



THE GOVERNMENT
OF THE SVERDLOVSK
REGION



INVESTMENT
PROMOTION
AGENCY
of the Sverdlovsk region

INDUSTRIAL AND INVESTMENT POTENTIAL OF THE SVERDLOVSK REGION

invest-in-ural.ru



CONTENTS

01

GENERAL INFORMATION 4

02

LOGISTICS INFRASTRUCTURE 6

03

INDUSTRIAL POTENTIAL 10

04

HUMAN AND SCIENTIFIC POTENTIAL 12

05

EKATERINBURG CITY 14

06

INTERNATIONAL COOPERATION 16

07

EXPORT OFFER 20

08

LOCALIZATION ADVANTAGES 22

09

SUPPORT MEASURES FOR INVESTMENT PROJECTS 24

10

PROMISING INDUSTRIES 30



EKATERINBURG CITY BUSINESS CENTER

01 GENERAL INFORMATION ON THE SVERDLOVSK REGION

REGION, THAT CONNECTS MARKETS

POINT OF GROWTH IN THE HEART OF RUSSIA

BB+ FITCH RATING
affirms in 2020

TOP 10

IN THE INTEGRAL RATING OF RUSSIAN REGIONS

RUR 2 277 billion
GROSS REGIONAL PRODUCT

194,3th sq km

total area

Ekaterinburg city

center of the region

GMT + 05:00

>4,3
mln people

THE RUSSIAN FEDERATION

EUROPE ASIA
THE SVERDLOVSK REGION

PEOPLE'S REPUBLIC OF CHINA

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 KAZAKHSTAN

AIR TRANSPORT



17,2 thousand tons
cargo turnover

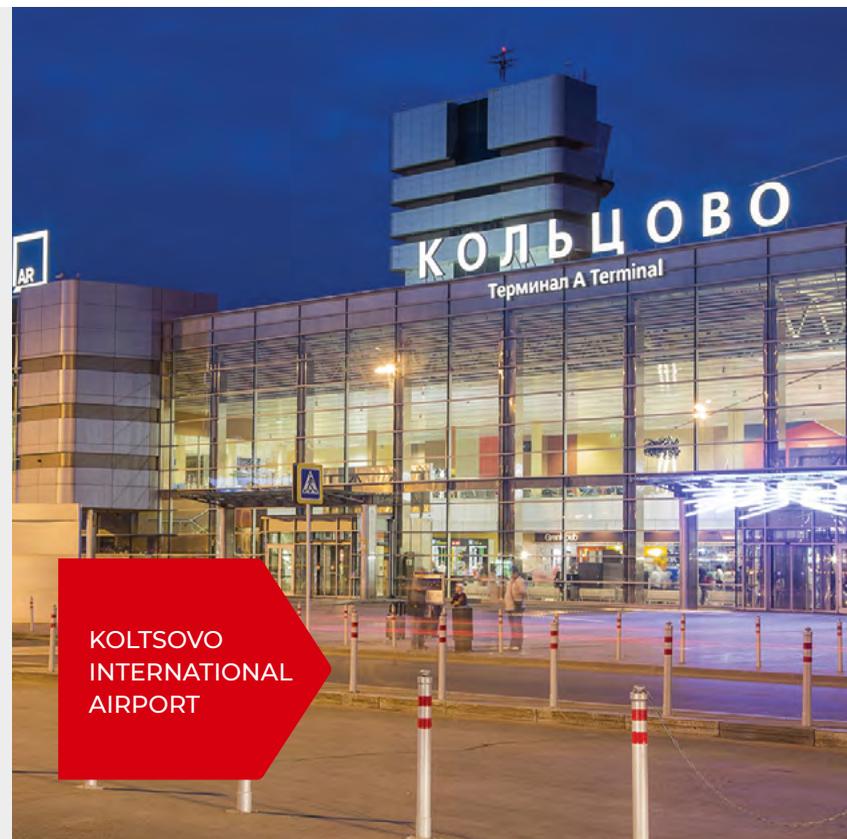
>40
russian and international
airlines

>100
destinations

Direct air traffic between
Ekaterinburg and Beijing,
Harbin, Xi'an

6,4 mln
passenger traffic
in 2019

BEST REGIONAL
AIRPORT IN RUSSIA
AND CIS COUNTRIES
IN 2019



KOLTSOVO
INTERNATIONAL
AIRPORT

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 km²
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

