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Embassy of Switzerland
Swiss Business Hub Russia

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ENTERPRISE
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16th February 2017 in Lugano
Julie Bächtold, Deputy Head, Swiss Business Hub Russia
**IMPORT SUBSTITUTION AND BUSINESS OPPORTUNITIES
IN RUSSIA AND ESPECIALLY IN EKATERINBURG**





Russia: Business Opportunities Despite of Economic Difficulties

Content:

1. Economic Situation in Russia
2. Import Substitution and Business Opportunities
3. Ekaterinburg and Sverdlovsk Region





Russia: Business Opportunities Despite of Economic Difficulties

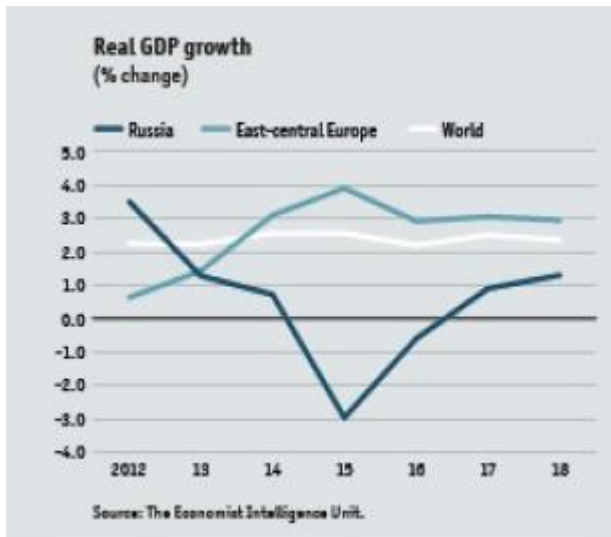
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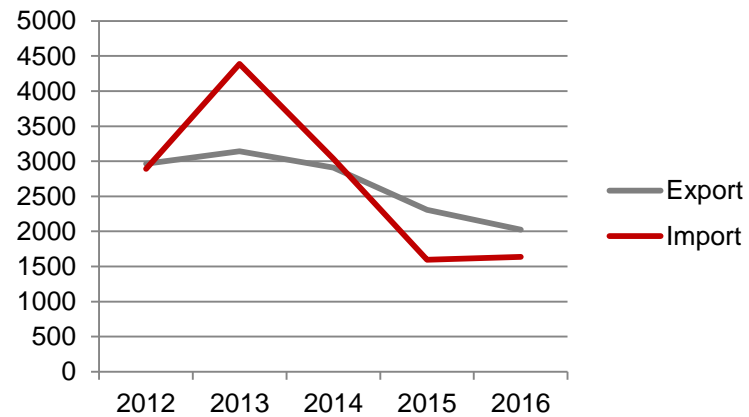




Economic Figures and Forecast



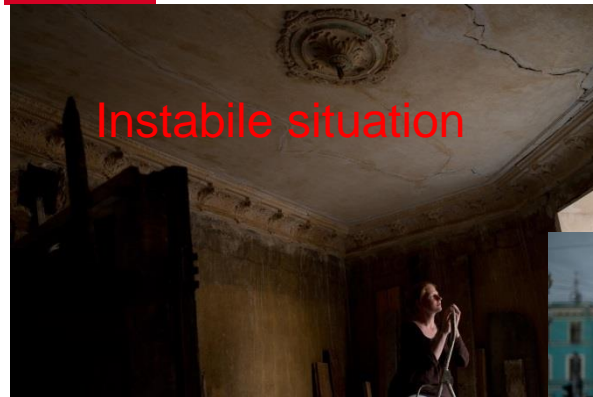
Bilateral Trade Switzerland Russia (Mio CHF)



