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„Localization in Russia – a carrot and a stick“



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

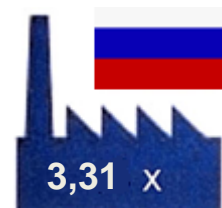


Area (sqm)

Russia: 17,075,400

Austria: 83,870

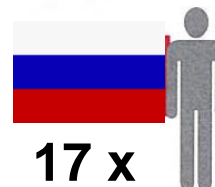
200 x



GDP (bln. EUR)

Russia: 1,156.7

Austria: 349.6



Population (mln.)

Russia: 143 (146,5)

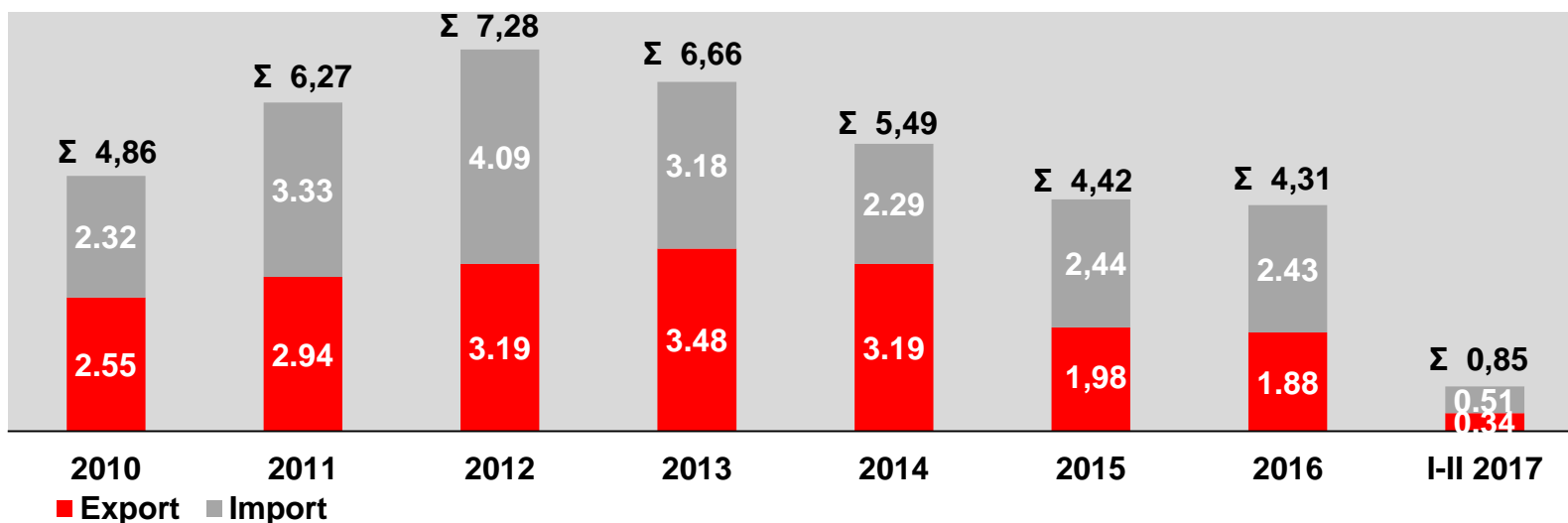
Austria: 8.5 (8.6)

TRADE DEVELOPMENT



- 2013 all time export high of EUR 3,48 bln.
- 2013 – 2016 export faces slump of -46 %
- Turnaround in Oct. 2016; Jan. – Feb. 2017 export increases by +41 %
- 2016 Russia ranks 16th most important trading partner

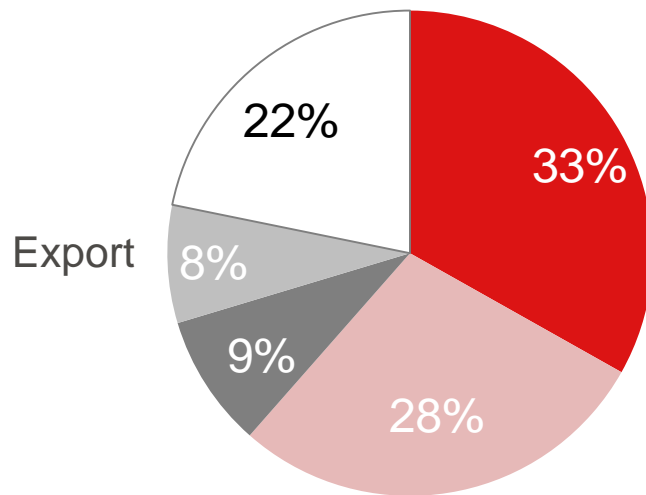
Trade volume between Austria and Russia (2010 – 2017, in bln. EUR)