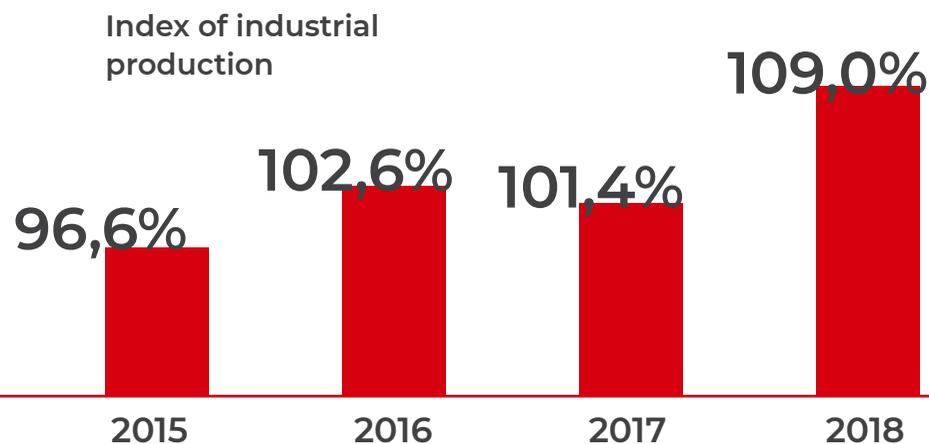
among Russian regions in terms of industrial production

about **423** thousand people

work in industry, which is **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 IN 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**



FERROUS AND NON-FERROUS METALLURGY

100%

TITANIUM ALLOYS MARKET

40%

TRANSFORMER STEEL MARKET

33%

COPPER MARKET

10%

CAST IRON MARKET

23%

PIPE PRODUCTION MARKET

>30%

GLOBAL PRODUCTION OF TITANIUM

THE LEADING COMPANIES:



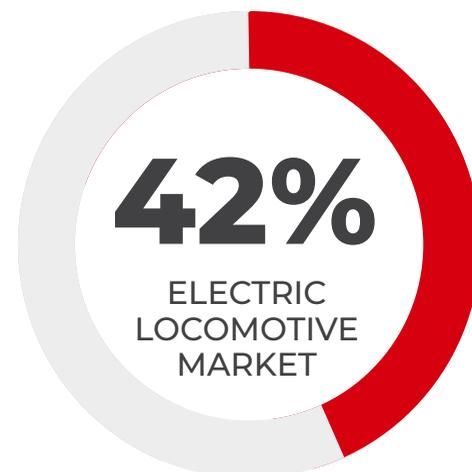
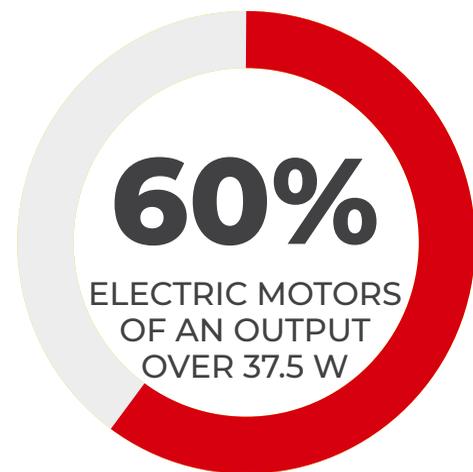
MECHANICAL ENGINEERING

URAL MECHANICAL ENGINEERING COMPANIES ARE THE LEADERS IN RUSSIA:

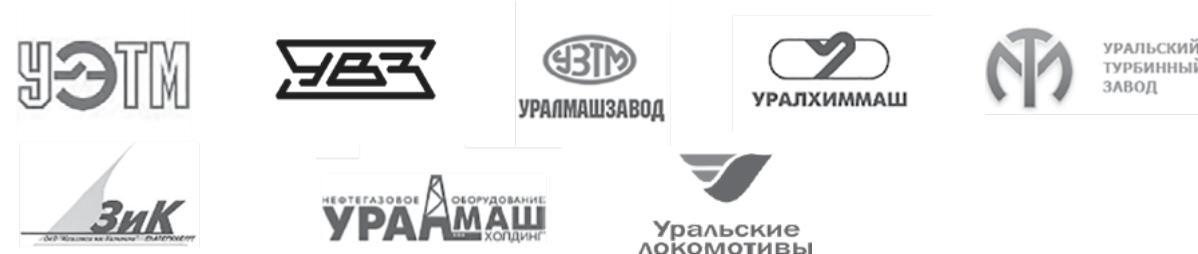
40%
FREIGHT WAGON MARKET

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 SVRDLOVSK REGION MANUFACTURES:

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

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

2,2 million

PEOPLE WORKFORCE

\$ 560

AVERAGE SALARY

5th place

AMONG RUSSIAN REGIONS BY THE NUMBER OF CREATED ADVANCED MANUFACTURING TECHNOLOGIES

more than 820 unique technologies have been created and patented in the last 15 years

1st place

BY THE NUMBER OF PROFESSIONAL EDUCATIONAL ORGANIZATIONS IN RUSSIA

In 2018, the Ural Federal University named after the First President of Russia B. Yeltsin organized the Fourth Summit of Technical Universities, which was attended by about 300 representatives of Russian and Chinese universities

