

Market Fact:

The four largest high-growth emerging economies (Brazil, Russia, India and China) make up what is known as the BRIC countries. Demographic and economic potential to rank among the world's largest, most influential economies are factors that distinguish these countries as high-growth emerging markets. It is no surprise that, with Russia's 140 million consumers, growing middle class, and large land area with great infrastructure needs, Russia is a part of this group.

Russian Owned Companies in Missouri:

Cafe Azu - Cape Girardeau

Natasha's European Fine Foods & Liquors - Columbia

Astoria - St. Louis

Education:

Missouri University of Science & Technology - Rolla
Courses in Russian

Russian-American School - St. Louis
Russian language and culture courses

University of Missouri - Columbia
Undergraduate programs in Russian languages and studies

Russia is the 11th largest economy in the world and has a geographically vast market. While Russia is the largest country by land area, infrastructure is underdeveloped; and thus, there are growing infrastructure needs. With the highest per capita GDP (\$15,900) of the four largest emerging economies (Brazil, Russia, India, China), and a highly educated workforce, the Russian market provides great potential. It is important to note that the market is extremely competitive and salesmanship is key.

Quick Facts

GDP:	\$2.373 trillion (2011 est.) (U.S. =\$15.04 trillion)
Currency:	Russian Rubles (RUB)
Language:	Russian
Population:	138,739,892 (July 2011 est.) (U.S. =313,232,044)
Land Area:	16,377,742 sq km (≈10,176,657 miles)
Major Cities	Moscow (Capital), Saint Petersburg, Novosibirsk, Yekaterinburg
Industries:	mining and extracting of coal, oil, gas, chemicals, and metals; machine building; defense industries; advanced electronic components; communications equipment; transportation equipment; consumer durables; textiles; food stuff; agricultural machinery; medical and scientific instruments; electric power generating and transmitting equipment
Agricultural:	grain, sugar beets, sunflower seed, vegetables, fruits, beef, milk

Infrastructure

Number of Major Ports:	7
Number of Airports:	1,213
Major Airports:	Sheremetyevo, Domodedovo, Vnukovo, Saint Petersburg
Railways:	87,157 km (≈54,157 miles)
Waterways:	102,000 km (≈63,380 miles)

Missouri Connections

Missouri companies with connections to Russia include:

- » Boeing
- » Bunge
- » Hutchens Industries Inc.
- » Insituform Technologies



The World Bank ranks Russia 120th out of 183 countries for ease of doing business.

Missouri Trade



Russia ranks 154th among 178 countries in Transparency International's Corruption Perception Index.

Russia is Missouri's 26th largest export partner, with exports to Russia accounting for 0.6 percent of Missouri's total exports in 2011. Missouri exports to Russia totaled \$85.7 million in 2011, up over \$33.8 million, or 65.2 percent, from 2010.

Missouri Trade Continued

Top Five Missouri Export Commodities to Russia		
Code	Description	Annual 2011
02	Meat and Edible Meat Offal	\$34,819,519
29	Organic Chemicals	\$17,517,199
84	Industrial Machinery, including Computers	\$15,444,963
85	Electric Machinery Etc, Sound Equip, Tv Equip, Pts	\$4,690,873
90	Optic, Photo Etc, Medic or Surgical Instrments Etc	\$3,086,577



Meat and edible meat, organic chemicals, industrial machinery, electric machinery, and medical and surgical instruments were the top commodities exported to Russia for 2011.

Market Opportunities

- » Apparel
- » Auto Parts and Service Equipment/Accessories
- » Aviation
- » Construction/Greenbuilding
- » Consumer Electronics
- » Cosmetics/Toiletries
- » Electric Power Generation and Transmission Equipment
- » Medical Equipment
- » Refinery Equipment
- » Safety and Security Equipment
- » Travel and Tourism to U.S.

Services

The International Trade & Investment Office has eight foreign offices that provide trade promotion and export transaction assistance to existing Missouri firms. The offices also play a major role in foreign direct investment lead generation within their respective markets. The offices are located in Brazil, China, Europe, India, Japan, Mexico, South Korea, and Taiwan. The International Trade & Investment Office provides the following services to Missouri firms: Advocacy, Agent/Distributor Search, Background Check, Business Protocol, Certificate of Free Sale, Customized Company Trade Missions, Export Finance, Market Research, Trade Counseling, and Trade Shows. Please contact our office for more information on the services provided.

Market Challenges

- » Insufficiently integrated economy
- » Disparities in wealth distribution
- » Inadequate intellectual property rights protection
- » Little English is spoken (business and promotional materials should be in Russian)
- » Extensive corruption
- » Lack of transparency
- » Russian government interference in business matters



Helpful Resources/Links

- » **CIA World Factbook:** <https://www.cia.gov/library/publications/the-world-factbook/geos/rs.html>
- » **Department of State, Bureau of Consular Affairs:** <http://travel.state.gov>
- » **Ex-Im Bank:** <http://www.exim.gov>
- » **Trade Events:** <http://www.export.gov/tradeevents/index.asp>
- » **U.S. Commercial Service -Doing Business in Russia:** http://www.buyusainfo.net/docs/x_6323090.pdf
- » **U.S. Commercial Service:** <http://export.gov/>
- » **U.S. Department of State-Background Note Russia:** <http://www.state.gov/r/pa/ei/bgn/3183.htm>
- » **U.S. Embassy Moscow:** <http://moscow.usembassy.gov>
- » **U.S. Export Control Information:** <http://www.bis.doc.gov/licensing/exportingbasics.htm>

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