

THE SVERDLOVSK REGION: INVESTMENT POTENTIAL AND CONGRESS AND EXHIBITION OPPORTUNITIES



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СОБЫТИЯ
НА УРАЛЕ

GENERAL INFORMATION ON THE SVERDLOVSK REGION

194,3 th. km²
total area

> 4,2 M people
population

Yekaterinburg
regional center

UTC + 05:00



GROWTH POINT IN THE HEART OF RUSSIA

Sverdlovsk region is a large economically developed region of the Russian Federation with a high level of business, cultural, and social activity



3,2
trillion rubles GRP of the Sverdlovsk region in 2022



13,5 billion USD volume of foreign trade in 2022



542 billion rubles investment volumes in fixed capital in 2022



3,3 trillion rubles volume of shipped products in 2022

HIGH INDUSTRIAL POTENTIAL

2A
investment rating



ROAD SYSTEM

over 30% of all Russian roads pass through Sverdlovsk region

6 federal highways over 33 th. km regional roads



RAILWAY TRANSPORT

11% of shipment of all RF railways is performed by the Sverdlovsk railroad

7200 km length of Sverdlovsk railroad



AIR TRANSPORT

over 100 flight destinations

best regional airport in Russia and CIS in 2019, 2020, 2022

INVESTMENT-ATTRACTIVE REGION OF RUSSIA

2,4

TRILLION RUBLES

AMOUNT OF THE INVESTMENT PROJECTS TO
BE IMPLEMENTED IN THE SVRDLOVSK
REGION IN 2018-2024

4 times higher

IS CONCENTRATION OF INDUSTRIAL
ENTERPRISES IN THE REGION'S INTERNAL
MARKET COMPARED TO OTHER RUSSIAN
REGIONS

THESE ARE THE PROJECTS IN
PROMISING INDUSTRIES - MACHINE-
BUILDING, METALLURGY,
INSTRUMENTATION, CHEMICAL
INDUSTRY, LOGISTICS, WOODWORKING,
TOURISM

The Sverdlovsk Region is an investment-attractive region of Russia; we apply an individual client-oriented approach to each investor and provide comprehensive government support, which allows us to quickly and efficiently implement investment projects in our region

It is beneficial to open and run a business in the Sverdlovsk region:

over 195 thousand subjects

of small-medium
business operating in
the region

5th PLACE

is occupied by the
region among
Russian regions by
SME number

Successfully operating business development institutes :



АГЕНТСТВО
ПО ПРИВЛЕЧЕНИЮ
ИНВЕСТИЦИЙ
Свердловской области

INVESTMENT
ATTRACTION AGENCY
of the Sverdlovsk region



SVRDLOVSK
REGIONAL
BUSINESS SUPPORT
FOUNDATION



КОРПОРАЦИЯ РАЗВИТИЯ
СРЕДНЕГО УРАЛА

DEVELOPMENT CORPORATION
OF SVRDLOVSK REGION

Титановая
долина
ОСОБАЯ ЭКОНОМИЧЕСКАЯ ЗОНА



TITANIUM VALLEY
SPECIAL ECONOMIC
ZONE



TOURISM
DEVELOPMENT CENTRE
OF THE SVRDLOVSK
REGION

INVESTMENT SITES

 SPECIAL ECONOMIC ZONE



TITANIUM VALLEY
SPECIAL ECONOMIC ZONE

 PLOTS OF PRIVATE AND MUNICIPAL OWNERSHIP

 TASED

LESNOY

NOVOURALSK

YEKATERINBURG

READY SITES SAVE INVESTORS' TIME AND MONEY

 INDUSTRIAL PARKS
special and universal

BOGOSLOVSKIY

HIMPARK TAGIL

NOVOSVERDLOVSKIY

PRO-BUSINESS-PARK

ERR-YUZHNIY



STATE SUPPORT OF INVESTMENT PROJECTS

INDIVIDUAL SUPPORT MEANS FOR EVERY INVESTOR

1 BENEFITS IN TAXES AND INSURANCE FEES

Territorial

Territories of priority development

Special economic zones

Project

Priority investment project

Regional investment project

Investment tax deduction

Special investment contract

Investment protection and encouragement agreement

Sectoral

IT

research, development, implementation activities

2 FINANCIAL STIMULATION OF THE INDUSTRY

Programs of funds and SME Corporations

Investment loans

Soft lending

Pledgery

Specialized ministries' programs

Subsidies from federal and regional budgets

3 NON-FINANCIAL STIMULATION

Accelerators of development institutes and state corporations

Investment projects' follow-up according to the "uniform window" principle

	RF	SVERDLOVSK REGION						
	BASIC RATE	TASED	SEZ	PIP	RIP	INV	APECI	IT-INDUSTRY
INCOME TAX	20%	5%	2%	16,5%	10%	Deduction of up to 90% of expenses' amount	Conditions' inalterability for the tems of the agreement and infrasturcte expenses' reimbursement	3%
PROPERTY TAX	2,2%	0%	0%	0%	0%	2,2%		2,2%
LAND TAX	1,5%	0%	0%	1,5%	0%	1,5%		1,5%
INSURANCE FEES	30%	7,6%	30%	30%	30%	30%		7,6%

OPPORTUNITIES

2 200 000

EMPLOYABLE
POPULATION



2,5 million ha

QUALITY
AGRICULTURAL
LAND



OVER **50**
FINANCIAL AND CREDIT
ORGANIZATIONS
INCLUDING
INTERNATIONAL

THE MARKET- UNITING REGION



INTERNATIONAL MARKET (B2C)

SR

URFD

RUSSIA

KAZAKHSTAN
+ CHINA

WHOLE WORLD

4.3
million
people

12 M
people

146 M
people

1.4
billion
people

7.7
billion
people

INTERNATIONAL MARKET (B2B)

200 th.
enterprises in
the SR

\$ 34,6 B
GRP

\$ 8,5 B
export from
the SR

REGIONAL MARKET

workforce:

over 40 universities and
professional education
institutions

raw materials:

fuel and energy resources
metals (inc. precious)
construction materials
First-added value products

industrial real estate:

dozens of industrial production
sites

millions of square meters of
quality storage facilities

capital

REGION OF
SUCCESSFUL
PROJECTS

“Siemens AG”
and Ural
locomotives LLC

12
Billion
rubles



URAL BOEING
MANUFACTURING

5,5
Billion
rubles



PUMORI AND
OKUMA COMPANY

4
Billion
rubles



HILONG

1,2
Billion
rubles



WE ARE PROUD OF OUR PROJECTS. WE
ARE KNOWN ALL OVER THE WORLD



PROMISING INDUSTRIES

MACHINE-BUILDING

Production, scientific, technical, workforce capacities. Export of industrial products of the Sverdlovsk region to 92 countries of the world

METALLURGY

Large operating enterprises with rich history and a well-deserved worldwide reputation

INSTRUMENTATION

Enterprises leading in the domestic sales market, one of the best engineering schools in the world

CHEMICAL INDUSTRY

Production of high-tech products - quality and range

LOGISTICS

The third largest transport hub in Russia, one of the best in the CIS countries

OPENING NEW, DEVELOPING TRADITIONS

FOOD INDUSTRY

A successful industry and an area for investment. Investment forecast doubling in the 10-year period

IT TECHNOLOGIES

A cluster of strong IT companies, over 30 thousand specialists, the total volume of services is more than 55 billion rubles per year

MEDICINE

Over 200 healthcare institutions, a high concentration of medical equipment and medical instruments manufacturing enterprises, leading positions in the production of innovative medical products

WOODWORKING

Over 50% of wood and paper-based products are exported abroad



QUALITY SERVICES FOR INVESTORS

ANO “INVESTMENT ATTRACTION AGENCY OF THE SVERDLOVSK REGION” PROVIDES THE INVESTORS WITH SERVICES ON EVERY STAGE OF INVESTMENT PROJECT’S REALIZATION IN THE UNIFROM WINDOW MODE

INVESTMENT PROJECTS’ FOLLOW-UP - QUICK, EFFICIENT, CONFIDENTIAL



1 PLANNING

Information provision on the market and business environment

Presentation of investment sites of the Sverdlovsk region

Informing on support measures for investors

Compiling investment offers



2 PREPARATION

Selection of an investment site according to the investor’s criteria

Offers’ preparation for structuring the project’s financial model

Offers’ preparation for optimizing the project’s implementation schedule



3 REALIZATION

Assistance in obtaining means of support and solving issues of project’s financing