5th place

BY THE NUMBER OF UNIVERSITIES

THERE ARE 250

ENGINEERING SPECIALTIES

MORE THAN 40 UNIVERSITIES AND INSTITUTIONS OF PROFESSIONAL EDUCATION

IN 23

UNIVERSITIES

In 2018, the First academic Assembly of Scientific and Technological cooperation between Russia and China, organized by the Ural branch of the Russian Academy of Sciences, was held, following which Ural branch of the Russian Academy of Sciences and the Academy of Social Sciences of Heilongjiang province signed a Declaration on the establishment of the Association of Scientific and Technical Cooperation between Russia and China, which is planned to include representatives of 156 Chinese and 44 Russian universities

R&D OF THE SVERDLOVSK REGION

Ural Branch of the Russian Academy of Sciences:

38

RESEARCH INSTITUTES

83

MEMBERS OF RUSSIAN ACADEMY OF SCIENCES

673

FULL DOCTORS

1800

PH.D

33 000

RESEARCHERS



EKATERINBURG — IS THE GLOBAL CITY

2nd in rating of event potential

1,5 mln citizens

4th city by the number of inhabitants

- > 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 sporting events**

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

FIFA World Cup 2018



Global Manufacturing and Industrialization Summit - GMIS 2019



WorldSkills Hi-Tech Championship



World Summer Universiade 2023



INNOPROM

INTERNATIONAL INDUSTRIAL TRADE FAIR

THE MAIN INDUSTRIAL, TRADE AND EXPORT PLATFORM IN RUSSIA

INNOPROM-2021 THEME «INDUSTRIAL FLEXIBILITY»

76%

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

600

corporate industrial exhibitors from 20 countries

>100

events of business program

IN 2015, CHINA BECAME THE FIRST PARTNER COUNTRY OF INNOPROM

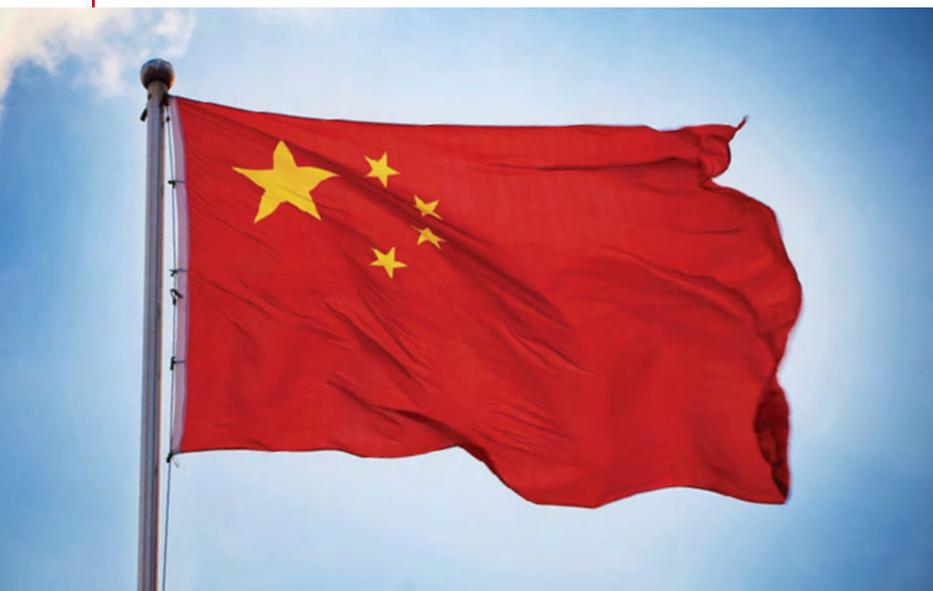


MORE THAN **45 000** UNIQUE VISITORS FROM **95** COUNTRIES AND **60** REGIONS OF RUSSIA

50 000 sq m of exhibition areas

THE SVERDLOVSK REGION IS AN ACTIVE PLAYER IN THE INTERNATIONAL MARKET. TODAY, THE REGION MAINTAINS ECONOMIC TIES WITH **160 COUNTRIES**

The region's foreign trade turnover in 2019 was **\$12 billion** (\$7,3 billion – exports, \$4,7 billion – imports)



16 diplomatic and trade missions, including the **People's Republic of China**

The Sverdlovsk region is the third largest region of the Russian Federation after Moscow and Saint Petersburg by the amount of official missions of foreign states

2 place by non-resource and non-energy exports in Russia

12 honorary consuls of foreign states



TRADE AND ECONOMIC COOPERATION BETWEEN THE SVERDLOVSK REGION AND THE PEOPLE'S REPUBLIC OF CHINA

China ranks **1st in terms of trade turnover among international partners of the Sverdlovsk region**