Source: Foreign Trade Statistics



Challenges when Entering the Russian Market





Services of the Swiss Business Hub Russia

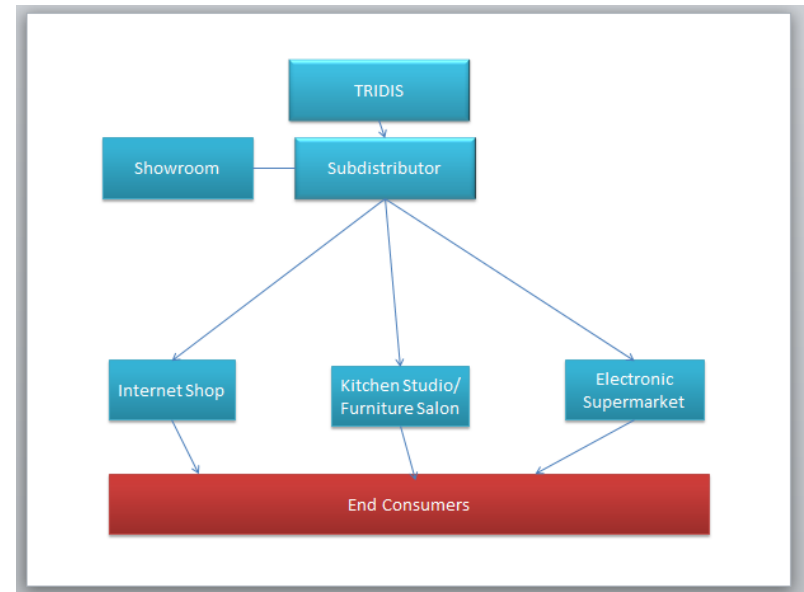
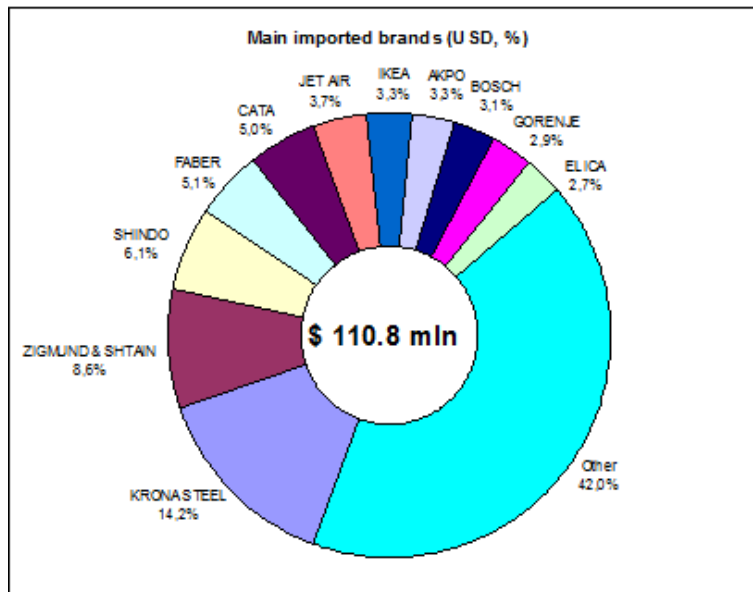
Reports and fact sheets on our Website www.s-ge.com/de/country/Russia
(„Business Guide Russia“, „Russian Business Etiquette“, „Legal Provisions“)





Services of the Swiss Business Hub Russia

Market overviews (Interviews with experts, product-, competitor-, import- and consumeranalysis, consumerfeedback, store check)





