

THE SVERDLOVSK REGION: INVESTMENT POTENTIAL AND EVENT & EXHIBITION OPPORTUNITIES



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SVERDLOVSK REGION IN 2024

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



3,5 trillion rubles GRP of the Sverdlovsk region



9,3 % industrial production growth



720,4 billion rubles investments in fixed capital



3,7 trillion rubles amount of shipped products

HIGH INDUSTRIAL POTENTIAL



ROAD SYSTEM

over 32 000 km of highways



RAILWAY TRANSPORT

2nd place among regional railways in terms of volume of cargo transported

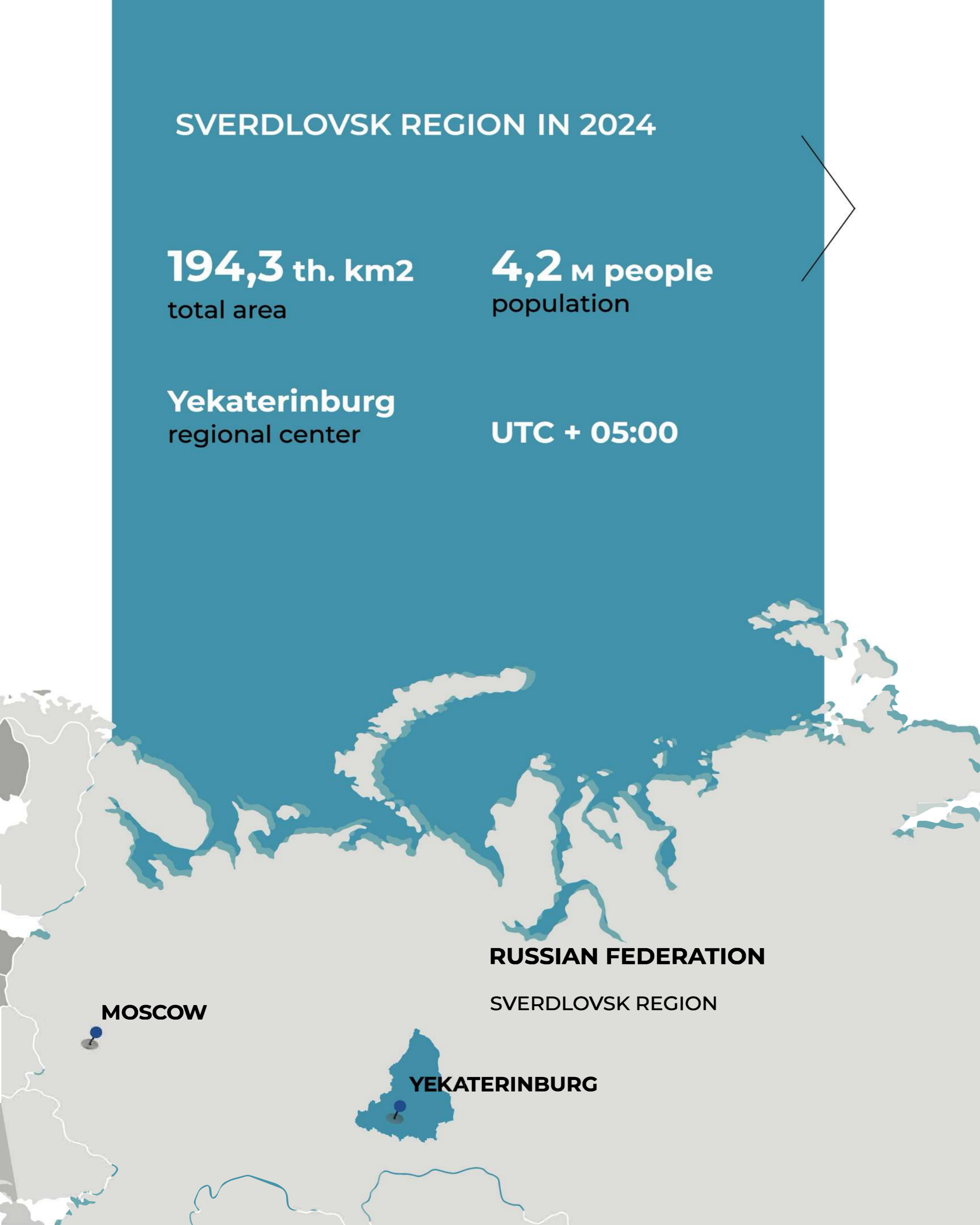
over 10% of total RZD shipment



AIR TRANSPORT

over 40 Russian and international airlines

best regional airport in Russia and CIS in 2019, 2020, 2022
Air Gates of Russia award for 2024





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 count

Successfully operating business development institutes :



