKY-KIT (MILKY WHALE)

**MECHANICAL ENGINEERING**

- SCIENTIFIC AND PRODUCTION ASSOCIATION OF AUTOMATICS NAMED AFTER ACADEMICIAN N.A.SEMIKHATOV
- URAL ELECTROCHEMICAL COMBINE
- KALININ MACHINE-BUILDING PLANT (ZIK)
- A.I. YASKIN'S RESEARCH AND PRODUCTION ENTERPRISE «START»
- FIRE FIGHTING VEHICLES PLANT «SPETSAVTOTEKHNIKA»
- MISHIMA-MASHPROM JOINT VENTURE

**ENERGY**

- URAL ELECTROMECHANICAL PLANT

**IT**

- SKB KONTUR

**AND MANY OTHERS!**



## SVERDLOVSK REGION COMPANIES ARE INTERESTED IN COOPERATION WITH THE FOLLOWING ITALIAN COMPANIES

SIAD  
CMS  
MANDELLI  
TESAR  
TAV VACUUM FURNACES  
PRIMA POWER  
EUROMA  
ENEL  
SACCO SYSTEM  
SAIPEM S.P.A  
ENI S.P.A  
MAIRE TECNIMONT  
BULGARI

DAMIANI  
PANDORA ALLOYS S.R.L.  
BUCCELATI  
LEONARDO  
ITALPREZIOSI  
BASF PRECIOUS METALS  
LEGOR GROUP  
MEDICO S.P.A.  
ADR S.P.A.  
E.B. RICAMBI S.R.L.  
SIDAM S.R.L.  
TRENCH ITALIA S.R.L.  
MODULA S.P.A.

O.ME.R. S.P.A.  
CHIMET S.P.A  
IKOI S.P.A  
FRIEM SPA  
LOVATO ELECTRIC S.P.A  
E.S.A. ENGINEERING SRL  
GM GRUPPO MACCABEO,  
GIMECO SRL,  
CORMAS SPA,  
GALVANICA PACIOTTI ORESTE  
CAMOZZI AUTOMATION S.P.A

**AND MANY OTHERS!**



**QUALITY SERVICES FOR INVESTORS**

INVESTMENT PROMOTION AGENCY OF THE SVERDLOVSK REGION PROVIDES ONE-STOP-SHOP SERVICES FOR INVESTORS AT EACH STAGE OF AN INVESTMENT PROJECT

**INVESTMENT PROJECT SUPPORT — QUICK, EFFECTIVE, CONFIDENTIAL**

**1 PLANNING**

- ▶ Provision of information about the market and business environment
- ▶ Presentation of investment sites of the Sverdlovsk region
- ▶ Informing about investment project support measures
- ▶ Preparation of investment offers

**2 PREPARATION**

- ▶ Selection of an investment site according to investor's criteria
- ▶ Preparation of offers for structuring the project's financial model
- ▶ Preparation of offers for optimization of the project's implementation schedule

**3 IMPLEMENTATION**

- ▶ Assistance with obtaining support measures and addressing project finance issues
- ▶ Provision of information, advice and organizational support for administrative procedures
- ▶ Assistance with personnel matters

**4 PROMOTION**

- ▶ Establishing communication with local business communities
- ▶ Promoting projects in Russia and abroad
- ▶ Assistance with establishing multinational operations

STATE SUPPORT OF INVESTMENT PROJECTS

1 TAX INCENTIVES

- ▶ **Territorial** (Territory of Advanced Social-Economic Development, Special Economic Zone)
- ▶ **Project** (Priority Investment Project, Special Investment Contract)
- ▶ **Industrial** (research and development, design and experimental, implementation activities)

2 INDUSTRY-BASED FINANCIAL INCENTIVES

- ▶ **Supporting programs for small and medium enterprise corporations** (investment loans, guarantees, subsidized lending)
- ▶ **Programs of relevant ministries** (state guarantees of the Sverdlovsk Region, subsidies from the federal and regional budgets)

3 NON-FINANCIAL INCENTIVES

- ▶ **Investment project support on a «one-stop-shop» basis** (by the Investment Promotion Agency)

TAX INCENTIVES

SUPPORT MEASURES FOR INVESTMENT PROJECTS

	RUSSIAN FEDERATION	SVERDLOVSK REGION			
	BASE	PIP	SPIC	TASED	SEZ
INCOME TAX	20%	16,5%	13,5%	5%	2%
PROPERTY TAX	2,2%	0%	0%	0%	0%
LAND TAX	1,5%	0%	0%	0%	0%
INSURANCE PREMIUMS	30%	30%	30%	7,6%	30%

