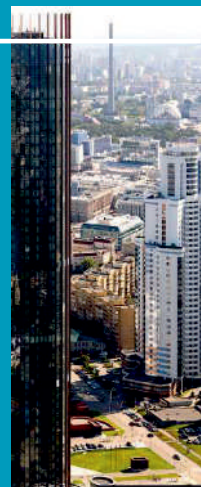


# THE SVERDLOVSK REGION: INVESTMENT POTENTIAL AND CONGRESS AND EXHIBITION OPPORTUNITIES



**INVEST  
URAL**  
invest-in-ural.ru

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CORPORATE  
№ 198/18

## SVERDLOVSK REGION IN 2024

**194,3** th. km<sup>2</sup>  
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



**3,5**  
trillion rubles GRP of the Sverdlovsk region



**9,3 %** industrial production growth



**720,4** billion rubles investment volumes in fixed capital

## HIGH INDUSTRIAL POTENTIAL



**3,7** trillion rubles volume of shipped products



### ROAD SYSTEM

over 32 000 km of highways



### RAILWAY TRANSPORT

2-d place among regional railways in terms of volume of cargo transported

over 10% of total RZD shipment



### AIR TRANSPORT

over 40 Russian and international airlines

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



RUSSIAN FEDERATION

SVERDLOVSK REGION

MOSCOW

YEKATERINBURG



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:

**>2 mln people**

economically active population

**over 200 thousand**

**companies**

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 :



**INVESTMENT  
PROMOTION  
AGENCY**

of the Sverdlovsk Region

INVESTMENT  
PROMOTION AGENCY  
OF THE SVERDLOVSK  
REGION

**SVERDLOVSK  
REGIONAL  
BUSINESS  
SUPPORT  
FOUNDATION**

SVERDLOVSK  
REGIONAL  
BUSINESS SUPPORT  
FOUNDATION



**DEVELOPMENT CORPORATION  
OF SVERDLOVSK REGION**

MIDDLE URALS  
DEVELOPMENTS  
CORPORATION

**TITANIUM  
VALLEY**

SPECIAL ECONOMIC ZONE



TITANIUM VALLEY  
SPECIAL ECONOMIC  
ZONE



TOURISM  
DEVELOPMENT CENTRE  
OF THE SVERDLOVSK  
REGION

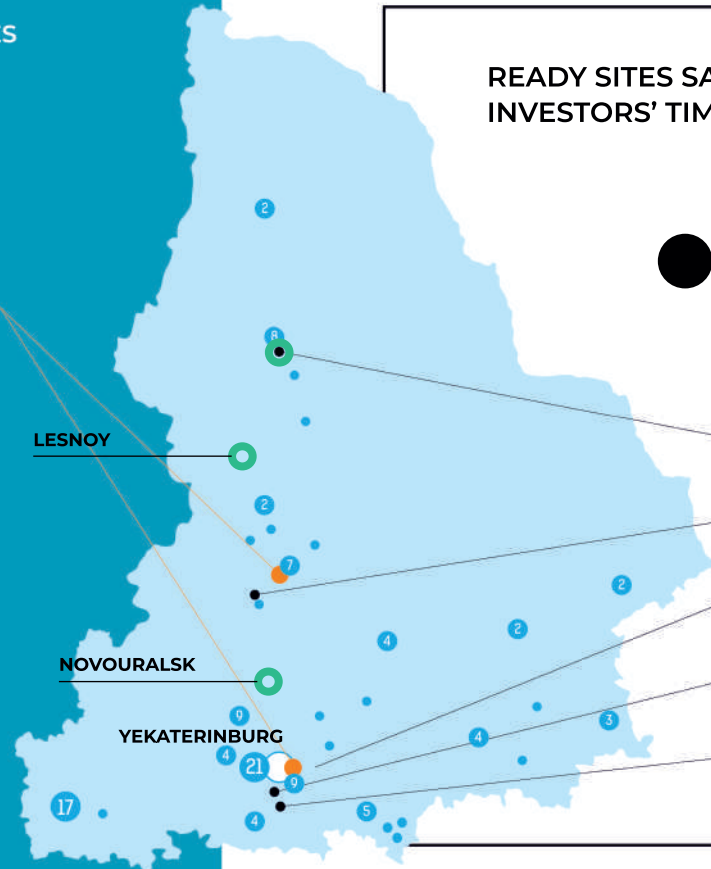
## INVESTMENT SITES

 SPECIAL ECONOMIC ZONE



 PLOTS OF PRIVATE AND MUNICIPAL OWNERSHIP

 PRIVILEGED REGIME



## 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	PRIVILEGED REGIME	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%
LAND TAX	1,5%	0%	0%	1,5%	0%			1,5%
INSURANCE FEES	30%	7,6%	30%	30%	30%			7,6%