INVESTMENT
PROMOTION AGENCY
OF THE SVRDLOVSK
REGION



SVRDLOVSK
REGIONAL
BUSINESS SUPPORT
FOUNDATION



MIDDLE URALS
DEVELOPMENTS
CORPORATION



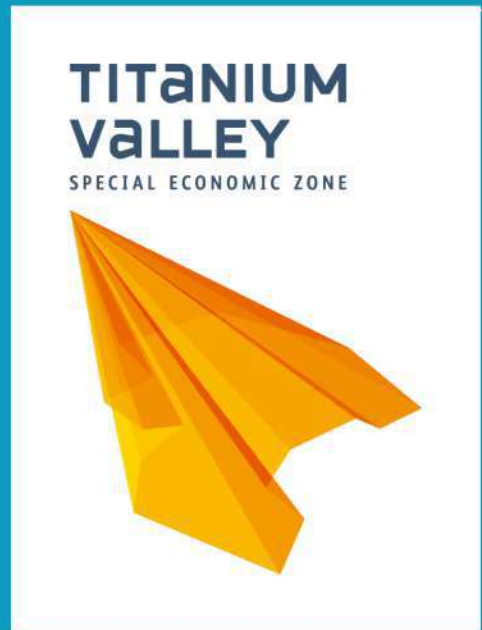
TITANIUM VALLEY
SPECIAL ECONOMIC
ZONE



TOURISM
DEVELOPMENT CENTRE
OF THE SVRDLOVSK
REGION

INVESTMENT SITES

SPECIAL ECONOMIC ZONE



TITANIUM VALLEY
SPECIAL ECONOMIC ZONE

PLOTS OF PRIVATE AND MUNICIPAL OWNERSHIP

TERRITORIES OF ADVANCED DEVELOPMENT

LESNOY

NOVOURALSK

YEKATERINBURG

READY SITES SAVE INVESTORS' TIME AND MONEY

INDUSTRIAL PARKS
special and universal

BOGOSLOVSKIY

VERKHNYAYA TURA

HIMPARK TAGIL

ALAPAEVSK

NOVOSVERDLOVSKIY

PRO-BUSINESS-PARK

PATROSHI

ERR-YUZHNIY



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 ENGINEERING

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

Preparation of proposals for structuring the financial model of the project

Preparation of proposals to optimize the project implementation schedule



3 IMPLEMENTATION

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 PROMOTION

Assistance in establishing connections with the local business community

Assistance in promoting the project in Russia and abroad

Assistance in establishing foreign economic relations

REGION WITH HIGH BUSINESS ACTIVITY

THE SVERDLOVSK REGION IS A REGION WITH HIGH BUSINESS ACTIVITY, WITH BUSINESS TRAVEL ACCOUNTING FOR ABOUT 55% OF VISITS. 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 11 YEARS IN THE EVENT
POTENTIAL RATING OF
RUSSIAN REGIONS



over 500
CONGRESS, EXHIBITION,
BUSINESS EVENTS EVERY YEAR

REGION WITH HIGH
BUSINESS ACTIVITY



Over 50 venues 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.