Informational, consulting and organizational support in passing administrative procedures

Assistance in solving workforce issues

Assistance in establishing connections with the executive authorities of the Sverdlovsk region



4 ADVANCEMENT

Assistance in establishing connections with the local business community

Assistance with project’s advancement in Russia and abroad

Assistance in establishing foreign economic relations

REGION WITH HIGH BUSINESS ACTIVITY

SVERDLOVSK REGION IS A REGION WITH HIGH BUSINESS ACTIVITY, ABOUT 55% OF DESTINATION VISITS ARE BUSINESS TRAVEL. THE INFRASTRUCTURE OF THE HOSPITALITY INDUSTRY IS HIGHLY DEVELOPED, ITS OPPORTUNITIES ARE EXPANDING EVERY YEAR: NEW SITES, HOTELS, CREATIVE SPACES APPEAR



> 1 million
BUSINESS TOURISTS EVERY
YEAR

2nd place
FOR 10 YEARS IN THE EVENT
POTENTIAL RATING OF
RUSSIAN REGIONS



over 500
CONGRESS, EXHIBITION,
BUSINESS EVENTS EVERY YEAR

REGION WITH HIGH
BUSINESS ACTIVITY



Over 50 sites for congress
and exhibition events



THE KEY SITE OF THE REGION IS THE
INTERNATIONAL EXHIBITION CENTER
“EKATERINBURG-EXPO” WITH 4 EXHIBITION
PAVILIONS WITH A TOTAL AREA OF 50 THOUSAND
SQ. METERS AND A MODERN CONGRESS CENTER
WITH A MULTIFUNCTIONAL HALL FOR 5,000 SEATS



REGION WITH HIGH BUSINESS ACTIVITY



THE DEVELOPED HOTEL NETWORK OF THE SVERDLOVSK REGION IS ABLE TO RECEIVE GUESTS OF ANY LEVEL. THE TERRITORY OF THE REGION ALLOCATES BRANDS OF WORLD HOTELS SUCH AS HYATT, PARK INN BY RADISSON, ACCOR, BY VIENNA HOUSE, RAMADA, 4ELEMENTS, AND OWN USTA HOTELS CHAIN.

THE DOORS OF **OVER 6 THOUSAND ESTABLISHMENTS** ARE OPEN FOR GUESTS OF THE SVERDLOVSK REGION AMONG WHICH ARE CAFES, BARS, AND RESTAURANTS SERVING THE WORLD'S GASTRONOMY AND AUTHENTIC URAL CUISINE

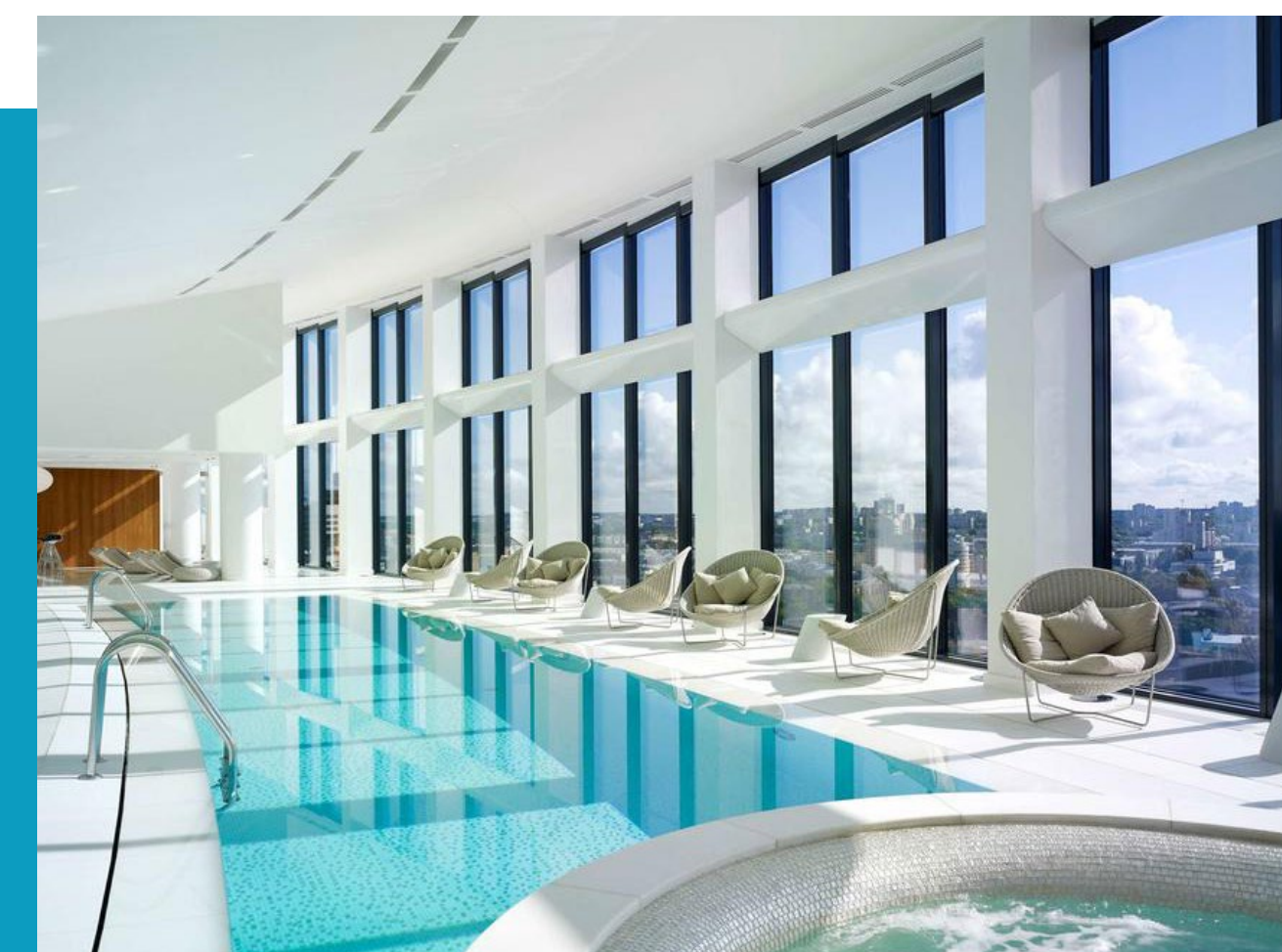
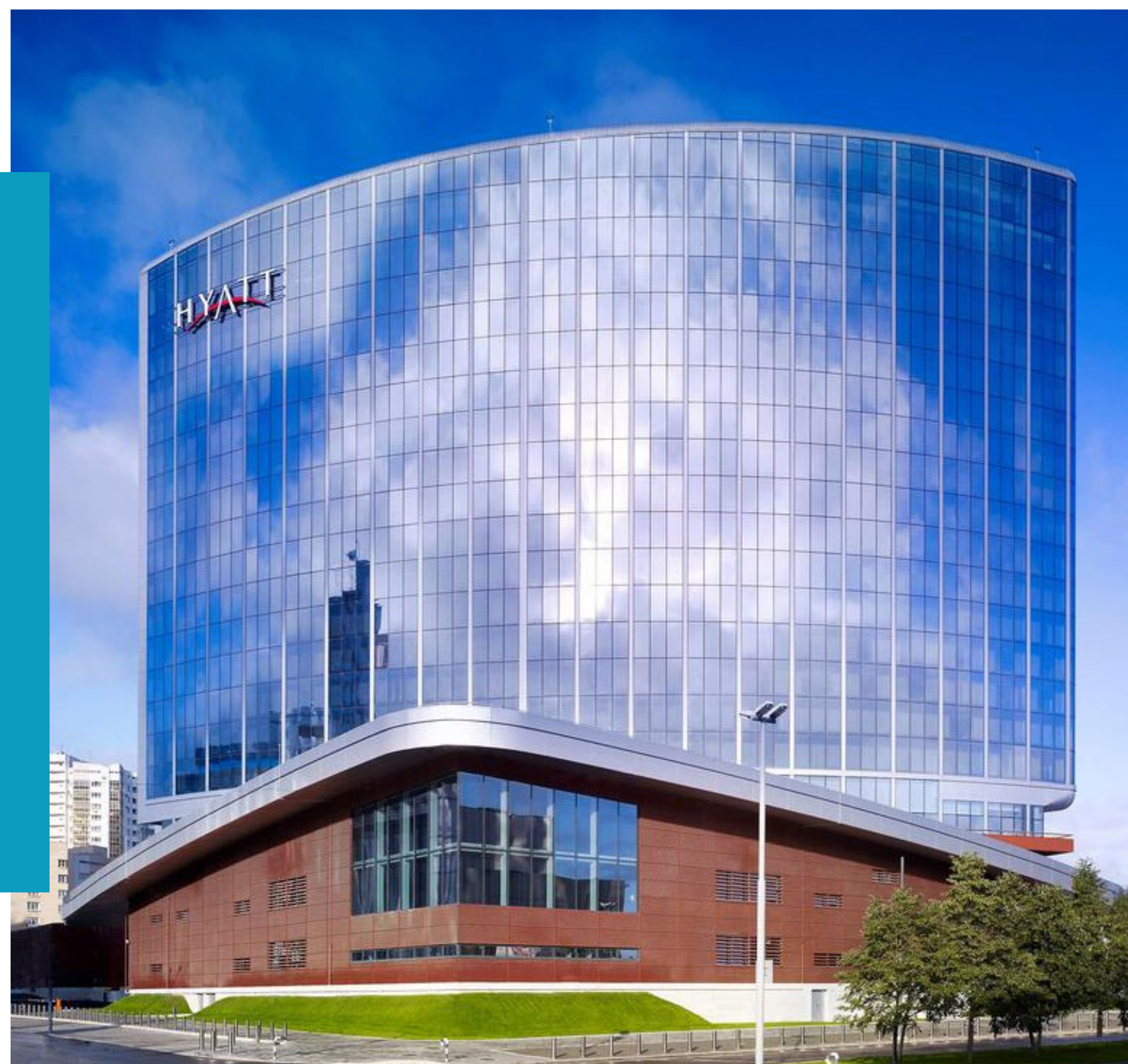
over 550

