



## Market Visit in Russia

### Development of Beef Industry in the Leningrad Region

Are you looking for growth opportunities? Or have you considered entering Europe's biggest consumer market? If so, now is the time to join Trade Council Russia in this upcoming market visit and discover the opportunities within the beef industry of Leningrad Region.

Join Trade Council Russia for the *Beef Industry Market Visit* between 4<sup>th</sup> and 8<sup>th</sup> April 2016 and get to know the opportunities within production, processing, and operating equipment for the beef industry in Northwest Russia. The Russian Federation is currently focused on implementing import substitution in the food and agricultural sector. Therefore, large growth prospects are present within the sector as Russia is ramping up production to meet internal demand. The country has a plan to increase self-sufficiency remarkably by 2020 and to achieve this goal, the federal support of agriculture has been increased with EUR 550 million. Foreign investments play an important role for Russia in the development of the beef industry to meet international standards, especially within production equipment and processing technologies. In the Leningrad Region alone there are cattle farms with a capacity of up to 20,000 oxen of which the majority are considering investments in modern efficient machineries and technologies to optimize the production.

By joining this market visit, you will gain insight into the Russian market and get acquainted with opportunities within the beef industry. During the visit you will be brought close to potential partners, customers, and projects. Additionally, with B2B meetings and a roundtable conference we aim to find partners and customers suitable for your business.

**Please contact us before 15<sup>th</sup> February 2016!**

Kind regards,  
*Marina Piotrovskaya*

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In order to provide you with a deeper knowledge, we will make a presentation on Russia's current market outlook in the beef industry, Russian business culture, and arrange meetings with relevant Russian authorities. We will also look specifically at the opportunities and challenges for your company in terms of sales.

For further development of the beef industry, Russian producers are in need of fundamental modernization, which includes technical equipment as well as innovative processing procedures. Most of these companies are open for foreign investments. The opportunities for your business are to supply modern methods that increase efficiency and quality, while reducing costs within beef production.

The preliminary programme for the market visit will consist of the following elements:

- Briefing about the political, economic, and legal situation in Russia and how it may affect your company
- B2B meetings with producers and farmers
- Roundtable conference
- Meetings with authorities from Leningrad Region (the region surrounding St. Petersburg)

## Participation fee

The price of a Market Visit is **DKK 12,000** for Small- & Medium-Sized Enterprises under the EU definition. This corresponds to a subsidy of 50 percent of the normal price per hour (in 2016 the price per hour is DKK 960).

For more information, please contact:

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## Facts

- Domestic suppliers currently have enough capacity to meet only 60% of internal demand.
- New federal programme from 2015: Reimbursement of up to 20% of direct capital investments into projects within the beef industry.
- Up to 35% reimbursement of direct investments in modernization of cattle breeding centres.
- The Russian Ministry of Agriculture's list of investment projects for import substitution currently includes 53 projects within beef production.