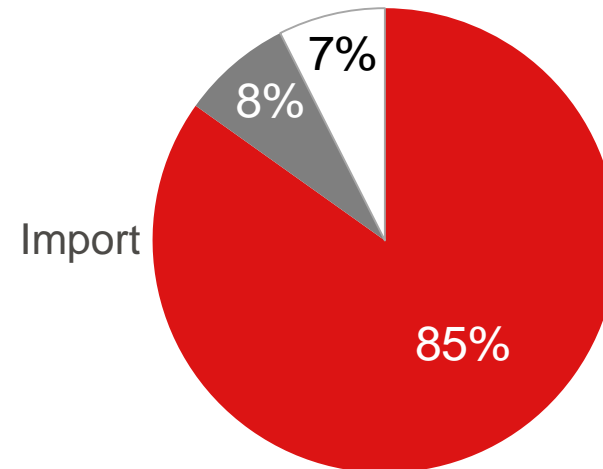
STRUCTURE OF EX- AND IMPORT



- 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



- Machines & equipment (incl. electronics, car & train equipment)
- Pharmaceutical products
- Metal & metal goods
- Food
- Others



- Mineral fuels
- Metals & metal goods, wood
- Others

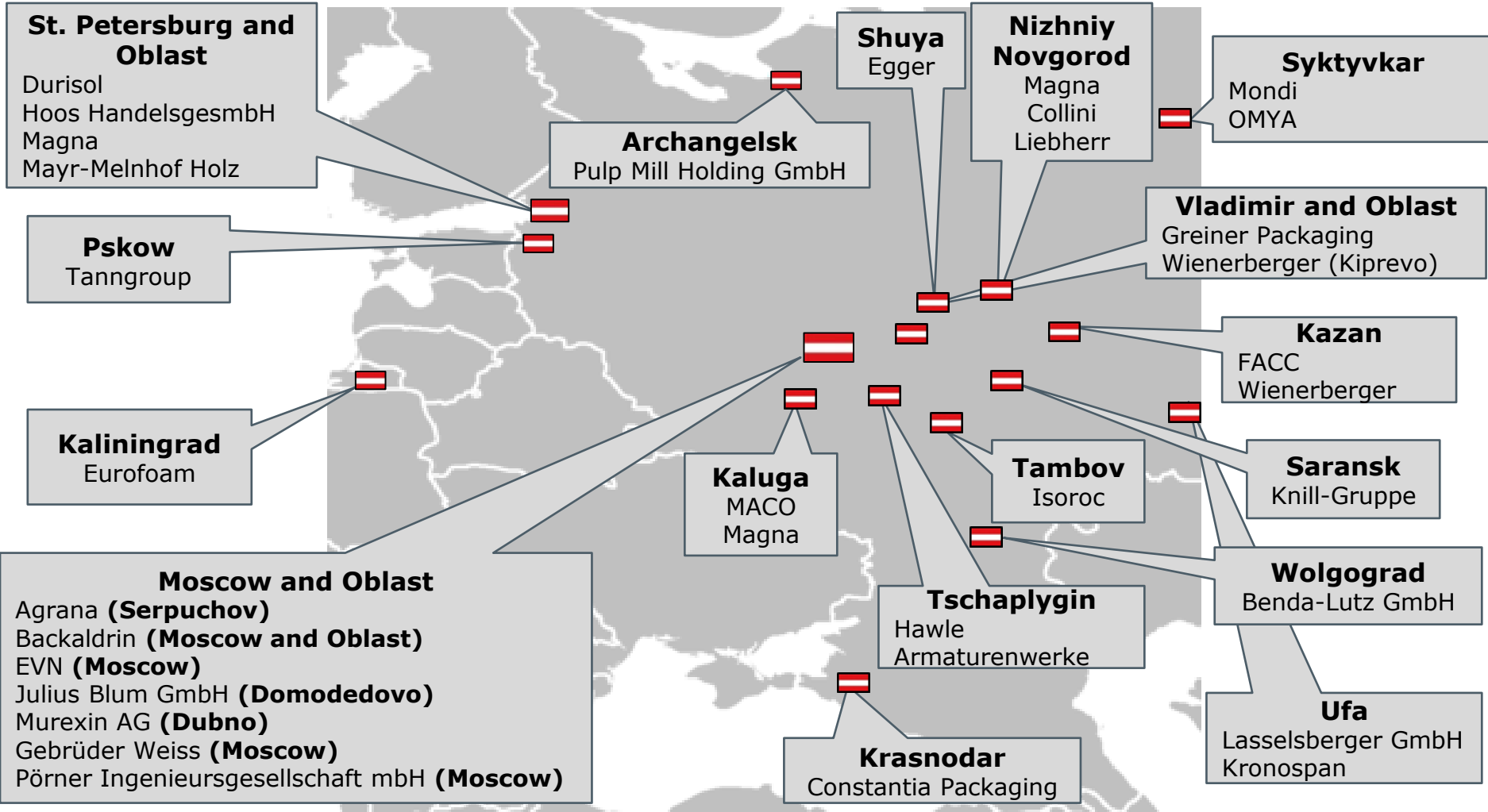
Source: Statistik Austria, AdvantageAustria, data for 2016

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

500 AUSTRIAN COMPANIES IN RUSSIA



BUSINESS SITUATION OF AUSTRIAN COMPANIES



- 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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