

PRESS RELEASE

VISIT OF THE AMBASSADOR, HEAD OF EU DELEGATION TO RUSSIA: VISITING MANUFACTURING OF ASTRON– LINDAB BUILDINGS COMPANY IN YAROSLAVL

February 7th, 2014, YAROSLAVL – Within the program of regional visits Head of EU Delegation to Russia, the ambassador Vygaudas Usackas arrived to Yaroslavl and visited European-established company Lindab Buildings (producer of Astron steel buildings). The purpose of visit was the acquaintance to the region, research of the investment climate, research of localization experience of the European company in Russia. Deputy mayor of Yaroslavl city Boris Tamarov took part in the visit from the side of government administration.

"In 2006 when we decided to build production site in Yaroslavl, we were first investors, building greenfield literally in the open field - Pavel Korenkov, General Director of Lindab Buildings, lived the history of localization in Russia together with company. He was glad to share experience and impressions with guests. The ambassador Vygaudas Usackas with a great interest asked questions about place choice factors, the position of the regional authorities in the relations with investors, consequences of financial crisis. During the realization of the investment project the company faced many challenges: change of the location, renewal of the investment agreement, financial crisis impact, personnel recruitment and training, search of local suppliers. Marc Buchheimer, Manufacturing Director, told about today's results: purchasing localized for 80%, production area was extended during 2013 - manufacturing area increased for 30% and production capacity increased for 70% - that shows once again that the way of the investor in Russia could be described as «Through thorns to the stars».

The significant role in success of the specific region is played by willingness of the government to hold open and effective dialogue with investors. Forming of the new industrial zones, providing of the infrastructure and attraction of residents on the next stage of development gives the chance to move production from city line and to create business platforms (congress centers, hotel complexes) on their place, - told Boris Tamarov, the deputy mayor of Yaroslavl. Accommodation near industrial zones, development of social programs, as well as cultural and entertaining events become more and more relevant.

The tour to Astron manufacturing also took place within the visit.