In April 1991, the first agreements were signed with the representatives of the People's Republic of China on establishing sister relations and mutual friendly cooperation between the Sverdlovsk region and the city of Harbin

Since September 2009 the Consulate General of the People's Republic of China has been working in Ekaterinburg

In July 2016, an agreement on trade, economic, scientific, technical and humanitarian cooperation was signed between the Sverdlovsk Region and the People's Government of Heilongjiang Province

Russian-Chinese EXPO – the largest exhibition of the two countries since 2014 is held alternately in Harbin and Ekaterinburg

Since 2016, a Russian-Chinese business park has been operating in Ekaterinburg, with the Heilongjiang International Exhibition Company as the largest resident

\$ 2107 million

TURNOVER IN 2019

\$ 1175 million

EXPORTS (TWO TIMES GROWTH IN 2018)

\$ 932 million

IMPORTS

EXPORTS:

89%

METALS AND METAL PRODUCTS

81% COPPER

3% ALUMINUM

3% OTHER BASE METALS (TITANIUM, CHROME)

2% FERROUS METALS

7%

MECHANICAL ENGINEERING PRODUCTS

2%

MINERAL PRODUCTS

2%

WOOD

IMPORTS:

37%

MECHANICAL ENGINEERING PRODUCTS

16% MECHANICAL EQUIPMENT (PUMPS, CONSTRUCTION MACHINERY AND EQUIPMENT, METAL WORKING MACHINES, FOOD EQUIPMENT)

17% ELECTRIC EQUIPMENT (ENGINES AND GENERATORS, TELEVISION EQUIPMENT AND HOUSEHOLD APPLIANCES)

2% OPTICAL EQUIPMENT

3% GROUND MEANS OF TRANSPORTATION

24%

METALS AND METAL PRODUCTS

12% FERROUS METALS AND PRODUCTS THEREOF

2% TOOLS

1% COPPER

7% OTHER METAL PRODUCTS

17%

CHEMICAL PRODUCTS

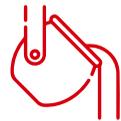
7%

TEXTILE

10%

OTHER PRODUCTS

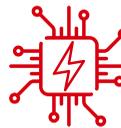
READY TO SUPPLY:



**IRON OR STEEL
CONSTRUCTIONS**



FERRO-ALLOYS



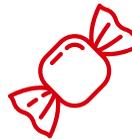
**ELECTRICAL DISTRIBUTION
SYSTEMS**



**NAVIGATION DEVICES AND
INSTRUMENTS**



COSMETICS



**CONFECTIONERY
AND CHOCOLATE**



PLYWOOD



**HIGH VOLTAGE
DISTRIBUTION VALVES**



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

THE SVERDLOVSK REGION IS THE REGION OF SUCCESSFUL INVESTMENT PROJECTS

PROJECT INVESTMENT COST

SIEMENS AG & URAL LOCOMOTIVES

12 billion RUR



URAL BOEING MANUFACTURING

5,5 billion RUR



PUMORI & OKUMA COMPANY

4 billion RUR



HILONG

1,2 billion RUR



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 ANY PROJECT

	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%

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

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

PROMISING INDUSTRIES



▶ MECHANICAL ENGINEERING



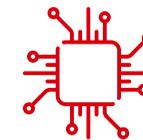
▶ METALLURGY EQUIPMENT



▶ INSTRUMENT ENGINEERING



▶ HEALTHCARE



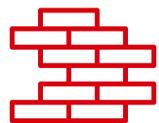
▶ IT



▶ CHEMICAL INDUSTRY



▶ LOGISTICS



▶ CONSTRUCTION MATERIALS



▶ WOODWORKING

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





EVGENY KUYVASHEV

Governor of the Sverdlovsk region

Address: 620031, Ekaterinburg, Oktyabrskaya square, 1

Phone: +7 (343) 354-00-95, +7 (343) 362-18-51

Website: gubernator96.ru

E-mail: so@midural.ru

VYSOKINSKY ALEXANDER

First Deputy Governor of the Sverdlovsk region

Address: 620031, Ekaterinburg, Oktyabrskaya square, 1

Phone: +7 (343) 362-17-00

Website: www.midural.ru

E-mail: pso@egov66.ru

VICTORIA KAZAKOVA

Minister of investment and development
of the Sverdlovsk region

Address: 620031, Ekaterinburg, Oktyabrskaya square, 1

Phone: +7 (343) 362-17-66, +7 (343) 312-00-31 (ext. 001)

Website: www.midural.ru

E-mail: mir@egov66.ru

**INVESTMENT PROMOTION
AGENCY OF THE SVERDLOVSK REGION**

Address: 620014, Ekaterinburg, Boris Yeltsin St., 3, office 517

Phone: +7 (343) 311-52-80

Website: invest-in-ural.ru

E-mail: welcome@ai-so.ru