„Localization in Russia – a carrot and a stick“

Shall I go or shall I not?
ADVANTAGE AUSTRIA

ECONOMIC RELATIONS BETWEEN AUSTRIA AND RUSSIAN

Presentation for Business Breakfast “Localization in Russia”
7th June 2017, Moscow

Rudolf Lukavsky, Commercial Counsellor, Austrian Embassy
KEY FACTS

Area (sqm)
Russia: 17,075,400
Austria: 83,870

GDP (bln. EUR)
Russia: 1,156.7
Austria: 349.6

Population (mln.)
Russia: 143 (146.5)
Austria: 8.5 (8.6)

Source: Economist
TRADE DEVELOPMENT

- 2013 all time export high of EUR 3,48 bln.
- 2013 – 2016 export faces slump of -46 %
- 2016 Russia ranks 16th most important trading partner

Trade volume between Austria and Russia (2010 – 2017, in bln. EUR)

Source: Statistik Austria
Most important export goods: machines & equipment (incl. electronics, car & train equipment), pharmaceutical products, metal & metal goods, food

Most important import goods: mineral fuels, metals & metal goods

Source: Statistik Austria, AdvantageAustria, data for 2016
FOREIGN DIRECT INVESTMENT

- Accumulated Austrian direct investments in the Russian Federation amounted for EUR 5.4 bln. in 2016

- Accumulated Russian direct investments in Austria amounted for EUR 21.7 bln. in 2016

- Furthermore, there are up to 500 Austrian companies represented in the Russian Federation

Source: ÖNB, AdvantageAustria
500 AUSTRIAN COMPANIES IN RUSSIA

St. Petersburg and Oblast
- Durisol
- Hoos HandelsgesmbH
- Magna
- Mayr-Melnhof Holz

Pskow
- Tanngroup

Kaliningrad
- Eurofoam

Moscow and Oblast
- Agrana (Serpuchov)
- Backaldrin (Moscow and Oblast)
- EVN (Moscow)
- Julius Blum GmbH (Domodedovo)
- Murexin AG (Dubno)
- Gebrüder Weiss (Moscow)
- Pörner Ingenieursgesellschaft mbH (Moscow)

Kaluga
- MACO
- Magna

Archangelsk
- Pulp Mill Holding GmbH

Shuya
- Egger

Nizhniy Novgorod
- Magna
- Collini
- Liebherr

Tambov
- Isoroc

Krasnodar
- Constantia Packaging

Tschaplygin
- Hawle
- Armaturenwerke

Kazan
- FACC
- Wienerberger

Saransk
- Knill-Gruppe

Wolgograd
- Benda-Lutz GmbH

Syktyvkar
- Mondi
- OMYA

Ufa
- Lasselsberger GmbH
- Kronospan
Companies remain restrained
  - Turnover for 2016 better than expected
  - Several big projects & Investments on hold

Confidence for 2017
  - Russian market has big potential
  - Major projects, public and private
    Infrastructure projects, Football World Cup 2018
  - Investments in the field of industry & agriculture
    Metallurgy, chemistry, food, leather
ADVANTAGE AUSTRIA PLATFORMS

- www.advantageaustria.org
- FRESH VIEW catalogues for various sectors
- Events in Austria: market place, B2B-Meetings
- Participation in international exhibitions with Austrian Pavilions at world fairs, catalogue displays
- International business events for Austrian companies abroad (trade missions, fact-finding missions, Austria Showcase)
- Networking events for Austrian businesses abroad (Austria Connect, Austria Business Circles, Workshops)
NEW PUBLICATION:

“FACHPROFIL LOKALISIERUNG IN RUSSLAND”

- Available in German language only
- Content: Advantages of localization and localization incentives
- Published in cooperation with RSP Int. / Mr. Andre Scholz
- Free of charge for members of the federal economic chamber of austria; 24 EUR for everybody else

Download at:
https://webshop.wko.at/russische-foederation-lokalisierung.html
ADVANTAGE AUSTRIA Moscow
Events preview 2017

National Stand at Wire & Cable  
5-8 June 2017

AUSTRIA CONNECT GUS in Astana + EXPO 2017  
13-14 June 2017

Austrian Showcase “Innovative Agriculture” and “Future: Wood Constructing”  
3-4 July 2017

Austria Showcase Agriculture South Russia  
October 2017

Trade Mission Siberia to Barnaul / Krasnoyarsk / Novosibirsk  
9-13 October 2017

Trade Mission / Austrian-Russian Business Council in Kazan  
23-24 November 2017

Austrian Business Circle in Moscow – Networking Event  
Monthly
THANK YOU FOR YOUR ATTENTION!

Rudolf Lukavsky
Head of ADVANTAGE AUSTRIA Moscow

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