**PRODUCTION LOCALIZATION ADVANTAGES IN THE SVERDLOVSK REGION**

**MAIN FACTS:**

- 1** Proximity to the markets
- 2** Human and scientific potential
- 3** Ready-made industrial sites (greenfield and brownfield) for any hazard class production
- 4** Accessible and intelligible state support measures
- 5** Historically strong technological gap in key service industries

**ADVANTAGES FOR INVESTORS:**

- 1** Cutting of transportation costs, online attending team, supply of equipment and spare parts
- 2** Possibility of building up demonstration trails and cites for new technologies testing
- 3** Reducing the investment phase of projects
- 4** Start-up cost reduction
- 5** Possibility of localization and production cooperation with existing enterprises

**PROMISING INDUSTRIES FOR INVESTMENT**



▶ **MECHANICAL ENGINEERING**



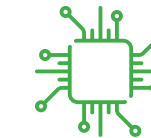
▶ **METALLURGY EQUIPMENT**



▶ **INSTRUMENT ENGINEERING**



▶ **HEALTHCARE**



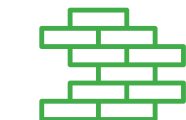
▶ **IT**



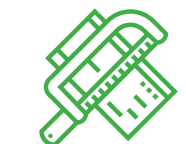
▶ **CHEMICAL INDUSTRY**



▶ **LOGISTICS**



▶ **CONSTRUCTION MATERIALS**



▶ **WOODWORKING**

DOZENS OF LAND PLOTS THAT MEET INVESTORS' REQUIREMENTS ARE LOCATED IN THE SVERDLOVSK REGION, INCLUDING **SPECIALIZED INVESTMENT SITES**

-  TERRITORY OF ADVANCED SOCIAL-ECONOMIC DEVELOPMENT
-  SPECIAL ECONOMIC ZONE
-  INDUSTRIAL PARKS (specialized and multi-purpose)






**MECHANICAL ENGINEERING**

-  TITANIUM VALLEY
-  BOGOSLOVSKY







**CONSTRUCTION MATERIALS**

-  NOVOSVERDLOVSK
-  BOGOSLOVSKY
-  PRO-BUSINESS PARK







**CHEMICALS**

-  TITANIUM VALLEY
-  BOGOSLOVSKY
-  EKAD YUZHNY
-  TAGIL CHEMICAL PARK



**INSTRUMENT ENGINEERING**

-  PRO-BUSINESS PARK
-  EKAD YUZHNY
-  LESNOY
-  NOVOURALSK

MORE THAN 340 REPRESENTATIVE OFFICES AND BRANCHES OF FOREIGN COMPANIES HAVE ALREADY CHOSEN THE SVERDLOVSK REGION



EKATERINBURG —  
IS A GLOBAL CITY

**1,5** mln  
citizens

**4<sup>th</sup>** city by  
the number of  
inhabitants  
in Russia

**2<sup>nd</sup>**  
in the MICE-potential  
ranking among  
Russian cities

- Center for Advanced Science and Technology
- Intellectual center
- Center for International Cooperation, which hosts more than **340 international companies**
- Center for international business tourism. Every year **over 100 federal and international forums and exhibitions** take place here
- World sports center. **Ekaterinburg hosts major international sport events**
- **The Sverdlovsk region is the 3rd largest** region of the Russian Federation after Moscow and Saint Petersburg by the amount of diplomatic missions of foreign states

# 06 EKATERINBURG CITY

EKATERINBURG IS №1 CITY FOR BUSINESS AND IS STRATEGICALLY IMPORTANT AS ONE OF THE LARGEST FINANCIAL AND BUSINESS CENTERS IN RUSSIA

BRIC Summit 2009



FIFA World Cup 2018



Russia-EU Summit 2013



WorldSkills Hi-Tech Championship (held on regular basis)



Global Manufacturing and Industrialization Summit - GMIS 2019



The World University Games 2023



# 07 INNOPROM

## INNOPROM

INTERNATIONAL INDUSTRIAL TRADE FAIR

THE MAIN INDUSTRIAL, TRADE AND EXPORT PLATFORM IN RUSSIA

INNOPROM-2021 THEME «FLEXIBLE MANUFACTURING»

 THE ITALIAN REPUBLIC – PARTNER COUNTRY OF INNOPROM 2020

### 76%

of visitors are representatives of industrial enterprises and dealers who directly decide on purchasing

### 600

corporate industrial exhibitors from 22 countries

### >160

business program events



MORE THAN  
**43 000**  
UNIQUE VISITORS  
FROM **90** COUNTRIES  
AND **60** REGIONS OF RUSSIA  
**50 000** sq m  
of exhibition areas





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