ACCOMMODATION
FACILITIES ARE LOCATED IN
THE REGION

as of the end of 2022

over 50 thousand

ROOMS IN HOTELS
AND GUESTHOUSES OF THE
REGION



EVENTS OF ANY LEVEL, FORMAT, SCALE

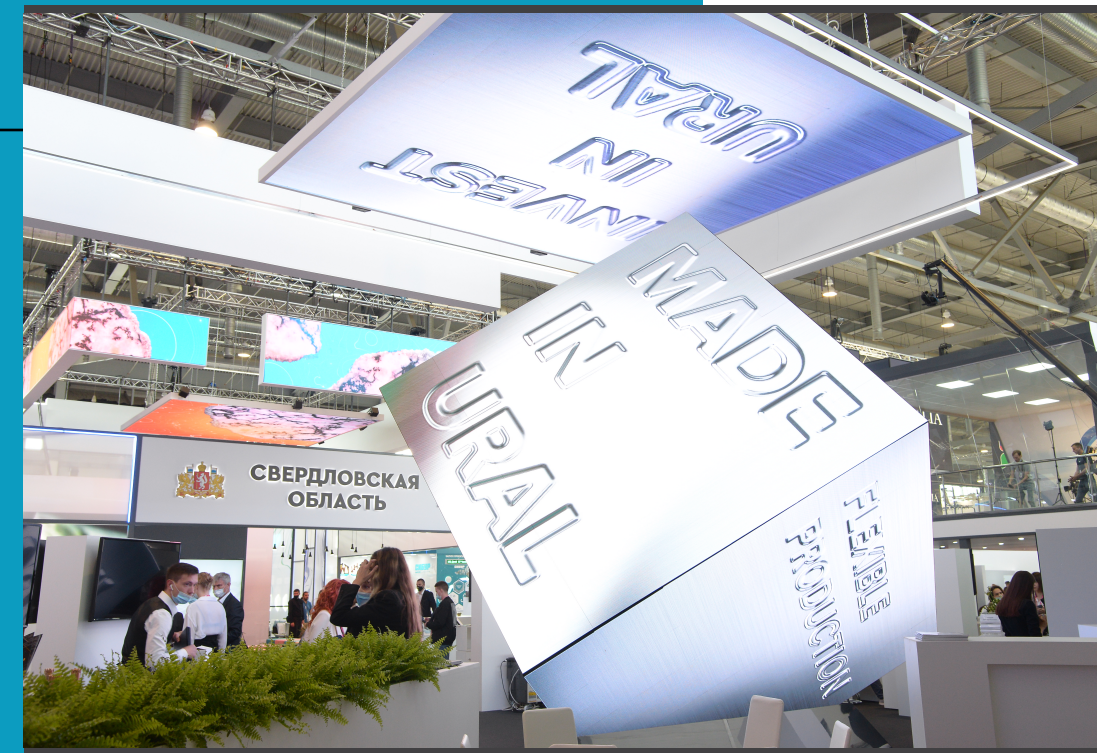
over **14 years**

EXPERIENCE IN HOLDING KEY

INTERNATIONAL AND FEDERAL EVENTS

The Sverdlovsk Region was recognized as the best MICE and congress and exhibition territory by the Russian Travel Awards in 2022

The Sverdlovsk Region received the award "For Innovative Approach to Destination Promotion" at the annual Russian Event Industry Awards EFEA Awards



MILESTONE EVENTS IN THE REGION



International Industrial Exhibition INNOPROM

INNOPROM is Russia's main industrial exhibition. The first INNOPROM was held in 2010, and over time the event has become a key annual event scheduled in the calendar of global industrial leaders. More **than 40,000 thousand people from 60 regions of Russia** come to Ekaterinburg to learn about technological innovations and discuss international industrial trends as part of the INNOPROM business program. The project has gone beyond the borders of Russia and received the name INNOPROM WORLDWIDE - the Russian INNOPROM is getting 3 more representative offices abroad - in Uzbekistan, Kazakhstan, and Indonesia.



International Forum and Exhibition 100+ TECHNOBUILD

100+ TechnoBuild is one of the largest congresses in Russia in the field of design, construction, financing, and operation of high-rise and unique structures, which has been held since 2014 with the support of the Ministry of Construction of Russia. Every year, the event is visited by **over 10 thousand people with more than 120 exhibitors from Russia and foreign countries**