## REGIONAL POTENTIAL

### WORKFORCE

over 40 universities and  
dozens of industrial production  
professional education sites institutions

### RAW MATERIALS

fuel and energy resources  
millions of square meters of quality  
storage facilities metals (inc. precious)  
construction materials  
First-added value products

### SCIENCE

26 research institutes of the  
Ural branch of the Russian  
Academy of Sciences

### LOGISTICS

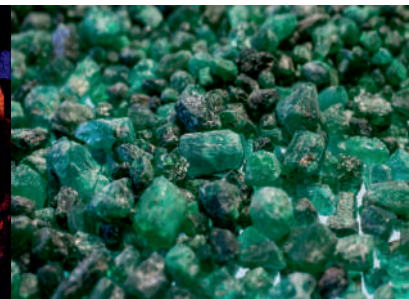
1,25 mln m<sup>2</sup> of storage sites

4 container terminals of 1,2 mln.  
total capacity TEU

### INDUSTRIAL REAL ESTATE

dozens of industrial production  
sites

millions of square meters of  
quality storage facilities



SVERDLOVSK REGION  
INFRASTRUCTURE PROJECTS



"SUKHOI PORT  
"EKATERINBURG" PROJECT



"COSMOS" SCIENTIFIC AND  
PRODUCTION ECOSYSTEM



"URAL FEDERAL  
UNIVERSITY  
CAMPUS"  
PROJECT

## 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 7.5 million m<sup>3</sup> of timber is harvested annually





## 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**

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



**>1 million**

BUSINESS TOURISTS EVERY  
YEAR

**2nd place**

FOR 10 YEARS IN THE  
EVENT POTENTIAL RATING  
OF RUSSIAN REGIONS

**over 50**

CONGRESS AND EXHIBITION  
SITES



**over 500**

CONGRESS, EXHIBITION,  
BUSINESS EVENTS EVERY YEAR

## EVENTS OF ANY LEVEL, FORMAT, SCALE

**over 15 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 2023

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



International  
Industrial  
Exhibition  
INNOPROM



International  
Forum and  
Exhibition 100+  
TECHNOBUILD



The Hi-Tech  
International Industry  
Competition

## MILESTONE EVENTS IN THE REGION

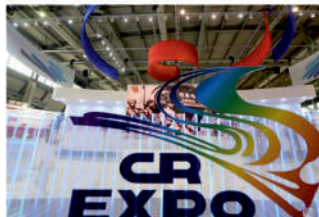


**URAL  
MUSIC  
NIGHT**

Ural Music Night



International  
Street Art  
Festival  
STENOGRAFFIA



Russian-  
Chinese  
EXPO

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

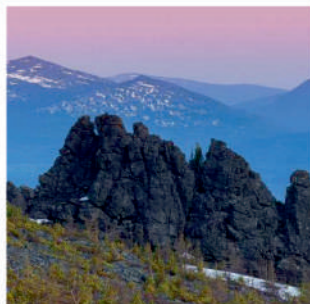
**The big Shigir Idol is the Ural treasure, it is more than 12 500 years old**



## TOURISTIC POTENTIAL

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.

### ECO-TOURISM



Natural and theme parks

Mount Konzhakovsky stone  
(1569 m)

Rivers Chusovaya, Serga, Sosva

Tourist cluster "Belaya Mountain"

### INDUSTRIAL TOURISM



Beloyarsk nuclear power plant

Severskaya blast furnace

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

Unique deposit of emeralds in  
Russia

### YOUTH TOURISM

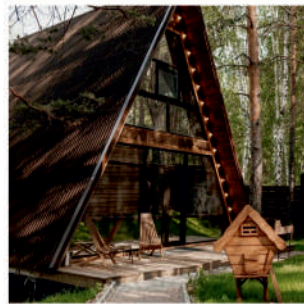


66 excursion educational routes (age of  
participants: 1-11 grades)

3 seasonal units: autumn, spring, summer

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

### HEALTH-RELATED TOURISM



> 46 health centers and resorts

4 main types of therapeutic  
resorts:

- Balneotherapeutic
- Climatic
- Mixed
- Restorative medicine

GOVERNMENT  
OF THE SVERDLOVSK  
REGION



MINISTRY OF INVESTMENT  
AND DEVELOPMENT  
OF THE SVERDLOVSK REGION



INVESTMENT  
PROMOTION  
AGENCY  
of the Sverdlovsk Region

## Investment Promotion Agency of the Sverdlovsk Region

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