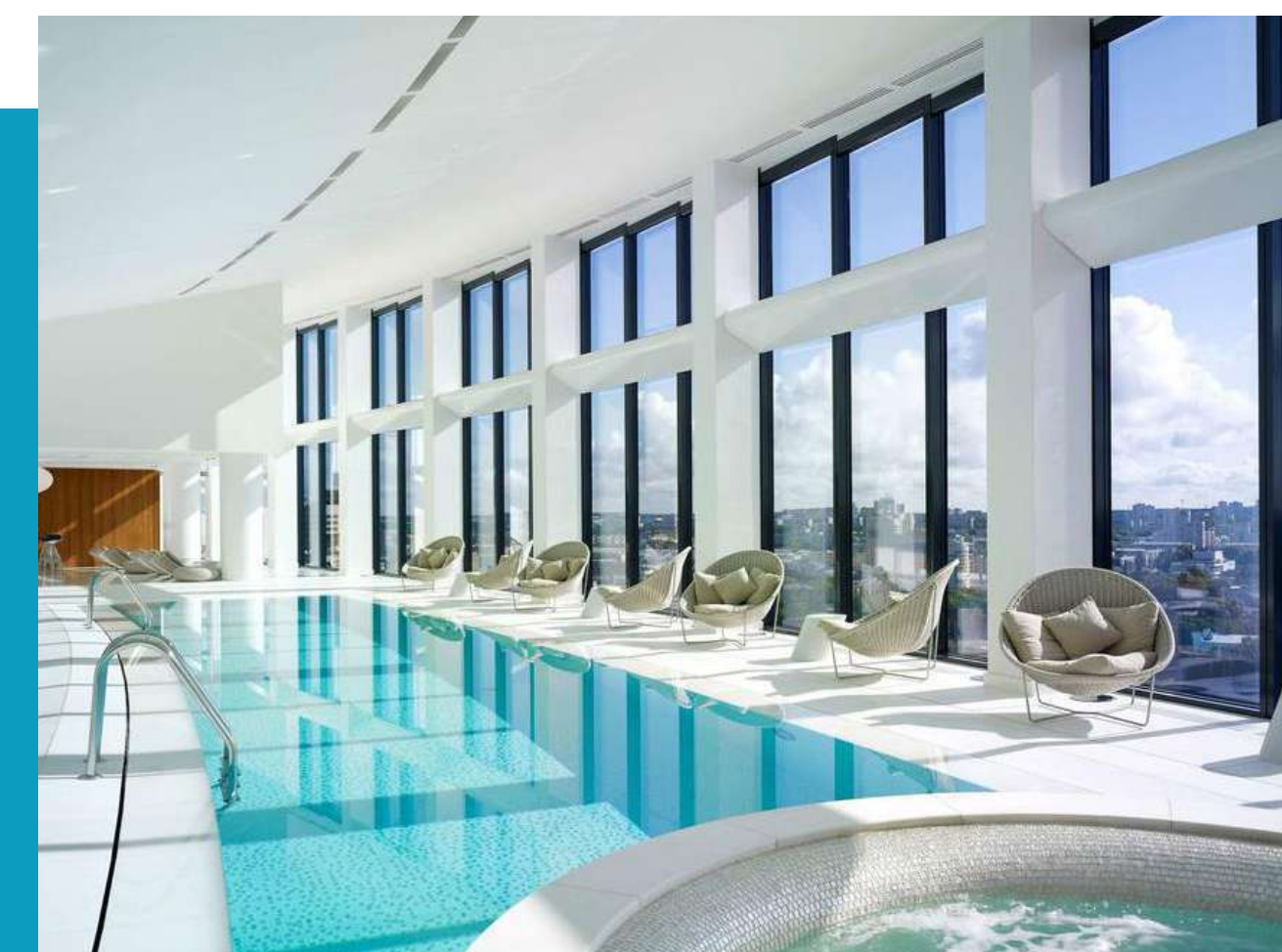
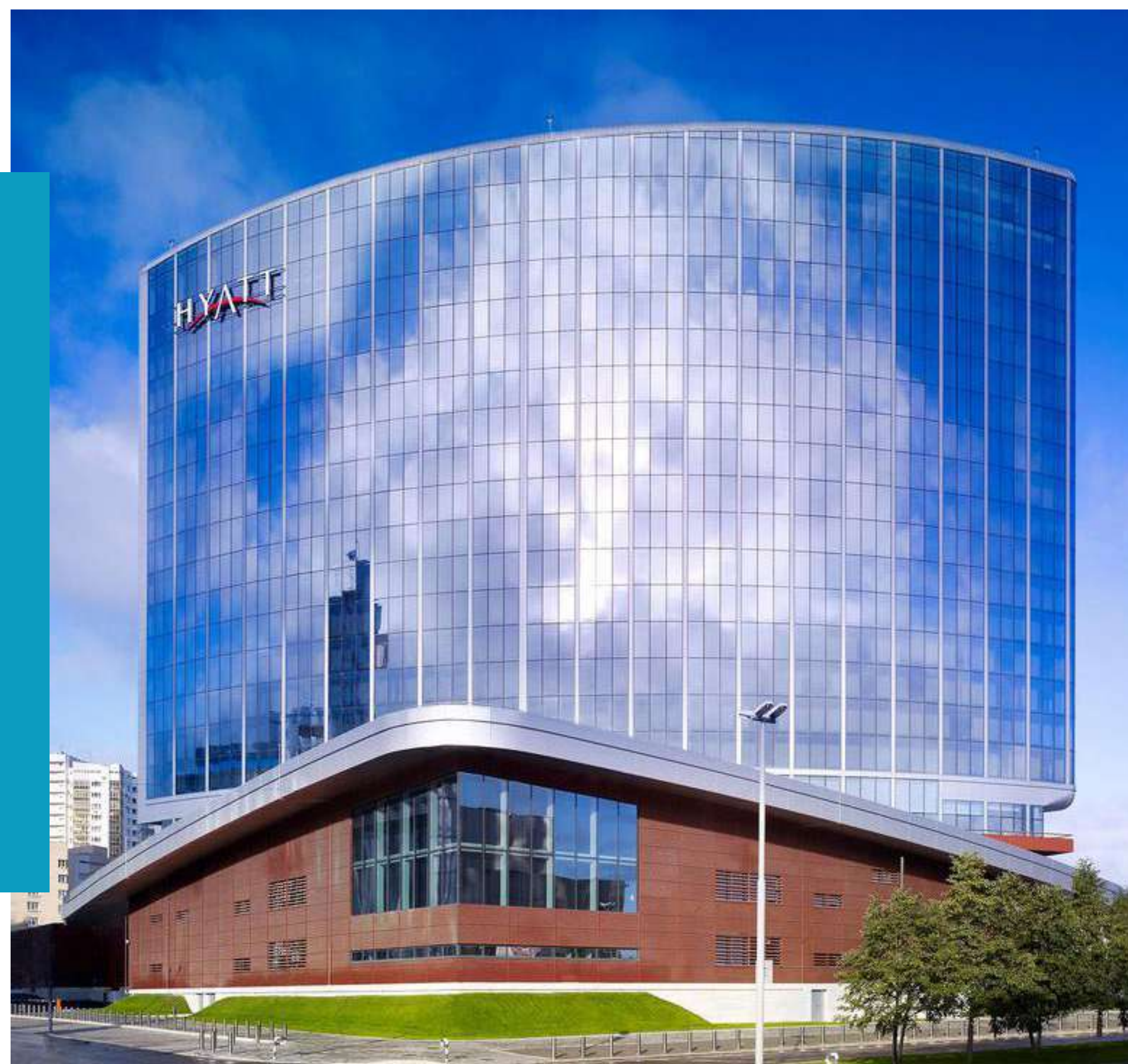
THE DOORS OF MORE THAN 6,000 FACILITIES ARE OPEN TO GUESTS OF THE SVERDLOVSK REGION, INCLUDING CAFES, BARS AND RESTAURANTS WITH MENUS OF WORLD GASTRONOMY AND AUTHENTIC URAL CUISINE.