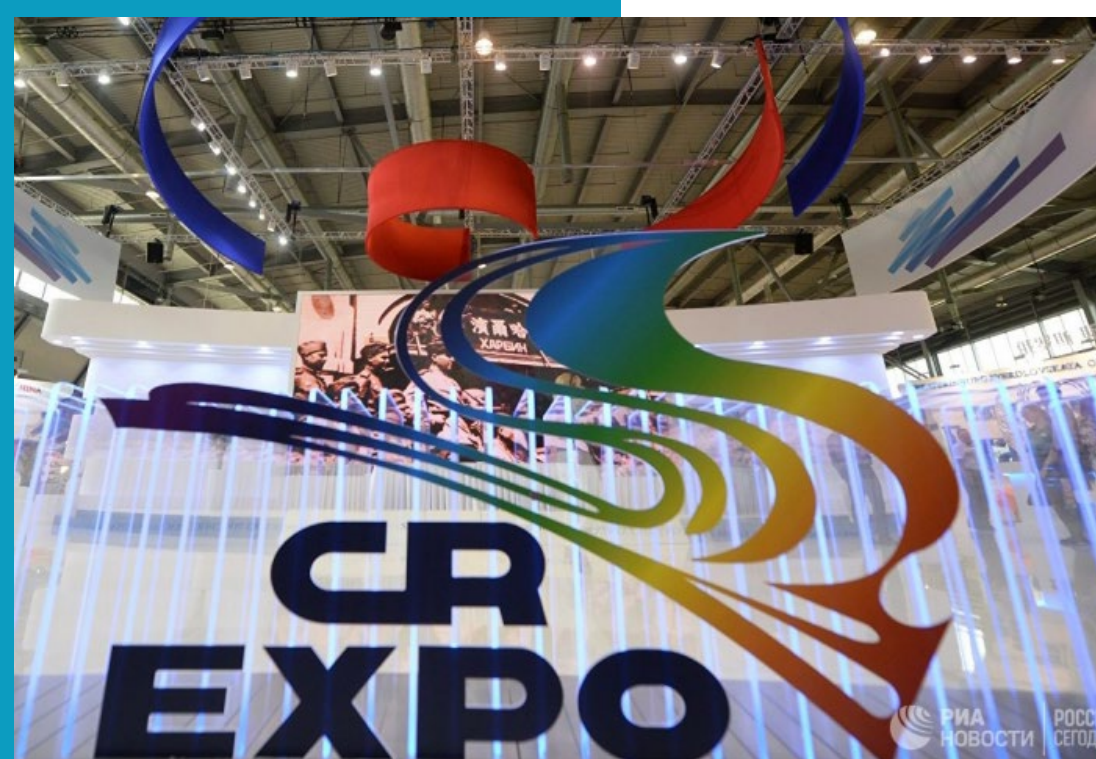
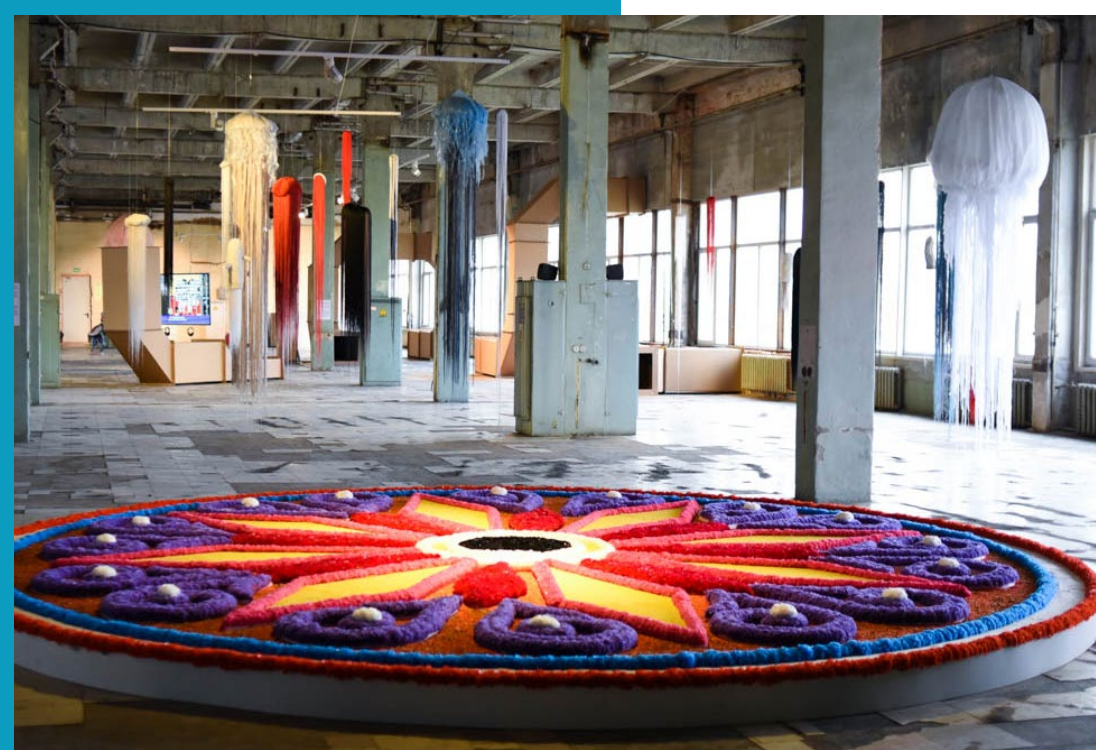
The Hi-Tech International Industry Competition

Since 2014, Ekaterinburg has been the permanent capital of the main federal platform for identifying the best specialists in high-tech industries and the forum of best practices in training for industry, including the assessment of qualifications, building interaction between educational organizations and business.

EVENTS OF ANY LEVEL, FORMAT, SCALE

REGULARLY HELD EVENTS OF THE SVERDLOVSK REGION:

- 1 International Street Art Festival STENOGRAFFIA
- 2 International marathon "Europe - Asia"
- 3 International judo competition for men and women "Grand Slam"
- 4 Festival of Orthodox Culture "Tsar's Days"
- 5 Theater Festival "Kolyada Plays" and others

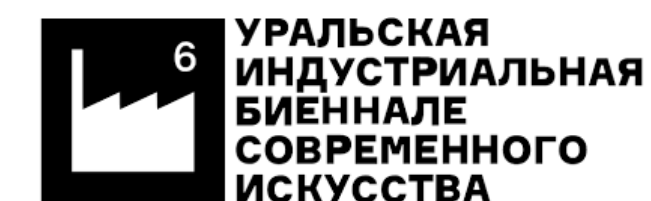


EVENTS OF THE REGION

URAL MUSIC NIGHT

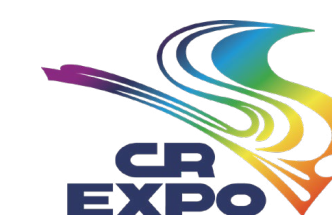
Ural Music Night

The largest and fastest growing festival in Russia. The first Night of Music in the Urals took place in 2015. During the time of the festival, the event has reached the international level, and its audience has increased five times. Every year, 100 stages are built for the Night of Music in Ekaterinburg, **where 2,500 musicians perform for more than 360 thousand guests.**



Ural Industrial Biennale of Contemporary Art

One of the largest regular international projects in the field of contemporary art in the regions of Russia with participation of **over 300 artists from 52 countries**



Russian-Chinese EXPO

The Russia-China EXPO is an important trade and industrial congress and exhibition platform promoting the expansion and diversification of the partnership between Russia and China. The EXPO traditionally includes a large-scale exposition featuring stands of Russian and Chinese companies, expositions of the constituent entities of the Russian Federation, as well as provinces of China. Among the landmark international events held in the Sverdlovsk Region are:

- World Cities Day - UN-Habitat 2019
- All-Russian Congress of Cardiologists - 2017, 2019
- Global Manufacturing and Industrialization Summit GMIS-2019
- FIFA World Cup 2018 matches
- Russia Arms Expo - 2000-2015
- Russia-EU Summit 2013
- BRICS and SCO Summits 2009 and others

SVERDLOVSK REGION IS A MODERN CENTER FOR THE DEVELOPMENT OF EDUCATION, SCIENCE, AND INNOVATION

We have the Ural Branch of the Russian Academy of Sciences, the largest regional Ural Federal University

24 universities **41 branches** located in the region



SVERDLOVSK REGION IS ONE OF THE LEADING CULTURAL CENTERS IN RUSSIA

3rd place

in Russia after Moscow and St. Petersburg by the number of theaters, the region has 35 of them

