

# The Agency for Strategic Initiatives: Getting Things Done

# Who we are



Chairman of our  
Supervisory Board,  
The President of Russia  
Vladimir Putin

The Agency for Strategic Initiatives was formed in 2011 with a single aim: make Russia's economy competitive on a global scale

Since then our goals include:

- Enhancing business climate and eliminating administrative barriers
- Creating means of communication between business and authorities
- Improving entrepreneur's influence on state regulation

There are four departments inside the Agency:

- New Business — supporting promising projects in various fields
- Social Projects — developing Social Business in Russia
- Young Professionals — creating new educational models
- Business Climate — enhancing conditions for doing business

# Sanctions: double trouble



EU-Russia trade and direct investment flows  
2012, Source: European Commission

Russia is the 6<sup>th</sup> economy in the world and the  
2<sup>nd</sup> biggest market in Europe

Recent economic sanctions against Russia  
and Moscow's reciprocal actions have created  
a negative environment

Trade and economic development are  
hindered

But we believe in a certain value of  
restrictions: they help us find unexpected,  
sometimes overlooked opportunities

# Sanctions: hidden chances



Russia is now forced to substitute a big share of its import

Limitations on import of foreign goods is seen by many local producers as an incentive for their development

Foreign trade is narrowed, but investment in import-substituting industries is welcomed and promising — that's a great opportunity to fill a gap in the market

And of course Russia's key advantages are still intact: low tax burden, high return on equity, large internal market, abundant resources and qualified personnel

# What's that got to do with ASI



Vladivostok — 7 time zones away from Moscow  
One of our 10 regional offices is operating there

The Agency is an organization of a federal scale, yet we are well aware of what happens in every one of Russian regions

Whatever destination you choose in Russia, ASI would be your guide — free of charge

The Agency's support for foreign and Russian investors comes in different forms:

- Helping overcome administrative barriers
- Finding the right financial partner for you
- Making communication with local authorities easy

# Representing investors' interests



85 regions — that is 85 different administrations

ASI formed an expert group in every region to monitor and evaluate the activities of local authorities

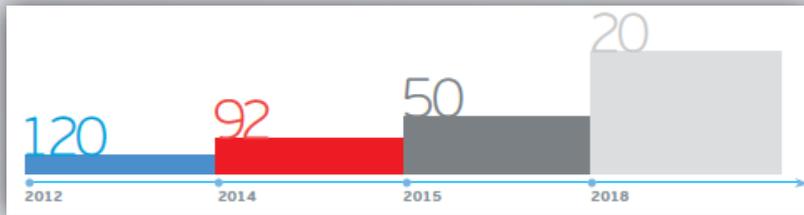
Trying to unify investors' experience across the country, the Agency worked closely with the business community to develop a package of reforms, called Investment Standard

Its implementation took three years to finish, and now every region has an investment strategy, a development corporation and a legal framework for safe investment activities

But our mission isn't accomplished yet — with the help of entrepreneurs we continue to check if all the reforms truly work and we invite you to verify it yourself

# Implementing investors' initiatives

One of the Agency's main objectives is to help Russia get to the Top-20 of the Doing Business Ranking by 2018

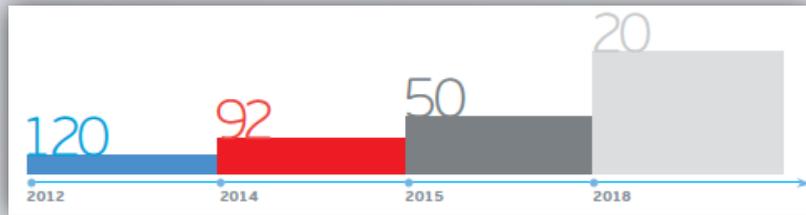


Russia in Doing Business Ranking by World Bank

To attain this goal we developed an array of roadmaps approved by the federal authorities:

- Optimization of grid connection procedures
- Simplification of getting construction permits
- Enhancement of tax administration
- Improvement of customs administration
- Optimizing regulatory environment

# Implementing investors' initiatives



Russia in Doing Business Ranking by World Bank

But Russia's progress in the World Bank's Ranking isn't a goal in itself

Our bigger aim is to make Russia comfortable to work in, that's why the reforms developed within the Agency go much further

We bring changes to the legal system, alter and modernize the industry standards to meet the needs of the business community

Maybe the next roadmap we develop with your help would guarantee state support for foreign investments in import substitution, who knows?