Services of the Swiss Business Hub Russia

Business Partner Search

Longlist

Shortlist

No	Company name	Address	Contact person	Field of activity	Most important brand represented	Number of employees	Turnover
1	Academy of Scientific Beauty	Post: Russia, 129090, Moscow, 2-nd Troitskiy Lane 3 Tel./Fax: +7 (495) 781-66-22 E-mail: info@academie.ru (For Chernitsina Elena) www.academie.ru	Mrs. Chernitsina Elena Valerievna (Head of Advertising Department) or Mrs. Kireeva Lada (Assistant)	Founded in 1995. One of the largest suppliers of professional cosmetics and beauty care equipment in Russia and the CIS. Company provides outfit solutions for beauty salons, clinics and fitness studios, consult on business launching and management issues.	Académie Scientifique de Beauté (France)	200	n/a
2	Arnebia	Post: 115193 Moscow, Yushnopoikovaya street 6/28 Tel: (495) 913-84-97 Fax: (495) 737-32-60 E-mail: info@arnebia.ru For Rabinovich www.arnebia.ru	Rabinovich Sergey Alexandrovich, General Director	Distribution of homeopathic products, food supplements, vitamins, cosmetics including anti-age cosmetics, skin care products.	Biologische Heilmittel Heel, Dado Sens Dermocosmetics, Bio-turm, «Logona Naturkosmetik», «Sante Naturkosmetik», «Aquabio»	N/a	N/a
3	Balance Cosmetic Group	Post: Russia, 119415, Moscow, Prospekt Vernadskogo avenue 37, build. 2, office 37-42 Tel./Fax: +7 (495) 938-93-93, 938 93 75 E-mail: office@janssen-beauty.ru www.janssen-beauty.ru	Mrs. Arsenyeva Dina S. (Head of Advertising Department)	Distributor of professional cosmetics for skin and hair care and cosmeceuticals .	Janssen Cosmeceuticals (Germany), SO-THYS (France), RENEVE (Monaco), LA BI-OSTHETIQUE (France), LACREM (Switzerland), Dikson Coiffeur (Italy)	n/a	n/a

Academy of Scientific Beauty

Contact person	Elena Kazanova
Position	Commercial Director
Email	E-mail: moscow@academie.ru
Address & Telephone	3, 2-nd Troitskiy pereulok, Moscow, Russia, 129090 Phone/fax: +7 (495) 781-66-22, (495) 781 99 11
Website	www.ankportal.ru
Legal Form	ZAO – Closed Joint-Stock Company, 100% Russian capital The company is not a subsidiary of the French Académie de Scientifique Beauté
Organizational structure	The head office in Moscow (all centralized services: finance, marketing, procurement, training center, sale department etc.) and own subsidiaries in Russia, Belarus, Ukraine, Kazakhstan.
Established in	1993
Subsidiaries (including nr of medical representatives)	20 own branches: <ul style="list-style-type: none"> - 16 in Russia (Saint-Petersburg, Vladivostok, Ekaterinburg, Irkutsk, Kazan, Krasnodar, Nizhny Novgorod, Novosibirsk, Perm, Rostov-na-Donu, Samara, Sochi, Tyumen, Ufa, Khabarovsk, Omsk) - 4 in the Ukraine and 8 distribution partners in Belarus and Kazakhstan.



Services of the Swiss Business Hub Russia

Individual fact finding trip





Services of the Swiss Business Hub Russia

Due diligence

Registration Data

INN:	7714228606
OKPO:	29336011
OGRN:	1027739690516
OKFS:	Private property
OKOPF:	Limited liability companies
Primary registration date:	17/09/2001
Registration date:	04/12/2002
Deregistration date:	16/10/2012

Shareholders (source: EGRUL, Russian Register of Juridical Persons)

Last updated in EGRUL: 16/10/2012

Name	Location	Share in charter capital, ruble	Share in charter capital, %
Zhuravleva Irina Aleksandrovna		15,000	100

Shareholder's Change history

Name	Location	Share in charter capital, ruble	Share in charter capital, %	Last updated in EGRUL
CHOGO-RI, OOO	g Moskva, prosp Budennogo, d 20, korp 1	5,000	33.33	03/12/2002
KARA-DANIZ, OOO	g Moskva, prosp Budennogo, d 20, korp 1	5,000	33.33	03/12/2002
Shustov Vladimir Nikolaevich		11,000	73.33	21/03/2011
Shustov Vladimir Nikolaevich		1,000	6.67	10/03/2011
Suslov Valeri Anatolevich		10,000	66.67	27/01/2011
Zhuravleva Irina Aleksandrovna		4,000	26.67	30/07/2012