over 800 museums

in the region

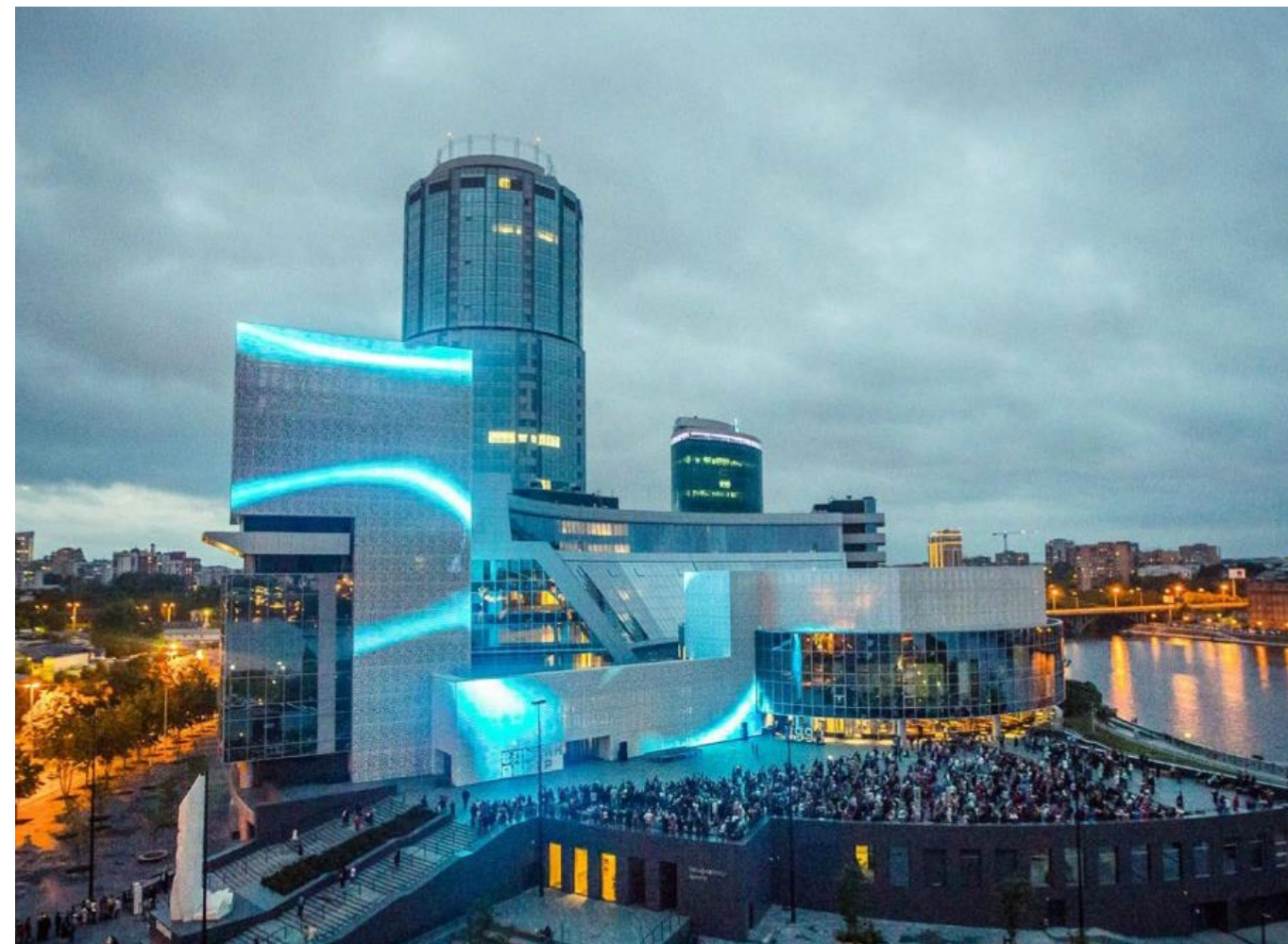
1st place

is occupied by the Sverdlovsk region among the regions of the Ural Federal District in terms of the total number of regional state and municipal museums and the volume of the museum fund, which has about 2 million storage units

The big Shigir Idol is the Ural treasure, it is more than 12 500 years old



TOURISTIC POTENTIAL



>1500
travel agencies

>75
tour operators

>3000
tourist attractions

>150
tour guides

14 billion rubles
VOLUME OF PAID TOURIST SERVICES
BY THE END OF 2022

The Sverdlovsk region is the backbone of the country, the heir to the ancient mining and factory civilization, the birthplace of great figures and strong-minded people. Natural sights, ancient and unusual architectural monuments are discovered by more and more tourists every year.

The journey to the Sverdlovsk region starts from Yekaterinburg

Yekaterinburg is the most compact million city

Yekaterinburg is high skyscrapers and historic streets of the 18th century

Yekaterinburg is the meeting point of the two parts of the world - Europe and Asia

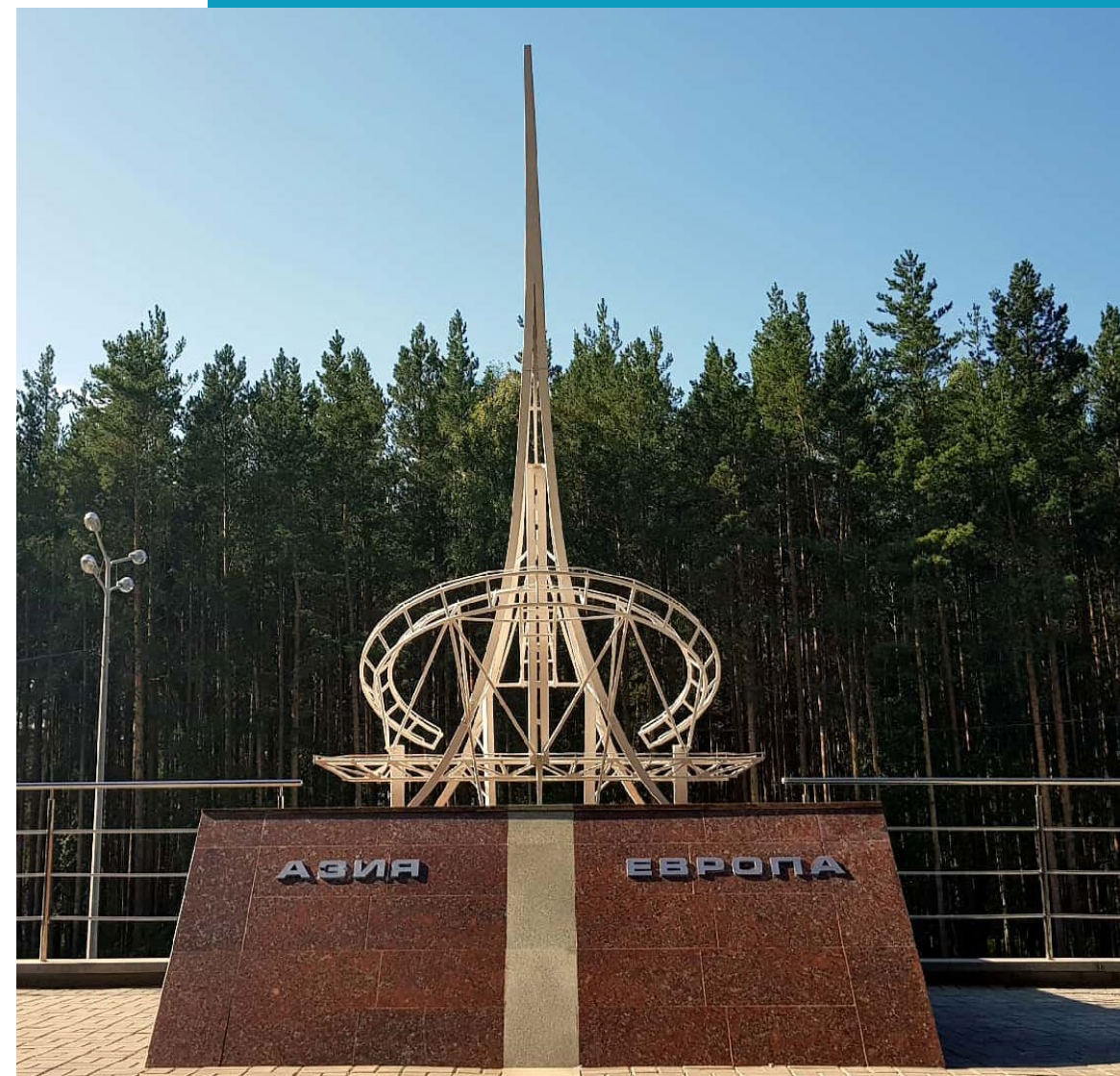
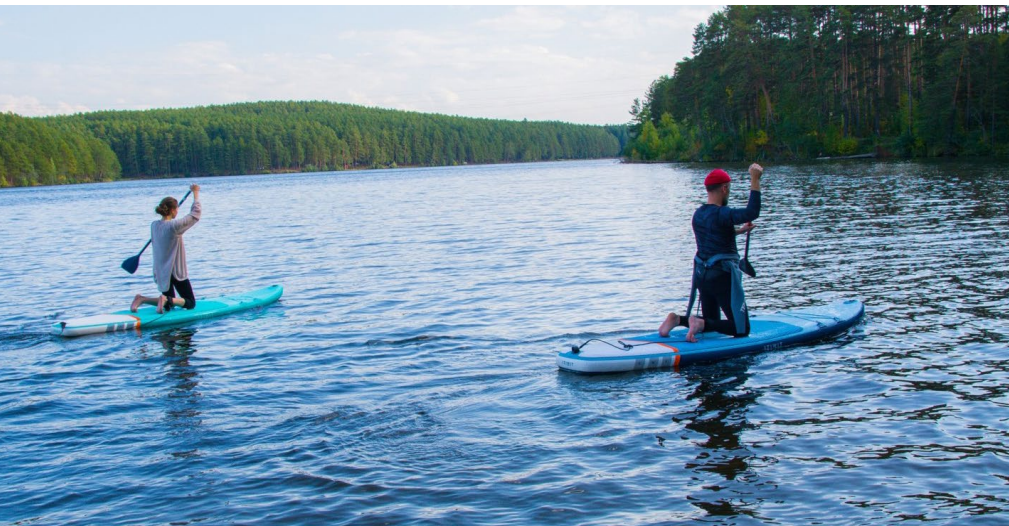
There are over 30 monuments in our region: tourists can cross a continent in one step and receive a certificate of visiting two continents