# Dealing with the real problems



Making Kindergartens available for everyone

One of the achievements the Agency is proud of is eliminating the regulatory standard banning the construction of Kindergartens more than two storey high

Having it revoked in one region ASI didn't stop. Now it's a federal initiative that helps more children get the care they deserve



New markets entail new challenges

Among other problems we helped to resolve was a lack of technical standards regulating the use of a new generation of wires made of aluminum alloys. ASI initiated the reforms that permitted a Russian-Belgian joint venture Sim-Ross-Lamifil enter new markets

# Forming a competitive environment

Apart from devising above mentioned reforms the Agency tries to prompt the regions to compete with each other

With this goal in mind we launched the Russian Regional Investment Climate Index in 2014

The pilot project with 21 regions participating in it proved to be a success — those lagging behind were eager to change

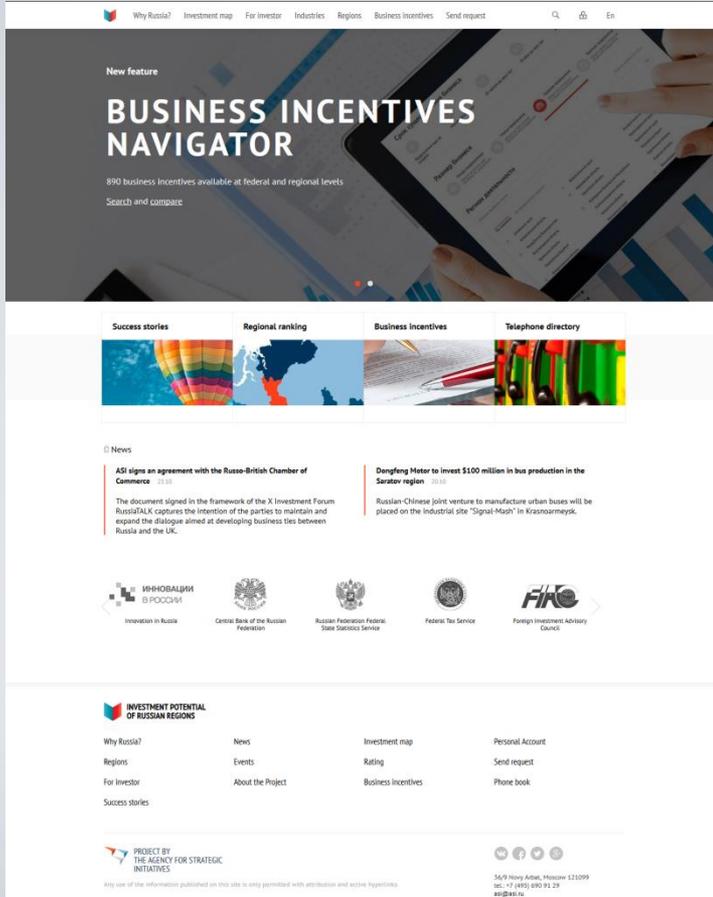
Next year all 85 regions would be taking part — and we've already worked out **a collection of best practices** for them to implement

**Regional rankings — overall and by four main indicators**

Region	Final	Regulatory	Business	Infrastructure and	Small Business
	Grouping	Environment	Institutes	Resources	Support
Kaluga region	A	1	1	1	1
Ulyanovsk region	A	2	1	4	1
Krasnoyarsk territory	A	1	2	1	3
Republic of Tatarstan	A	2	3	2	1
Kostroma region	A	2	2	3	2

Top-Five of Russian Regional Investment Climate Index

# Submit your request



The screenshot shows the homepage of the Agency for Strategic Initiatives' website. At the top, there is a navigation menu with links for 'Why Russia?', 'Investment map', 'For investor', 'Industries', 'Regions', 'Business incentives', 'Send request', and a search bar. The main header features a large banner for 'BUSINESS INCENTIVES NAVIGATOR' with the text '890 business incentives available at federal and regional levels' and a 'Search and compare' button. Below the banner are four categories: 'Success stories', 'Regional ranking', 'Business incentives', and 'Telephone directory'. The 'News' section contains two articles: 'ASI signs an agreement with the Russo-British Chamber of Commerce' and 'Dangfeng Motor to invest \$100 million in bus production in the Saratov region'. A row of logos for partner organizations follows, including Innovation in Russia, Central Bank of the Russian Federation, Russian Federation Federal State Statistics Service, Federal Tax Service, and Foreign Investment Advisory Council. The footer includes a grid of links for 'Why Russia?', 'Regions', 'For investor', 'Success stories', 'News', 'Events', 'About the Project', 'Investment map', 'Rating', 'Business Incentives', 'Personal Account', 'Send request', and 'Phone book'. Social media icons and contact information are also present at the bottom.

If you need any assistance with your investment project, please take note of this address:

[www.investinregions.com](http://www.investinregions.com)

Databases of all supportive measures and investment objects in Russia are being compiled there. Using this resource you'd be able to communicate directly with any region. No longer would you search for the right people to deal with. They are already waiting for you at [investinregions.com](http://investinregions.com)

ASI would answer all the questions and supervise all the projects submitted through the site, making your life a bit easier.

Thank you for your attention

For further info please call our  
International Office:  
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or reach us at  
[int@asi.ru](mailto:int@asi.ru)