

Information about the effectiveness of the Foundation «Support Centre for Ugra Export» in 2019

According to the results of 9 months of 2019, the total export of Ugra amounted to \$ 14.9 billion. Ugra takes 1st place (57%) in export among the regions of Uralsiy Federalniy Okrug.

According to the classification of the product structure, the leading positions are occupied by fuel and energy products, wood and pulp and paper products, machinery, equipment and vehicles.

The main trading partners of Ugra are China (25.0% of total exports), the Netherlands - (22.6%), Germany - (12.8%). In total, among partners - exporters of Ugra products, 9 CIS countries and 67 foreign countries.

As for the export of small and medium enterprises of Ugra, it should be noted that, based on customs statistics, compared with 2017 and 2018, the number of small and medium-sized companies from Ugra engaged in export activities is increasing. So in 2017 their number amounted to 41 units, in 2018 - 48 units, and according to the results of three quarters of 2019 amounted to 54 units.

According to the results of 2019, with the state support of the Ugra Export Support Center Foundation, 15 small and medium-sized enterprises of the Autonomous Okrug entered into export contracts, among them 4 entities that entered into contracts for the first time. The amount of export supported amounted to 208.5 million rubles (in 2018, the amount of export supported amounted to 199.56 million rubles).

Foundation «Support Centre for Ugra Export» provides small and medium-sized businesses of the Autonomous Okrug with a full range of measures to support foreign economic activity, such as: facilitating enterprises' access to foreign markets, organizing training on export activities, information and consulting support on foreign economic activity, implementation of the project “Made in Ugra!” and promoting a regional product brand.

2019 results for each type of state support.

Facilitating the entry of enterprises into foreign markets.

The result of this type of support was the conclusion of 21 export contracts, by 15 subjects of small and medium-sized businesses, to the CIS countries (Uzbekistan, Armenia, Kazakhstan, Azerbaijan) and non-CIS countries (Hungary, Slovenia, Jordan, USA, Czech Republic, Serbia, China) The amount of export supported amounted to 208.5 million rubles.

Educational support

In 2019, on the basis of the Agreement on Cooperation between the Government of Khanty-Mansiysk Autonomous Okrug - Ugra, Russian Export Center Joint-Stock Company, Autonomous Non-Profit Organization of Continuing Professional Education Export School of Russian Export Center Joint-Stock Company, and the Center for the Coordination of Export and Export Support Fund oriented subjects of small and medium enterprises of Ugra ”on the implementation of the export seminar program in Khanty-Mansiysk Autonomous Okrug - Ugra “Life cycle of the export project” The Fund carried out 11 activities under the program, in which 67 entrepreneurs of the Ugra took part.

In addition, 2 public events (round tables) on foreign trade activities were organized and held with the participation of relevant and foreign experts in the cities of Khanty-Mansiysk and Nizhnevartovsk, in which 30 entrepreneurs took part.

In 2019, in the direction of information and consulting support, 50 consultations were provided on the subject of foreign economic activity with the involvement of relevant experts from 17 SMEs of Ugra, presentation materials for 15 SMEs were prepared and translated into foreign languages, 10 SMEs were searched for with a partner specialized experts.

Organization of participation of entrepreneurs in international exhibitions and business missions is one of the main tools for promoting the export potential of Ugra, which has established itself as the most effective.

In 2019, the Fund organized the participation of entrepreneurs in 3 international exhibitions (United Arab Emirates, Vietnam and the Republic of Kazakhstan) dedicated to the oil industry and food retail.

In addition, the Fund organized 3 reverse business missions of entrepreneurs from Hungary, Uzbekistan and China on the territory of the okrug. The event was attended by 15 Ugra's companies.

It is worth noting that the contest "Exporter of the Year" was held for the first time in the district. 25 companies took part in the competition, 15 of which were announced winners in the nominations "Exporter of the year in the field of industry", "Exporter of the year in the field of agriculture", "Exporter of the year in the field of services", "Exporter of the year in the field of high technologies", "Breakthrough of the Year".

Another important activity of the Fund is the implementation of the marketing project "Made in Ugra!" promotion of products of manufacturers using the trademark "Made in Ugra!" to domestic and foreign markets.

At the end of 2019, 307 enterprises were the owners of the consent to use the "Made in Ugra!" Trademark.

An important step in the development of the brand was the holding, jointly with the Center for Civil and Social Initiatives Foundation, of the "Generous Tuesday" campaign. Entrepreneurs - participants transferred a percentage of the revenue of the product marked with the stickers "Made in Ugra with love" (from December 3 to 12, 2019).

All international events organized by the Fund were designed in the same style with the regional brand, which allowed strengthening the position of the regional brand in the international arena.

It is also worth noting that at the end of December 2019, the presentation of Ugra goods under the brand “Made in Ugra!” at the Trade Representation of the Russian Federation in France.

One of the most promising and modern directions of export development is electronic commerce.

In 2019, in addition to Alibaba.com, the electronic presence of Epinduo.com and Amazon.com expanded the range of presence of Ugra SMEs.

Work on the withdrawal of Ugra goods to the Chinese platform Epinduo (the largest online resource for the sale of Russian goods in China) began in November 2019. State support for the placement of SMEs on international electronic trading platforms is provided to the Nizhnevartovsk fish-canning factory “Santa Maria” and the company for the production of natural cosmetics “Bereginya” (Nizhnevartovsk district). Companies have already sent test batches of products to China. These are canned fish from ide and pike, natural oils and soap. Starting sales results will be announced in April.

In general, in November 2019, support was provided to 8 Ugra companies for placement on three electronic trading platforms (Alibaba.com, Amazon.com and Epinduo), in a new format - an individual account is created for each Ugra company. By the beginning of this year, the requirements of electronic platforms for the preparation of goods have been met, and in March 2020, the start of sales is planned. It should be noted that for 2 years there has been a successful and unified regional account on Alibaba.com under the umbrella brand “Made in Ugra!”, Whose sales since 2018 amounted to 327,000 US dollars. In 2020, the task was set to achieve at least 100 million rubles in export sales using online tools. Until 2024, it is planned to increase the number of companies operating in various sectors of the economy (from the agro-industrial complex to the production of printing equipment) brought to international trading floors.

In the future, the Fund plans to develop electronic commerce; in 2020, it is planned to facilitate the entry of SMEs of Ugra to the Ebay.com site.

In addition, within the framework of the Export Support Center Foundation and Sberbank of Russia PJSC signed in 2019, it is planned to assist in the development of domestic electronic platforms: in particular, the promotion of the Bank of Business Partners (www.bankofpartners.com) platform with a view to filling it with participating companies foreign economic activity and increase their competitive advantages.

It should be noted that the performance indicators of the Fund in 2019 were fully implemented, including indicators characterizing positive economic processes in the Khanty-Mansiysk Autonomous Okrug - Ugra.

One of the main indicators reflecting the dynamics of economic development is the volume of supported exports of small and medium enterprises of the Autonomous Okrug (the volume of goods shipped), which in 2019 amounted to 208.5 million rubles, which is 104% of the planned for this period.