over 550

ACCOMMODATION
FACILITIES ARE LOCATED IN
THE REGION

over 50 thousand
ROOMS IN HOTELS
AND GUESTHOUSES OF THE REGION



EVENTS OF ANY LEVEL, FORMAT, SCALE

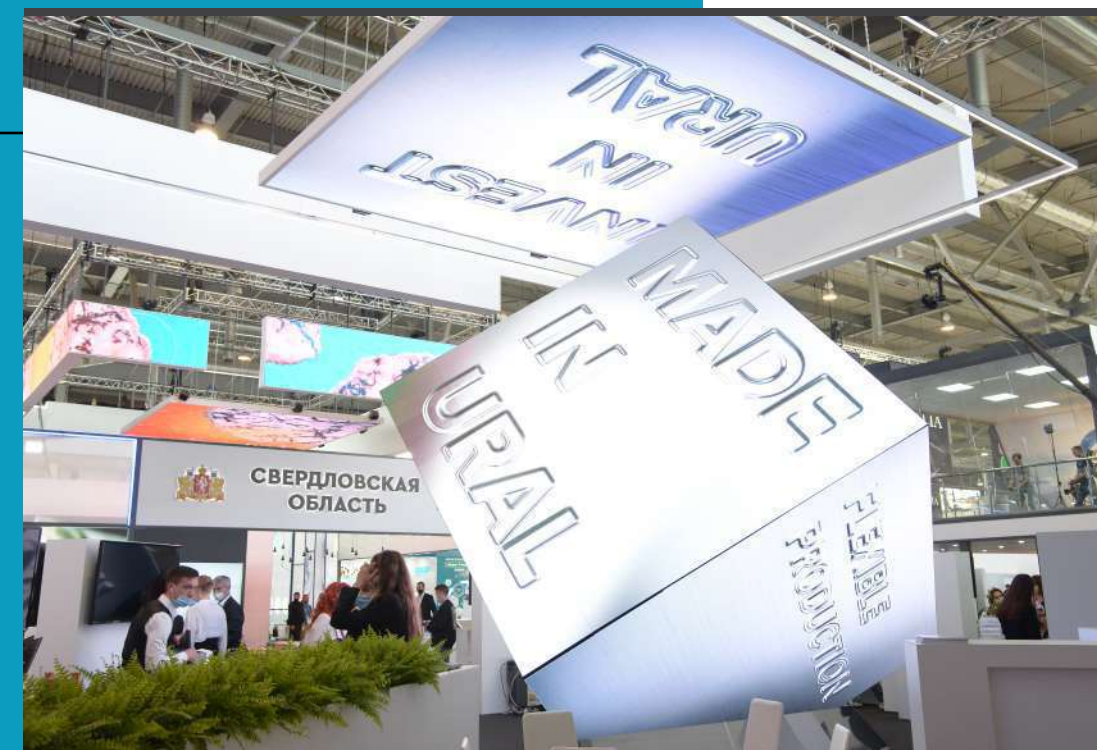
over 15 years

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 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 IN THE SVERDLOVSK REGION:

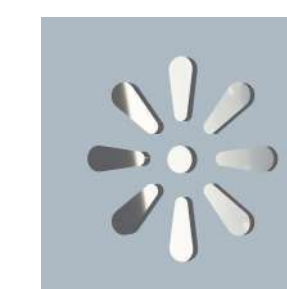
- 1 International Street Art Festival STENOGRAFFIA
- 2 International marathon “Europe - Asia”
- 3 International judo competition for men and women “Grand Slam”
- 4 Festival of Orthodox Culture “Tsar’s Days”
- 5 Theater Festival “Kolyada Plays” and others