Forbes considers Yekaterinburg a city underestimated by tourists. We agree with the reputable publication: a city with rich cultural heritage often referred to as the “third capital of Russia”



ECO-TOURISM

SVERDLOVSK REGION IS A LAND OF AMAZING NATURAL PARKS. TOURISTS WILL EXPERIENCE SCENIC URAL FORESTS AND MOUNTAINS, WHERE VISITORS CAN CHALLENGE THEMSELVES BY RUNNING DOWN THE FAST RIVERS OR CLIMBING ROCKS



Natural and theme parks

**Mount Konzhakovsky stone
(1569 m)**

Rivers Chusovaya, Serga, Sosva

**Tourist cluster "Belaya
Mountain"**

INDUSTRIAL TOURISM

INDUSTRIAL TOURISM IS THE HALLMARK OF THE SVERDLOVSK REGION. IT WAS THE DEMIDOV'S DYNASTY THAT STARTED THE INDUSTRIAL DEVELOPMENT OF THE URALS IN 1702. VAST OPPORTUNITIES FOR INDUSTRIAL TOURISM ARE AVAILABLE IN THE SVERDLOVSK REGION WITH MORE THAN 50 TOURIST ROUTES DEVELOPED IN THE TERRITORY OF THE REGION

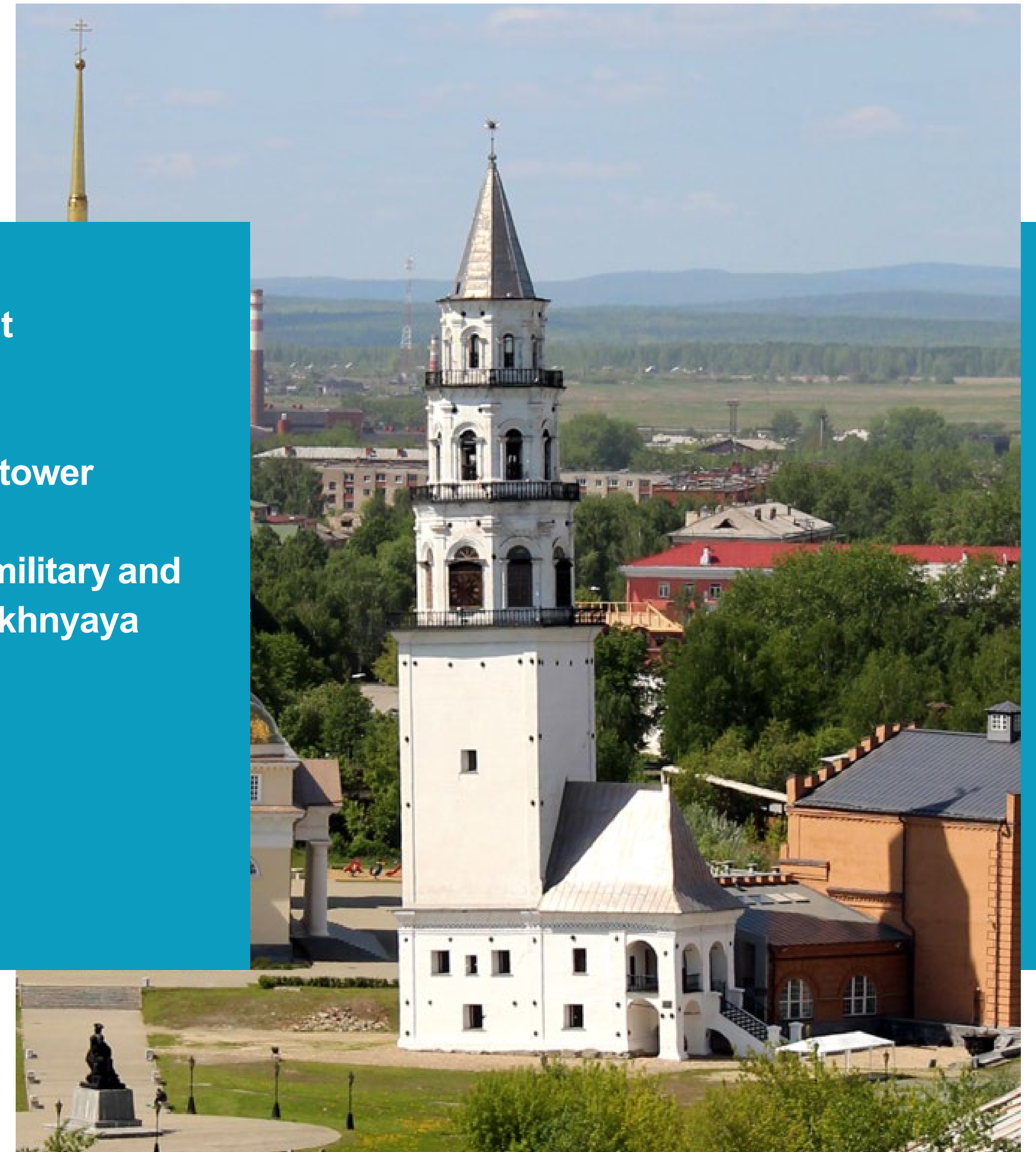


Beloyarsk nuclear power plant
Severskaya blast furnace

Demidovs' Nevyansk leaning tower

Europe's largest museum of military and
automotive technology in Verkhnyaya
Pyshma

Unique deposit of emeralds in
Russia



HEALTH-RELATED TOURISM

TREASURES OF THE SVERDLOVSK REGION IS NOT LIMITED BY GOLD, GEMS, AND MINERALS. IN THE URALS, THERE ARE A LOT OF SOURCES OF MINERAL WATER, PELOIDS, EXCELLENT NATURAL RECREATION ZONES; PICTURESQUE “HEALTH TRACKS” WELCOME THOUSANDS OF TOURISTS EVERY YEAR



> 46 health centers and resorts

4 main types of therapeutic resorts:

- Balneotherapeutic
- Climatic
- Mixed
- Restorative medicine



YOUTH TOURISM

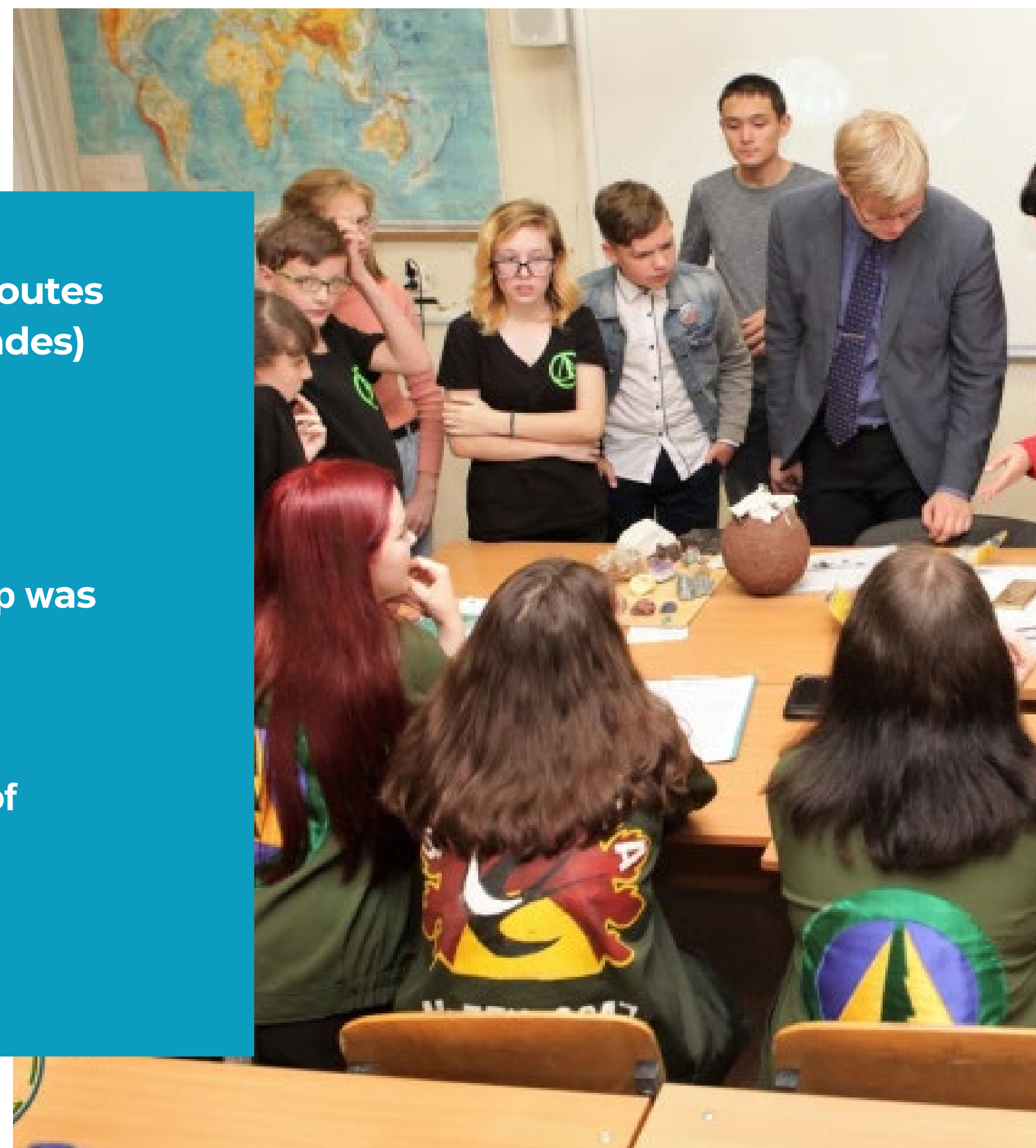
THE COMPLEX PROJECT IN THE SPHERE OF CHILDREN AND YOUTH EDUCATIONAL AND FAMILY TOURISM “URALS FOR SCHOOL” IS BEING IMPLEMENTED BY THE CENTER FOR TOURISM DEVELOPMENT OF THE SVERDLOVSK REGION WITH THE SUPPORT OF THE GOVERNMENT OF THE SVERDLOVSK REGION SINCE 2014



66 excursion educational routes
(age of participants: 1-11 grades)

3 seasonal units: autumn,
spring, summer

“Ural for School” mobile app was
named the best regional
program for youth tourism
development in Russia
according to the Ministry of
Culture of the Russian
Federation



POST-CONVENTION TOURS

EXPLORE

The imperial route — “Romanovs’ Places”, authentic monuments of mining civilization, and nature parks.

GO

at the meeting point of Europe and Asia, at the top of the Urals - the Vysotsky skyscraper, deep in the gold mines of the city of Berezovsky.

VISIT

Hermitage Ural Center and Museum of the Underground

ENERGIZE

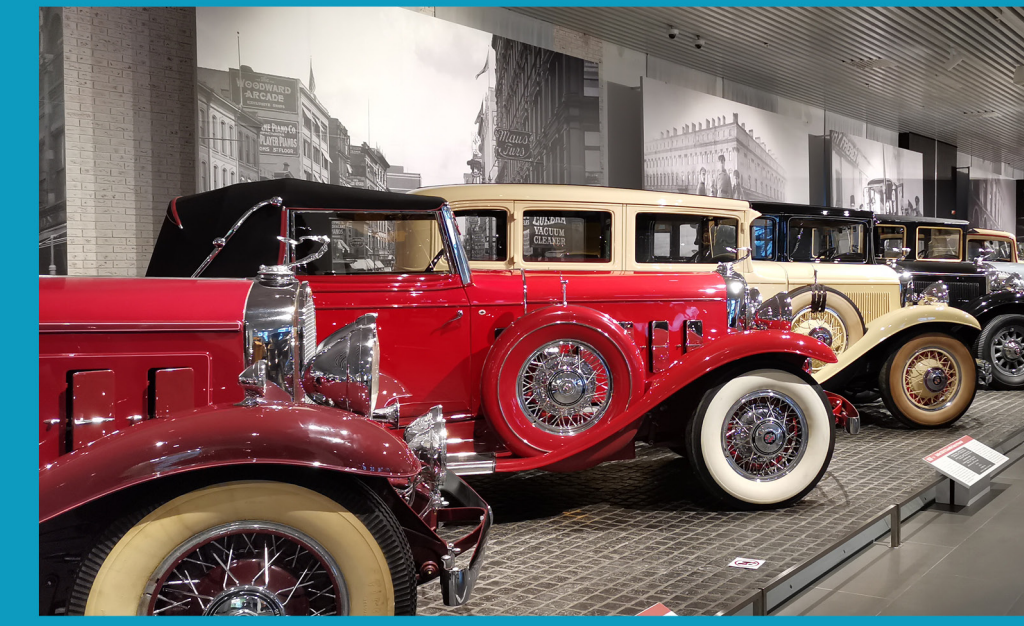
during rafting on the Chusovaya River, rallying on the Mazda MX5CUP

BUY

souvenirs made of Ural gemstones, a malachite casket, a Demidov nail, a Tagil tray, and an Artinsk scythe

TASTE

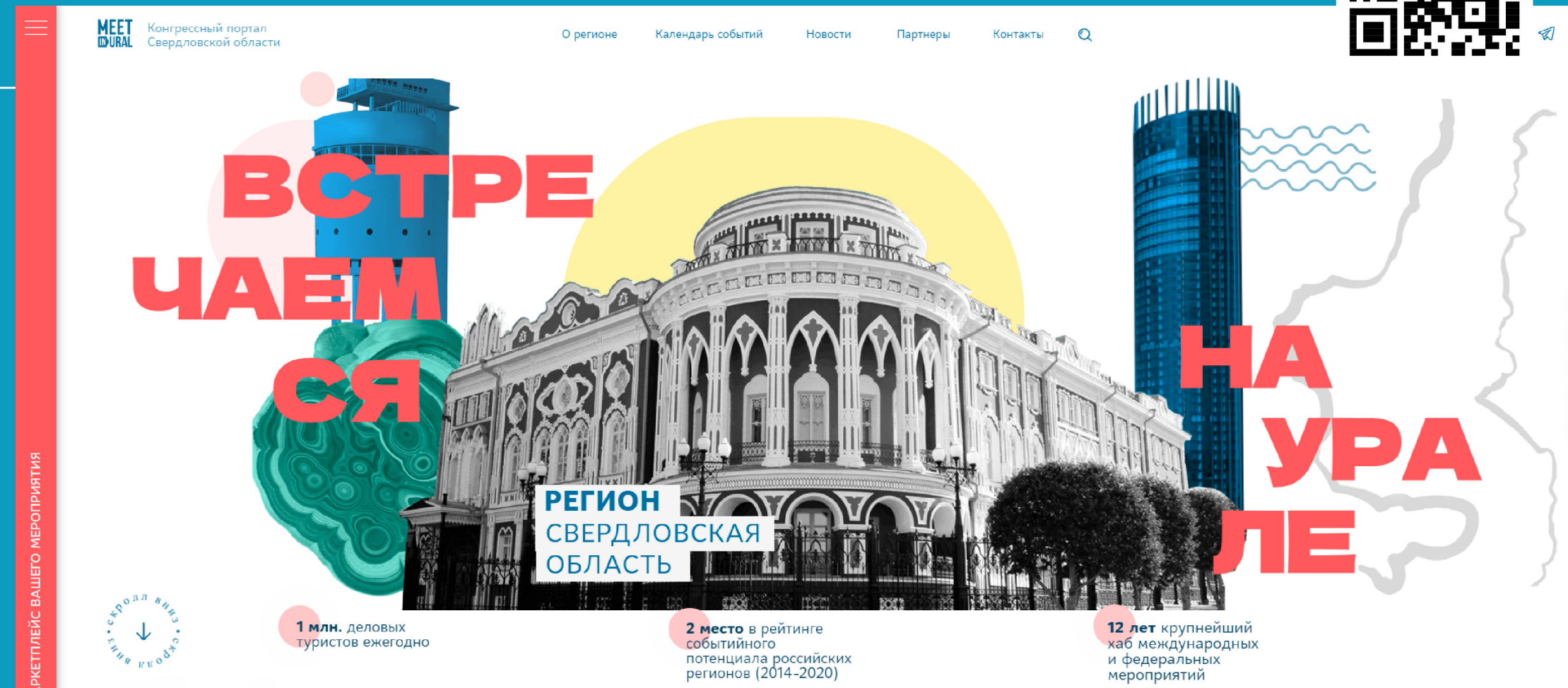
Ivan tea, Ural dumplings, stroganina, dumplings, cherry tomatoes and pike seasoned in the Ural way