Balance Sheet, x1,000 RUB

Name	2005	2006	2007	2008	2009
Assets					
Capital assets	45	24	20	8	6



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Import Substitution History



2002



MD

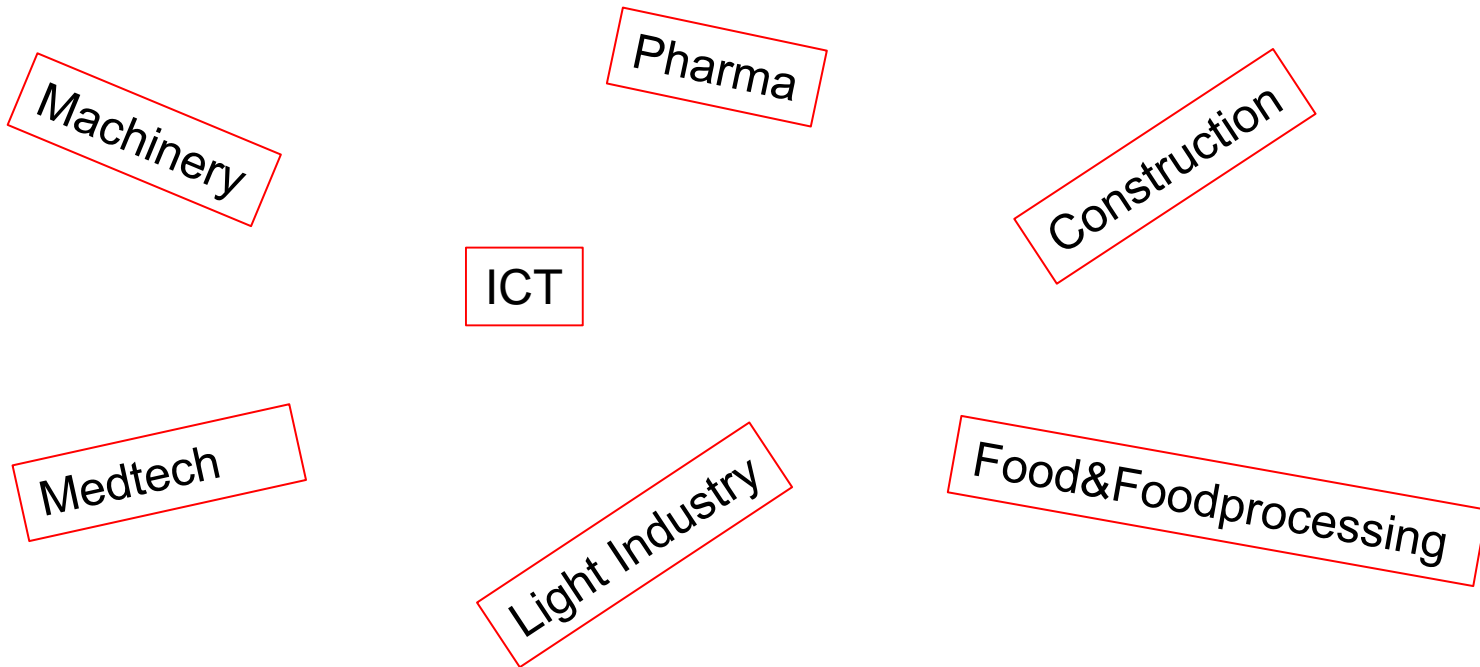


2014 2016





Import Substitution: Sectors affected





Import Substitution: Reports

Practical Guideline for legal Framework: http://www.s-ge.com/sites/default/files/censhare_files/swiss-business-hub-russia-practical-guide-import-substitution-russia_14.pdf

Practical Guide

IMPORT SUBSTITUTION IN RUSSIA



Report on Business Opportunities related to the Import Substitution Program to be published soon.



