

REGIONAL OVERVIEW

REPUBLIC OF BASHKORTOSTAN (VOLGA FEDERAL DISTRICT)



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Table of contents

1. Executive Summary	1
2. Economic Situation	2
2.1 Economic Overview	2
2.2 Population	3
2.3 International Trade	4
2.4 Retail Trade and Distribution	7
3. Governmental policies and support	8
3.1 Infrastructure	9
3.2 Competitive advantages for TASED residents.....	13
4. Industry	14
4.1 Overview	14
4.2 Mining, Metallurgical and Processing Industries	16
4.3 Petrochemical and Chemical Industries	17
4.4 Agriculture and Food Industry	19
4.5 Timber Processing Industry.....	23
4.6 Other industries: IT, Building, Transportation, Aerospace, Machine and Equipment, Biotechnologies, Pharmaceuticals, Printing, Glass, Automotive	24
5. Science and Innovations	31
5.1 Main Research and Innovation Centers	31
5.2 Main Universities.....	32
6. Forecast and Opportunities	35

About Swiss Center Samara

Internationalization Services in Russia

We are a consulting company based in Neuchâtel (Switzerland) and Samara (Russia) and specialized in business development on the Russian market for foreign companies.

Our focus lies specifically on Swiss and European Small and Medium Enterprises with interests in B2B and industrial applications in aerospace, automotive, aviation, metal-processing industry, chemicals, agri-business and other industries presenting business potential for them.

▪ Market & Business Intelligence

We provide market entry strategies, standard and tailor-made market and industry reports, competition and benchmark studies and other custom analytical contents. We also perform partner search (distributors, agents, representatives) throughout the whole Russian territory.

▪ Sales Support & Business Missions

We provide sales support with customer search, promotion and sales campaigns, assistance for exhibitions and fairs, as well as representation services. Our team organizes individual sales business trips and group delegations in the regions with B2B meetings and networking.

▪ Business setup & Development

We provide guidance and operational support for company set up in Russia, namely: business plans, company registration, legal address, interim management, office solutions, HR solutions (recruitment, outstaffing), administrative support, tax & accounting and government relations.

Our competitive advantages

Network

We have developed, and we maintain a wide and diversified network in Russia to serve and inform our customers effectively: industry specialists, top-managers, specialized clusters, business communities and associations, diplomatic and state channels, universities and innovation hubs...

Russian Market Intelligence Platform

Our subscribers and customers receive digest reports designed specifically for SME, with insightful and commercially relevant information about industries, markets, regions and companies in Russia.

Internationally Local

We are located in the highly industrialized Volga Region, which gives us a great market proximity and reactivity. In Switzerland, our representatives offer a personalized approach to our customers.

Swissness

Our Swiss-Russian team members all speak several languages and have worked in Switzerland or Europe, while our Russian senior partners understand thoroughly from within the specifics and peculiarities of doing business in Russia.

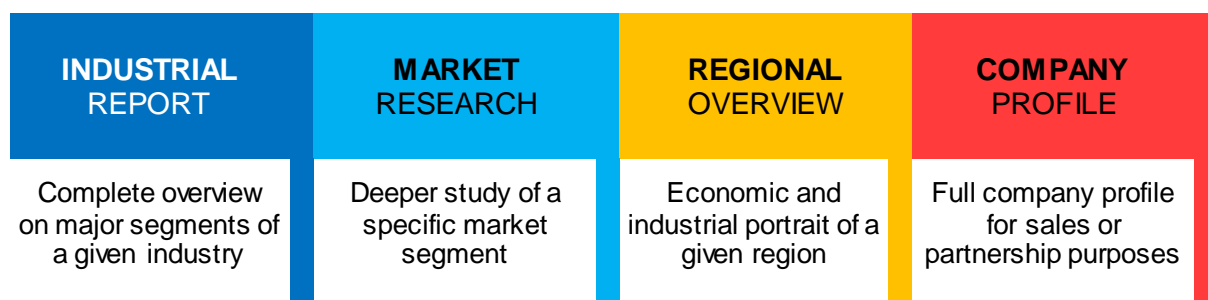
Russian Market Intelligence Platform

Russia is like a big black box

Problems of transparency, harsh business practices, confusion and unreliable information, shady partners, lack of visibility, poor perception... Despite its clear business potential, Russia fascinates as much as it scares off foreign companies.

Opportunities & Risks

Our platform was designed to address these numerous issues and gathers the latest business insights and market information about key industries and topics of the Russian economy. We regularly publish and update our studies in 4 systematic, digest and straight-to-the-point formats:



Check out the latest materials on www.swisscentersamara.com

How we work

Internal Resources & Network	Desk research	Field research
<ul style="list-style-type: none"> ✓ Search for info in internal databases and market intelligence of SCS and its affiliates ✓ Interviews and involvement of existing contacts and industry specialists ✓ Telephone interviews with existing market players, potential customers and organizations 	<ul style="list-style-type: none"> ✓ Use of info from relevant industry associations, specialized press and exhibition data ✓ Search for and use of existing market researches in open access and paid content ✓ Analysis and use of official and private statistics for trade data (import, export) within Russia 	<ul style="list-style-type: none"> ✓ Data collection from retail shops (prices, packaging, assortments, promotions) ✓ Survey and interviews within target groups ✓ Cold calls and preliminary feedbacks from potential customers and partners

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