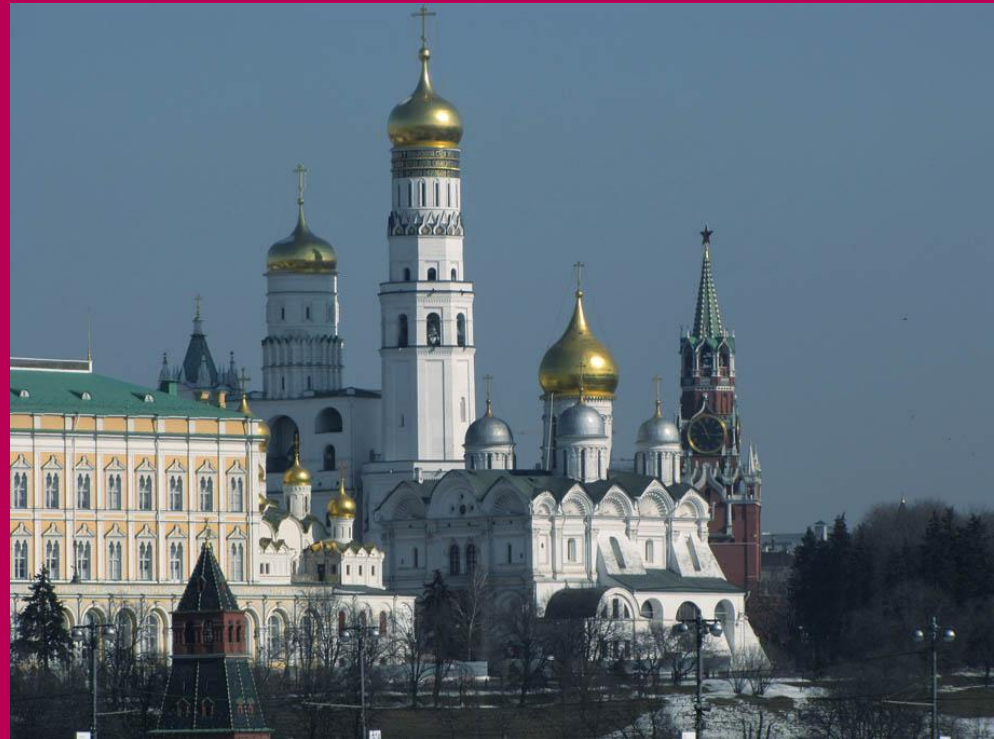




# Opportunities for UK Creative and Design companies in Russia

**Taissa Zelenkova**  
**UK Trade & Investment**  
**Team Leader**  
**Creative and Design Industries**

**September 2009**



# Russian economy 2000 - 2008

Until the latter part of 2008

⇒ eight years of strong economic growth, averaging 7.5 % a year;

⇒ Growing natural commodity prices;

⇒ 3rd highest financial reserves in world (almost \$600 billion by 2008);

⇒ Revitalised industries and influx in foreign capital;



# Recent development in Russia: Output and investment - contracting sharply

- ⇒ The last 12 months showed that Russia has been severely affected by the global slowdown
- ⇒ GDP fell by 10.1% in Jan - June 2009;
- ⇒ Industrial production fell 15% Y-o-Y during the first half 2009;
- ⇒ Decline in investment, dropping from -15 % in 1Q to -20% in 2Q.
- ⇒ Forecast of GDP contraction of 8.9 % in 2009 and tentative growth of 1 % in 2010 (RF Ministry of Economic Development);

# The brightening economic outlook

- ⇒ Russia's economy will be on the rise again in 3rd Q 2009;
- ⇒ Economy Minister Elvira Nabiullina said on Sept. 9 output may grow 3.9% to 4.5 % in the second half of this year compared with the first six months.
- ⇒ Russia's GDP is forecast to grow 1.6% (against earlier expected 1%) in 2010
- ⇒ Russia's budget deficit is expected to fall to some 7% of GDP in 2010
- ⇒ Russia's economy could return to pre-crisis levels as soon as 2012

# Economic drivers of increasing imports of creative and design services

⇒ **Sochi Olympic Games 2014** (opportunities for architects, interior designers/ HoReCa, retail and residential/ and companies offering identity/brand design services;

⇒ **Restructuring of major businesses** in the Russian banking sector, retail, transport, media (brand strategy, corporate identity, digital environment;

