INDUSTRIAL AND INVESTMENT POTENTIAL OF THE SVERDLOVSK REGION
GENERAL INFORMATION ON THE SVERDLOVSK REGION

- **200 000** ENTERPRISES IN THE SVERDLOVSK REGION
- **EUR 30.0 billion** GROSS REGIONAL PRODUCT
- **EUR 7.4 billion** EXPORTS FROM THE SVERDLOVSK REGION

**INTERNATIONAL MARKET (B2C)**

- **4.2 million** PEOPLE IN ITALY
- **EUR 30.0 billion** RUSSIAN FEDERATION
- **EUR 7.4 billion** EXPORTS FROM THE SVERDLOVSK REGION
THE SVERDLOVSK REGION IS A GEOGRAPHICALLY EXTENSIVE, ECONOMICALLY HIGHLY DEVELOPED CONSTITUENT REGION OF THE RUSSIAN FEDERATION, WITH A VERY HIGH LEVEL OF BUSINESS, CULTURAL AND SOCIAL ACTIVITY

1B
INVESTMENT RATING
HIGH POTENTIAL - MODERATE RISK

2
EKATERINBURG WAS RANKED AMONG THE TOP 100 BEST CITIES IN RUSSIA

3
THE THIRD PLACE (AFTER MOSCOW AND SAINT PETERSBURG) BY CARGO TURNOVER
TOP 10 IN THE INTEGRAL RATING OF RUSSIAN REGIONS

4 The level of industrial production growth is 4 times higher than the national level

5 5th place in the export of services in Russia

THE LARGEST LOGISTIC CENTER
Koltsovo International airport — more than 110 destinations and 40 airlines. Best regional airport in Russia and the CIS countries in 2019

ROAD NETWORK
More than 30% of all road transport across the country passes through Sverdlovsk region

RAILWAY NETWORK
11% of loading operations of all Russian railways is performed by Sverdlovsk Railways.
More than 1,500 km of railroad tracks of Sverdlovsk Railways
COOPERATION BETWEEN THE SVERDLOVSK REGION AND THE ITALIAN REPUBLIC

1. SINCE 2010
   THE ITALIAN VISA CENTER HAS BEEN OPERATING IN EKATERINBURG

2. DIRECT AIR TRAFFIC BETWEEN EKATERINBURG, ROME AND RIMINI

3. SINCE 2010 BANCA INTESA AND UNICREDIT BANK HAVE BEEN OPERATING IN EKATERINBURG

4. SINCE 2013 THE HONORARY CONSUL OF THE ITALIAN REPUBLIC ROBERTO D’AGOSTINO HAS BEEN OPERATING
ITALY IS ONE OF TEN MAIN FOREIGN TRADE PARTNERS OF THE SVERDLOVSK REGION

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

**EUR 258 million**
TURNOVER

**EUR 144,5 million**
EXPORTS

**EUR 113,4 million**
IMPORTS
TRADE AND ECONOMIC COOPERATION BETWEEN THE SVERDLOVSK REGION AND THE ITALIAN REPUBLIC

**EXPORTS:**

- 67% METALS AND METAL PRODUCTS
  - 53% FERROUS METALS AND PRODUCTS THEREOF
  - 1% NON-FERROUS METAL PRODUCTS (PIPES)
  - 6% ALUMINIUM
  - 4% COPPER, OTHER METALS (TITANIUM, CHROME)

- 28% MECHANICAL ENGINEERING PRODUCTS

- 5% 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
  - 5% OTHER PRODUCTS (FURNITURE, SPORTSWEAR, CERAMICS)
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<th>TRADE AND ECONOMIC COOPERATION BETWEEN THE SVERDLOVSK REGION AND THE ITALIAN REPUBLIC</th>
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<td>THE FOLLOWING COMPANIES ALSO HAVE FOREIGN TRADE RELATIONS WITH ITALIAN PARTNERS</td>
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<tr>
<td>1. PJSC ENEL RUSSIA (ENEL S.P.A.)</td>
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<td>2. SUKHOLOZHSKCEMENT (GROUP OF COMPANIES BUZZI UNICEM)</td>
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<td>3. PJSC MAPEI (MAPEI GROUP S.P.A.)</td>
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<td>4. JSC «PIASTRELLA COMPANY»</td>
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<td>1. SVERDLOVSK INSTRUMENTAL PLANT</td>
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<td>11. PERVOURALSK NEW PIPE PLANT</td>
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COMPETENCES OF THE SVERDLOVSK REGION IN PRODUCTION POTENTIAL OF RUSSIA

- 100% TITANIUM ALLOYS
- 90% DRILLING RIGS
- 90% BABY INCUBATORS
- 70% NEW GENERATION LOCOMOTIVES
- 25% STEEL PIPES
- 51% UNIVERSAL MOTORS OF AN OUTPUT OVER 37.5 W
- 60% ALUMINIUM
- 42% ELECTRIC LOCOMOTIVES
- 40% TRANSFORMER STEEL
- 35% METALLURGICAL EQUIPMENT
- 33% BLISTER COPPER
- 28% OIL & GAS EXTRACTION EQUIPMENT
GLOBAL BRANDS IN THE SVERDLOVSK REGION
ENGINEERING SECTOR PRODUCTS:
1. ELECTRICAL ENGINEERING
2. MECHANICAL EQUIPMENT
3. METAL-CUTTING TOOLS
4. TRANSFORMER EQUIPMENT

METALLURGICAL PRODUCTS (FERROUS AND NON-FERROUS METALS)

TIMBER INDUSTRY PRODUCTS

AGRICULTURAL MACHINERY

PAINT AND POLYMERIC MATERIALS
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

2,2 million
PEOPLE WORKFORCE

more than
40
UNIVERSITIES AND INSTITUTIONS OF PROFESSIONAL EDUCATION

INDUSTRIAL POTENTIAL OF THE SVERDLOVSK REGION
IN THE CENTER OF INTERNATIONAL EVENTS

Russia – EU SUMMIT

INDUSTRIAL POTENTIAL OF THE SVERDLOVSK REGION
INNOPROM-2020 «INDUSTRIAL FLEXIBILITY»

ON OCTOBER 10, 2019, THE MEMORANDUM OF INTENT ON THE ITALY’S PARTICIPATION IN INNOPROM-2020 AS THE PARTNER COUNTRY WAS SIGNED.
TOURISM IN THE REGION: FIJET GOLDEN APPLE AWARD 2018

INDUSTRIAL TOURISM
ROUTES OF INDUSTRIAL SITES, THE HISTORY OF MILITARY EQUIPMENT

ACTIVE TOURISM
MORE THAN 20 SKI RESORTS, URAL RIVERS, CAVES

MEDICAL TOURISM
54 HEALTH RESORTS

EVENT TOURISM
MORE THAN 100 EVENTS PER YEAR

MINERALOGICAL TOURISM
DEPOSITS OF SEMI-PRECIOUS STONES AND PRECIOUS METALS
THANK YOU FOR YOUR ATTENTION!