EVENTS OF THE REGION

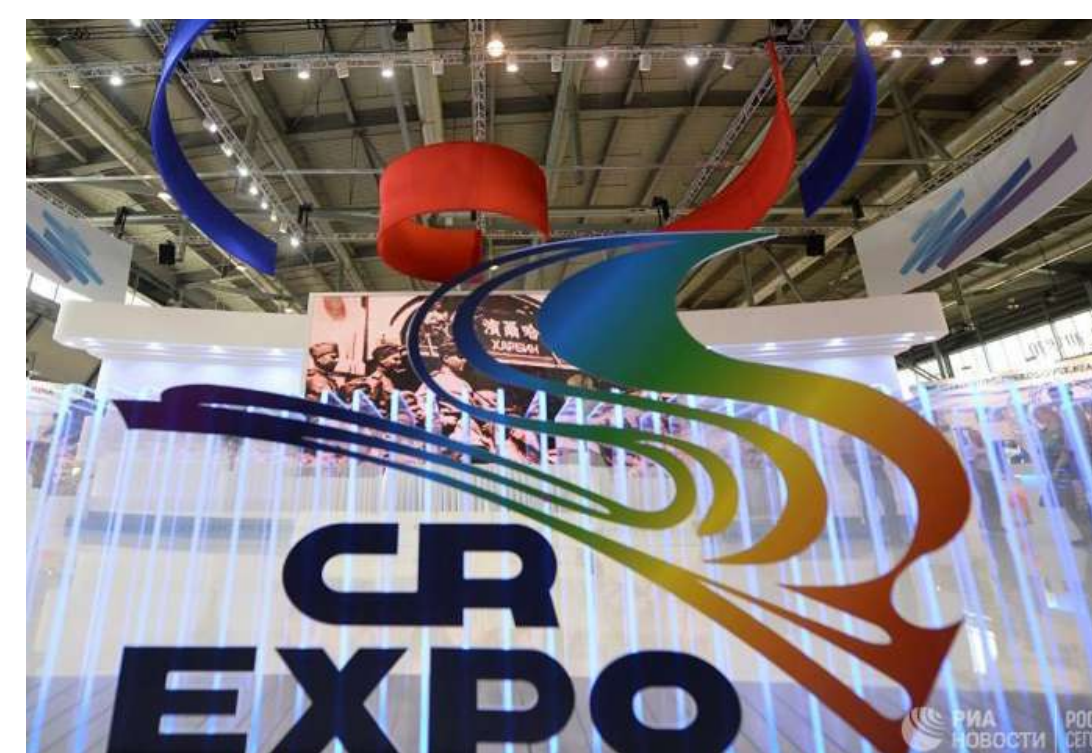


URAL MUSIC NIGHT

Ural Music Night



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



>1500
travel agencies

>75
tour operators

>3000
tourist attractions

>150
tour guides

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-plus city

Yekaterinburg is tall skyscrapers and historical streets of the 18th century

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

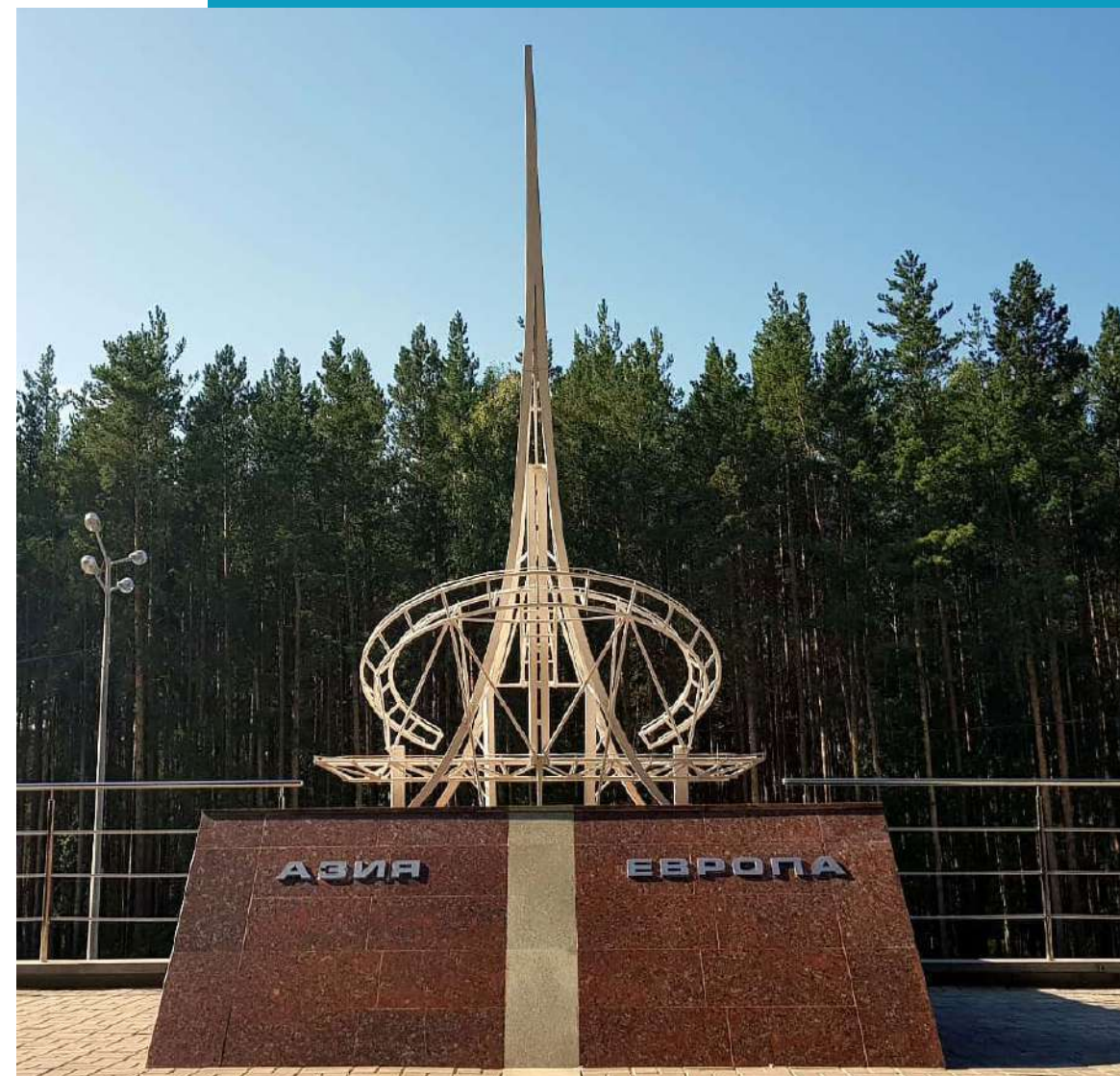
There are over 30 monuments in our region: tourists can cross a continent in one step and receive a certificate of visiting two continents

Forbes considers Ekaterinburg to be a city that is undervalued by tourists. We agree with the reputable magazine: 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