⇒ **Rapid development of import substituting food-processing and FMCG** production facilities (opportunities for product design, packaging and brand design)

## Other opportunities

- ⇒ **Establishing strong regional and international brands across the TV, IPTV and sports media;**
- ⇒ **Post production services to the Russian Film industry, including digitisation and regeneration of Russian films;**
- ⇒ **Creative and design education (State programme of promoting design as tooling for competitiveness of the Russian economy );**

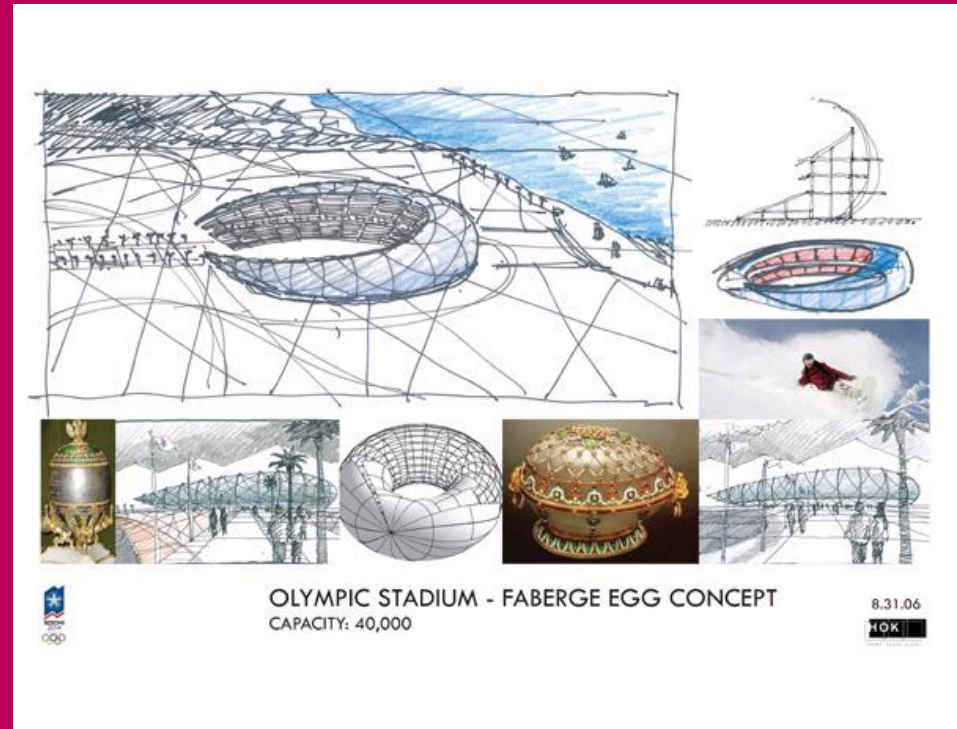
# E&P Associates

- ⇒ **THE OPPORTUNITY**  
To re-brand the oldest TV channel in the USSR. Aimed at a new youthful city audience, the channel wanted to change its name from TRK St. Petersburg to 'The Fifth Channel' and was looking for a new brand identity.
- ⇒ **THE SOLUTION**  
A new channel logo, on-air brand identity package and toolkit was created



# Populous (formerly HOK Sport)

- ⇒ Populous are master-planning architect for the Sochi 2014 Coastal Cluster;
- ⇒ Populous is a member of an international consortium bidding to build the Central Olympic Stadium in Sochi — the main sports facility of the 2014 Winter Games.



# Wolff Olins

- ⇒ **THE OPPORTUNITY**  
To develop a brand identity for Russian mobile telephone operator Beeline.
- ⇒ **THE RESULT**  
VIMPELCOM's "Beeline" brand is now considered the most valuable brand in Russia



# Opportunities

⇒ Design

⇒ Architecture

⇒ Interior Design

⇒ Corporate / Brand  
Design

⇒ Product Design

⇒ Digital environment  
Design

⇒ Design Education

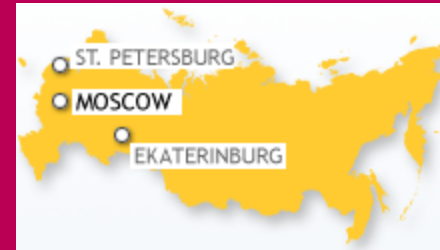
⇒ Television

⇒ Film

⇒ Publishing



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