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Ekaterinburg and Sverdlovsk Region



- Ekaterinburg is the fourth-largest city in Russia.
- Execution of the Tsar family after the bolshevist revolution.
- During World War II, many state technical institutions and whole factories were relocated to Sverdlovsk region.
- During the 1991 coup d'état attempt, Sverdlovsk was selected as a temporary reserve capital for the Russian Federation



Sverdlovsk Region: Main Indicators

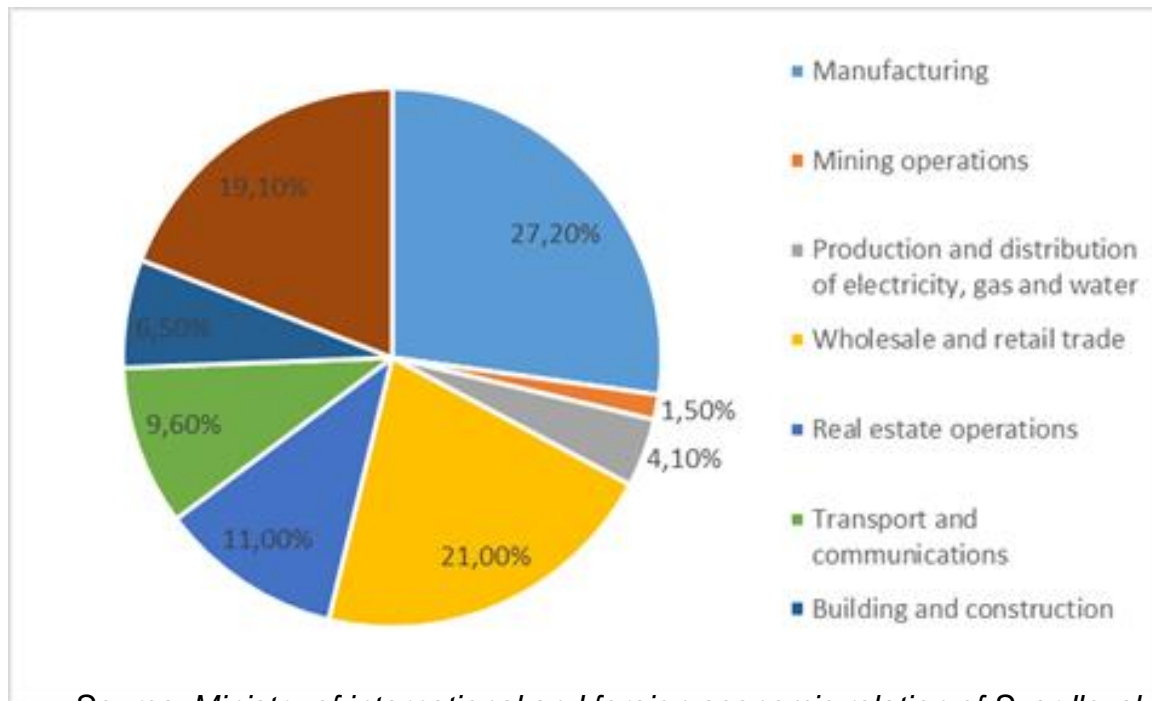
- Total land area – 194,300 sq km
- Population – over 4.32 million people
- Capital: Ekaterinburg (population: 1.41 million), other major cities: Nizhny Tagil, Kamensk-Uralsky and Pervouralsk
- GDP: 25.5 bn EURO (1899 bn RUR)
- GDP per capita: 5913.9 EURO
- Industrial growth: 7.0%
- Unemployment: 1.37%





Sverdlovsk Region: Main Industry Sectors

The structure of the gross regional product of the Sverdlovsk region in 2014



Source: Ministry of international and foreign economic relation of Sverdlovsk Region, <http://mvs.midural.ru/en>

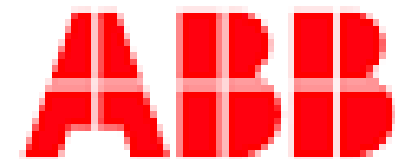


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Ekaterinburg/Sverdlovsk Region and Switzerland





Ekaterinburg/Sverdlovsk Region Business Opportunities

- Interesting for suppliers of the strong local sectors metallurgy, heavy machinery/manufacturing and mining.
- Possible location for production because of skilled workforce and existing infrastructure.
- Because of the distance transport costs should be not significant for the final price.
- Gateway the Urals and Siberia.



**THANK YOU
FOR YOUR
ATTENTION!**



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