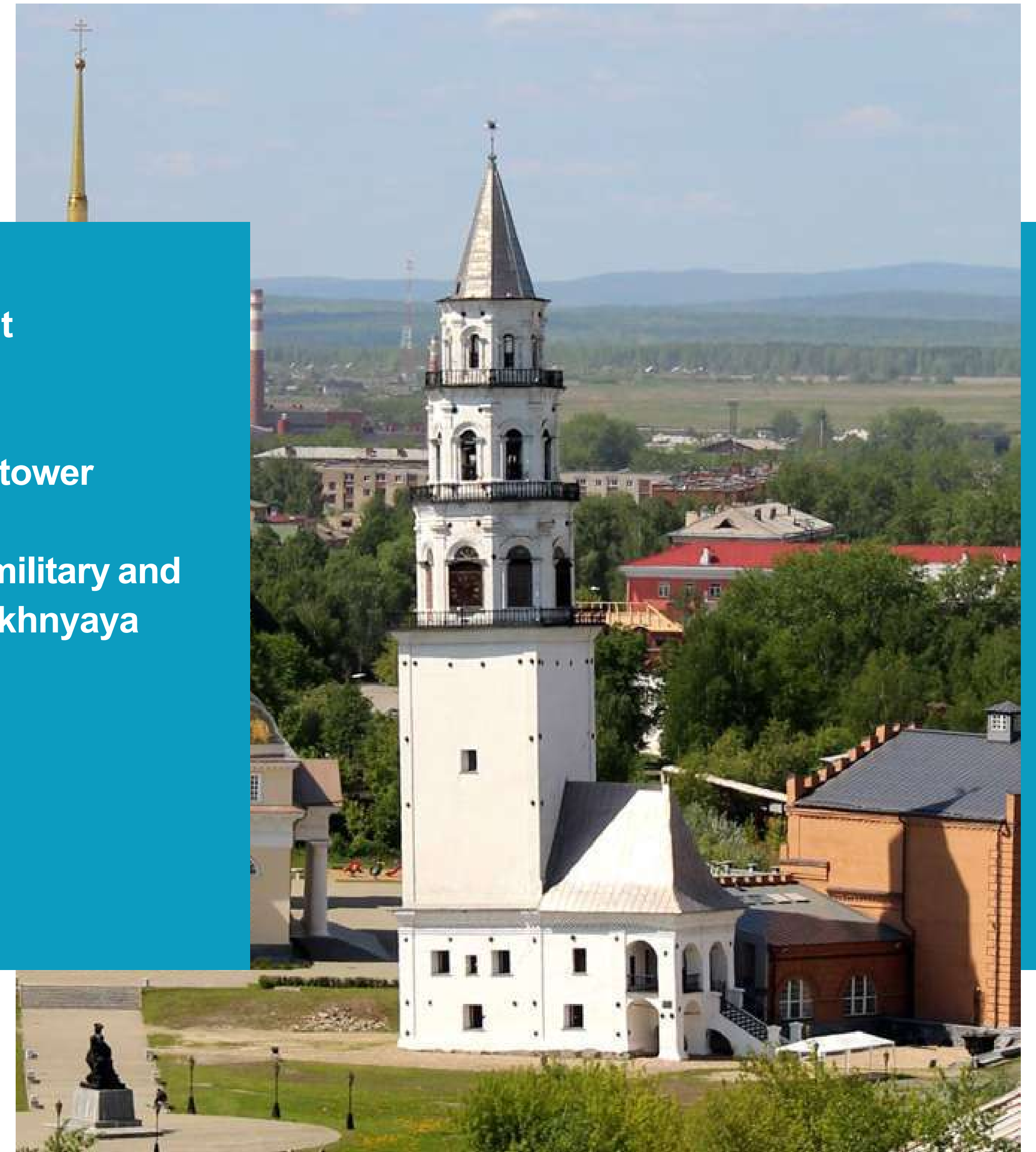


Beloyarsk nuclear power plant
Severskaya blast furnace

Demidovs' Nevyansk leaning tower

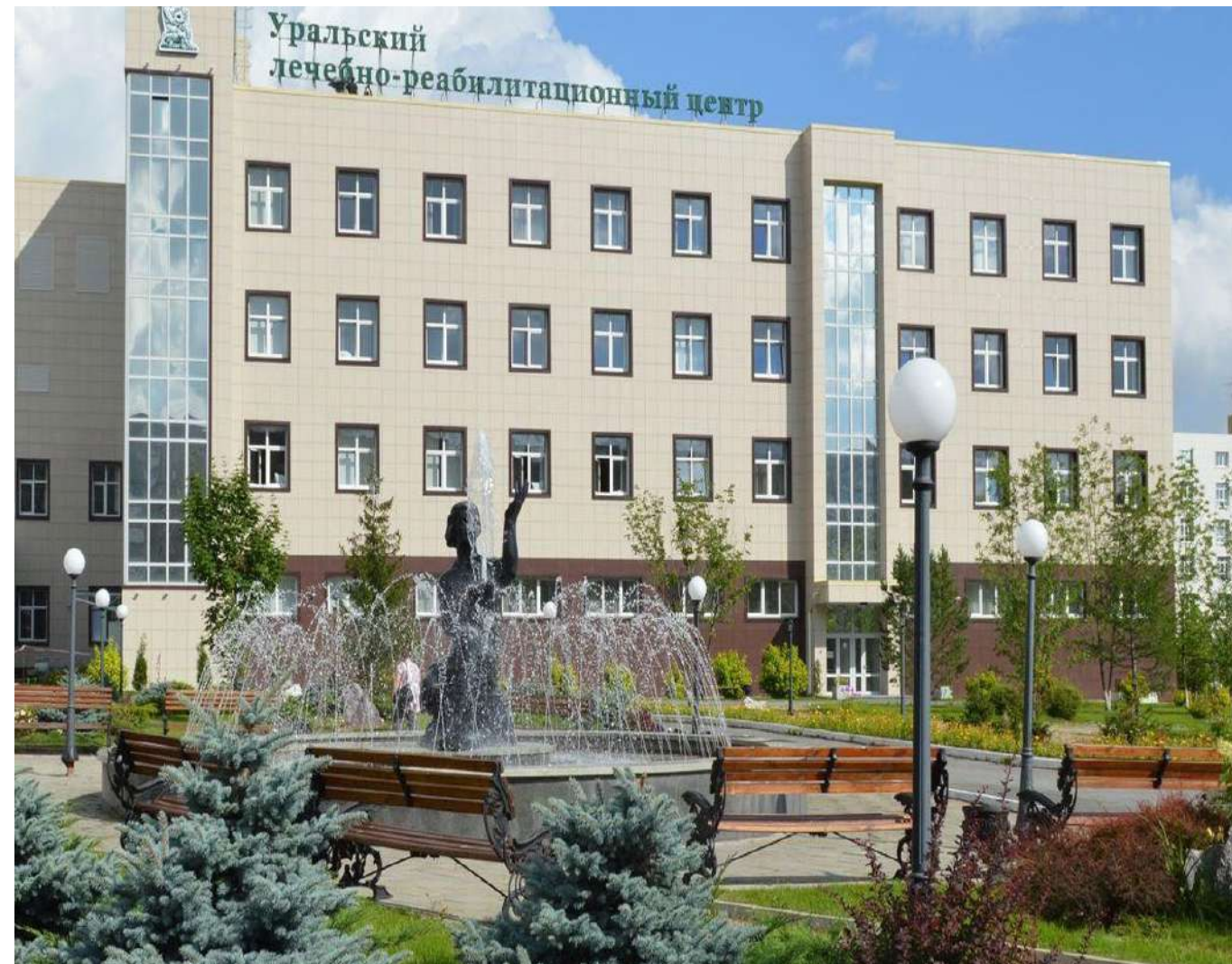
Europe's largest museum of military and
automotive technology in Verkhnyaya
Pyshma

