



# The Agency for Strategic Initiatives: Business First



# Who we are



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

The Agency for Strategic Initiatives (ASI) is a non-commercial organization founded in 2011 by the Russian government.

We help Russian economy become competitive by

- enhancing business climate and regulation,
- improving communication between business and authorities,
- bolstering entrepreneurs' influence on government policies.

There are four departments in the ASI:

- New business — supporting promising projects in various fields,
- Social projects — developing social business in Russia,
- Young professionals — setting agenda for education reforms,
- Business climate — enhancing conditions for doing business.



# Sanctions: double trouble

The EU has always been Russia's top trading partner.



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

Russia is the 6th economy in the world  
and the 2nd biggest market in Europe

Economic sanctions against Russia and Moscow's reciprocal actions have created a negative environment. Trade and development are hindered.

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



A photograph of a herd of brown cows grazing in a green field, serving as the background for the slide.

## Sanctions: hidden chances

Russia, for example, is forced to substitute a big share of its import because of sanctions.

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.

Limitations on import of foreign goods is seen by many local producers as an incentive.

And 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 the ASI

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



One of our 10 regional offices is as far as Vladivostok, 7 time zones away from Moscow.

Whatever destination you choose, the ASI would offer its support free of charge.

We assist foreign and Russian investors in

- overcoming administrative barriers,
- finding the right financial partner,
- communicating with the local authorities

and other areas.





## Representing investors' interests

To help unify investors' experience across the country, the ASI together with the business community developed the Investment Standard — a package of 15 basic reforms.

Now every Russian region has an investment strategy, a development corporation and a legal framework for safe investment activities.

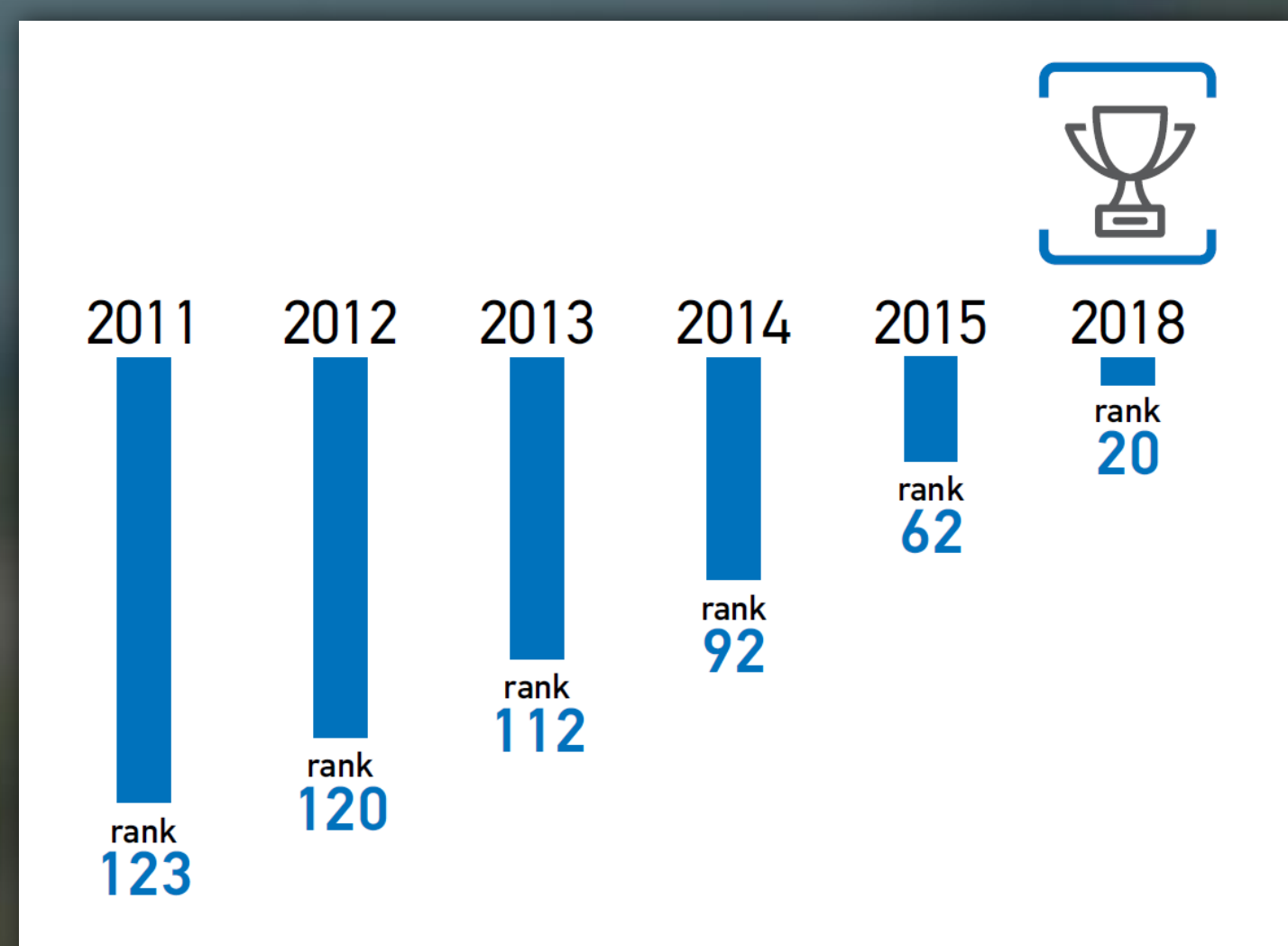
The implementation took more than three years to finish, and yet our mission isn't fulfilled — with the help of entrepreneurs we continue to check if all the reforms truly work and we invite you to verify it yourself.

The Agency formed expert groups in 85 regions in order to monitor and evaluate the activities of local authorities.



# 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 the World Bank

We cooperated with the business and expert communities to develop an array of roadmaps. Approved by the federal authorities, they've already simplified

- grid connection procedures,
- getting construction permits,
- tax administration,
- customs administration,
- regulatory environment and other areas.



# Implementing investors' initiatives

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

The next roadmap developed with your help may guarantee state support for investments in import substitution — you decide.



# Dealing with the real problems

Problem: a regulatory standard banning the construction of Kindergartens more that two storey high.



Now it's a federal initiative that helps more children get the care they deserve.

Problem: a lack of technical standards regulating the use of a new generation of wires.



The ASI initiated reforms that permitted a Russian-Belgian joint venture Sim-Ross-Lamifil enter new markets.



# Forming a competitive environment

2014: trying to motivate regional administrations we launched the Russian Regional Investment Climate Index

Regional rankings — overall and by four main indicators					
Region	Final Grouping	Regulatory Environment	Business Institutes	Infrastructure and Resources	Small Business 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

The pilot project covering 21 regions proved to be a success — those lagging behind were eager to change.

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



# Submit your request

If you need assistance with your investment projects, please leave a request at our site

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

The site provides free access to a database of regional and federal business incentives and serves as a line of communication with any local administration.

## News

### Collagen production launched in Ostashkovo 6.02

Major industrial complex producing collagen powder is launched in Tver region.

### ASI awards the regions improving business climate 19.12

Ten regions and four chambers of commerce received awards for achievements in the past year.



Thank you for your attention

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