LEARN MORE ABOUT CONGRESS AND EXHIBITION ACTIVITIES IN THE SVERDLOVSK REGION

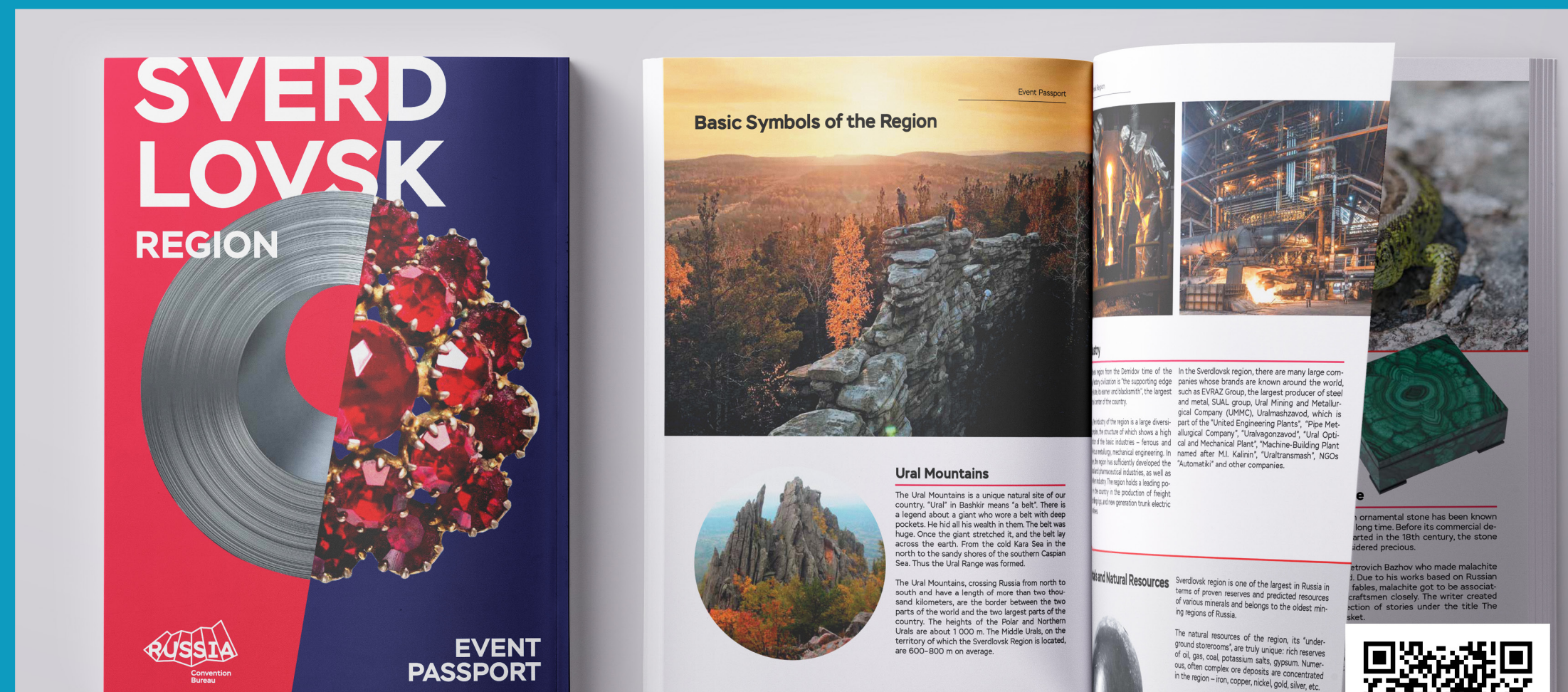
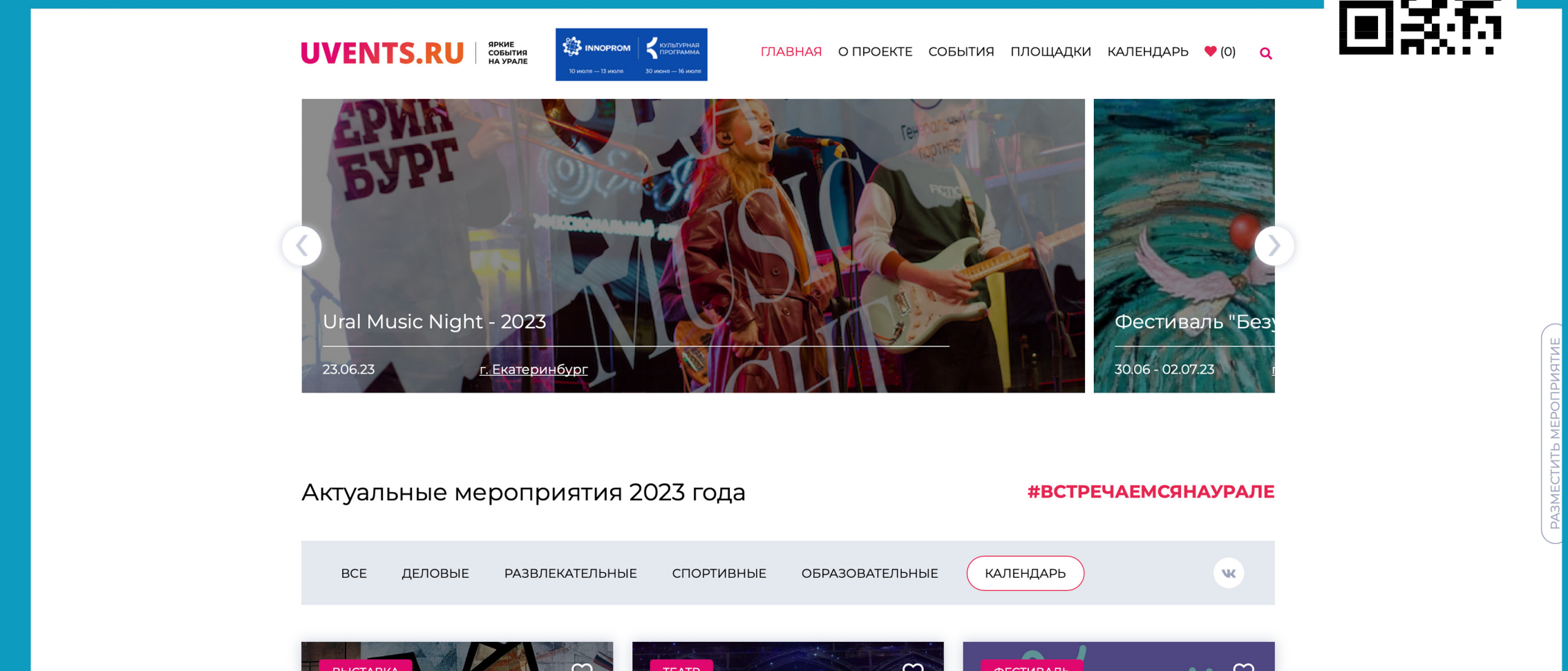
Congress portal
of the Sverdlovsk region

meetinural.ru



Event portal
of the Sverdlovsk region

uvents.ru



Event Passport
of the Sverdlovsk region



РАЗМЕСТИТЬ МЕРОПРИЯТИЕ



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