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

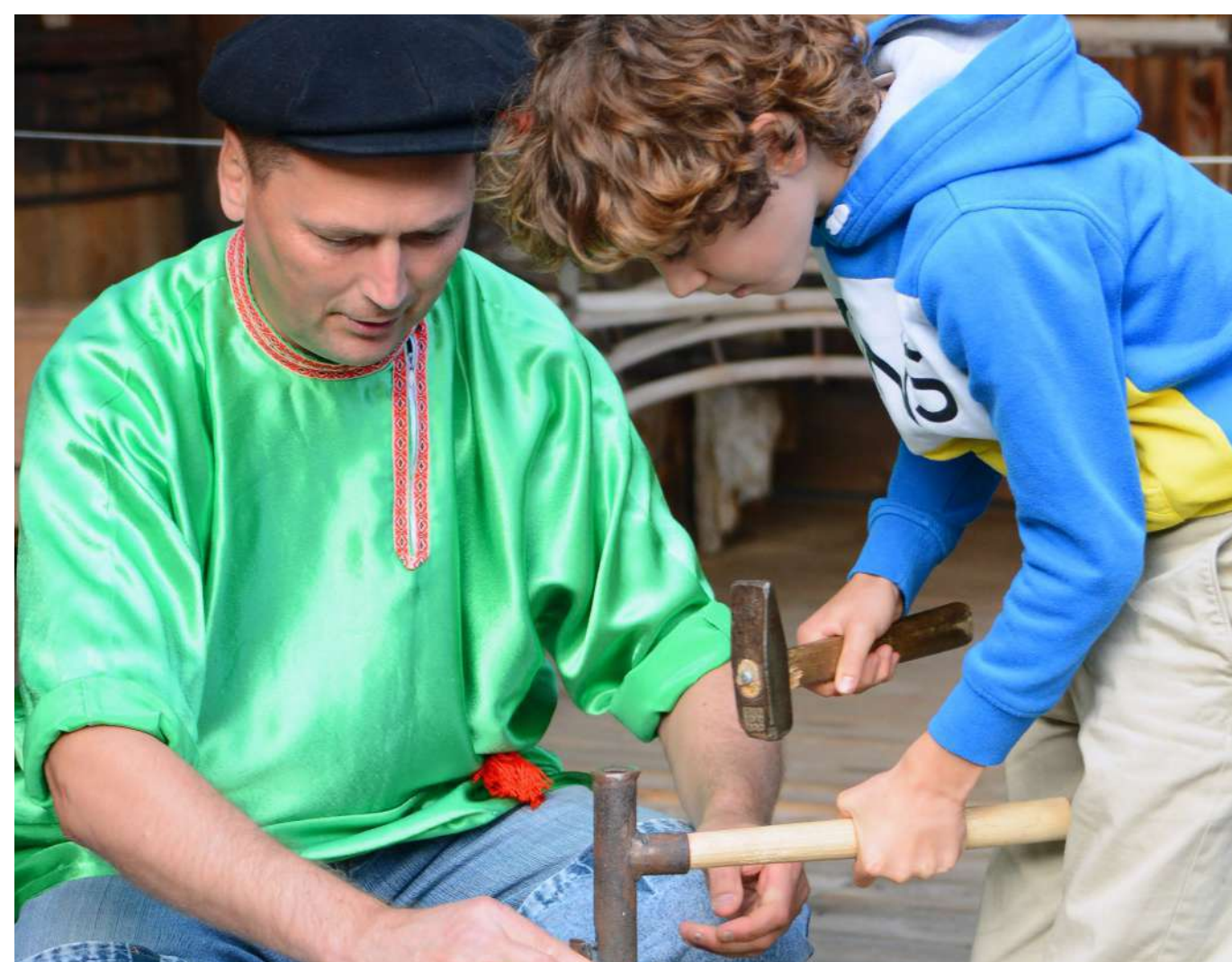
4 main types of therapeutic resorts:

- Balneotherapeutic
- Climatic
- Mixed
- Restorative medicine



YOUTH TOURISM

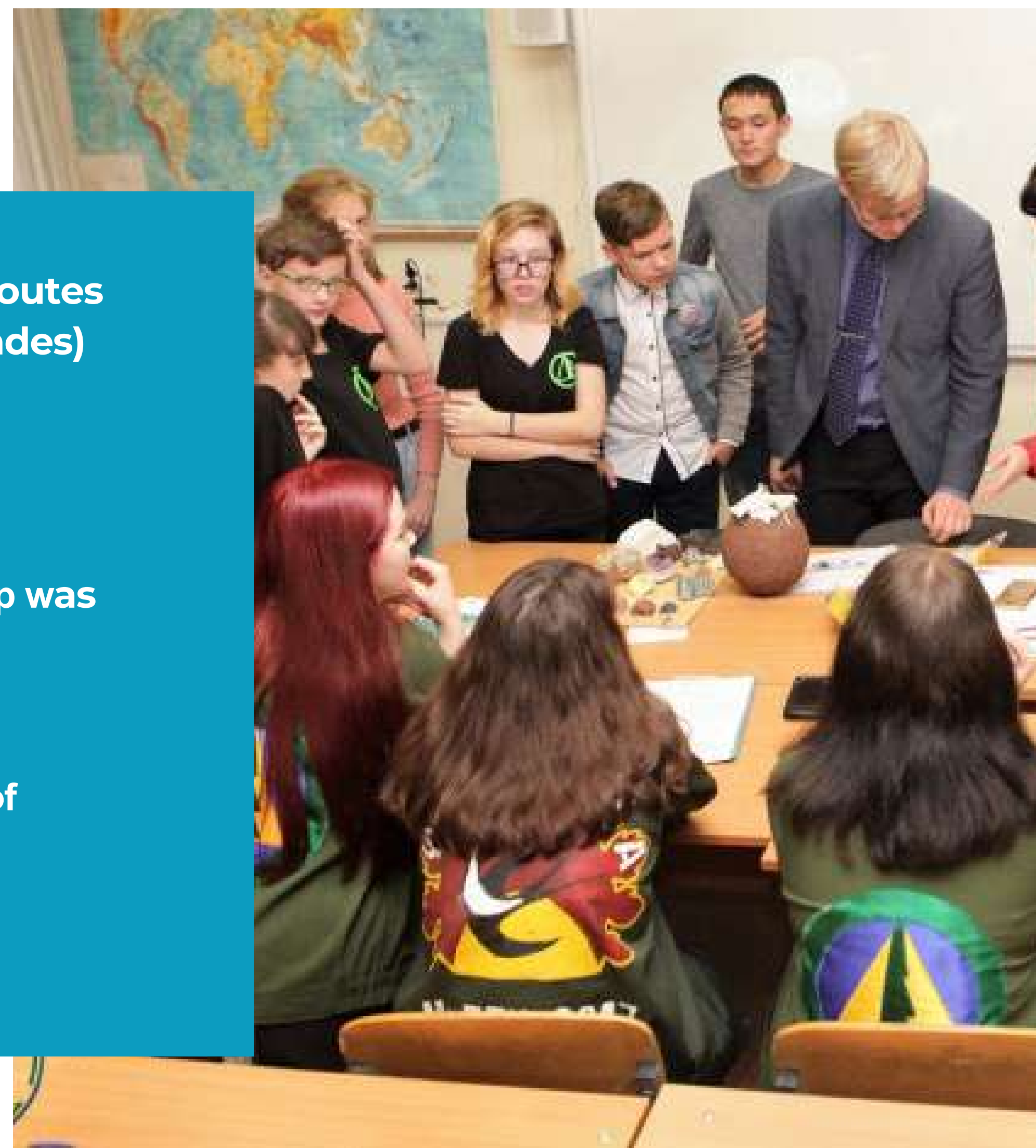
THE COMPLEX PROJECT IN THE SPHERE OF CHILDREN AND YOUTH EDUCATIONAL AND FAMILY TOURISM “URALS FOR SCHOOL” IS BEING IMPLEMENTED BY THE CENTER FOR TOURISM DEVELOPMENT OF THE SVERDLOVSK REGION WITH THE SUPPORT OF THE GOVERNMENT OF THE SVERDLOVSK REGION SINCE 2014



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

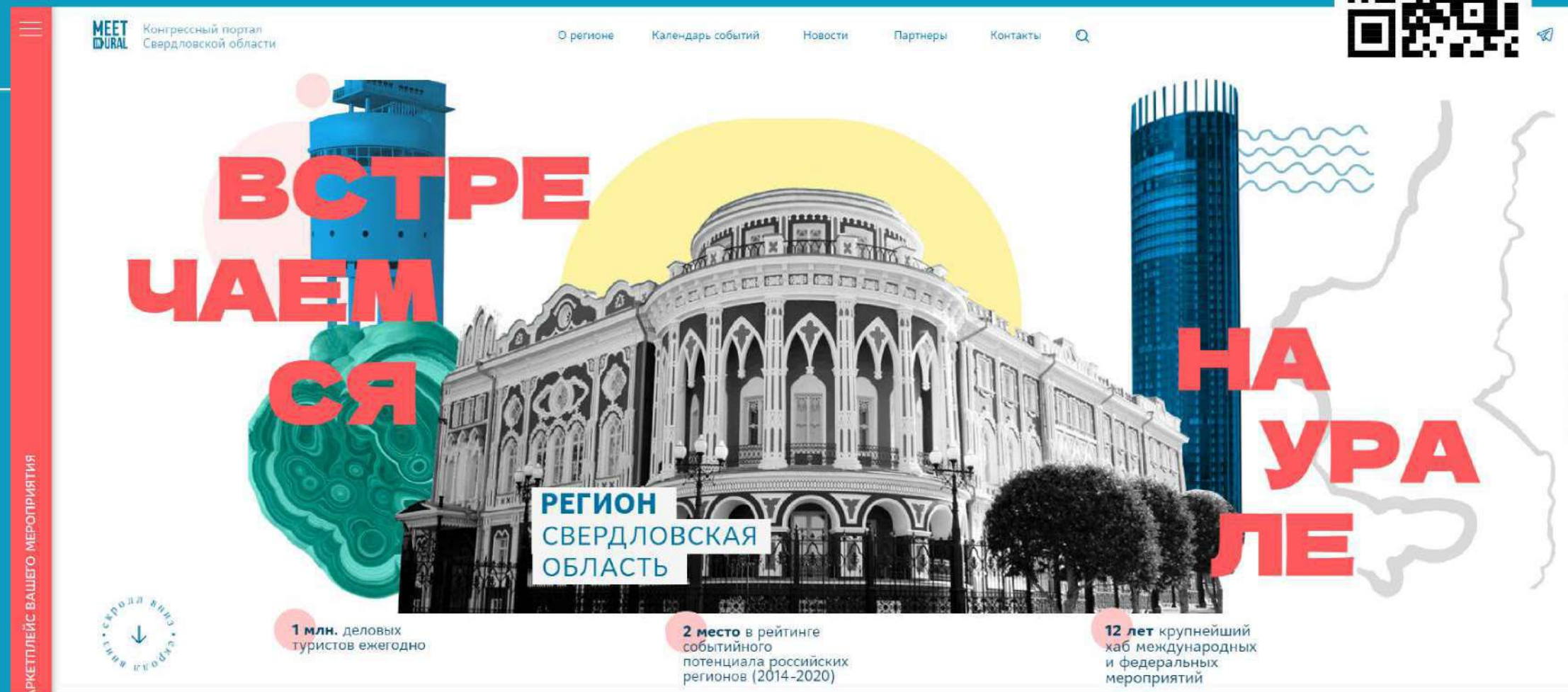
Ivan tea, Ural dumplings, stroganina, dumplings, cherry tomatoes and pike seasoned in the Ural way



LEARN MORE ABOUT CONGRESS AND EXHIBITION ACTIVITIES IN THE SVERDLOVSK REGION

Congress portal
of the Sverdlovsk region

meetinural.ru



Event Passport
of the Sverdlovsk region



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