



Dear colleagues!

Saint Petersburg is one of the most attractive regions in Russia for investors. The Committee for Investments of Saint Petersburg faces the task to preserve and multiply competitive advantages of the City, to bring it into the lead of the quality of the investment climate, not only in Russia, but also in the world.

On the pages of this booklet you will find the information on the activities of the Committee for Investments of Saint Petersburg, formation and implementation of long-term investment policy of the City.

Chairwoman of the Committee  
for Investment of Saint Petersburg  
I.A. Babyuk



**COMMITTEE FOR INVESTMENT  
OF SAINT PETERSBURG**

**INVESTMENTS**

## GOALS AND OBJECTIVES OF THE COMMITTEE FOR INVESTMENTS OF SAINT PETERSBURG

The organization and implementation of the investment policy of Saint Petersburg

Optimization of the investment process, the reduction of administrative barriers

Enhancement of the system of support measures for investors

Investment projects support

Public-private partnership development

Marketing strategy development, its implementation for promotion of the investment potential of Saint Petersburg

# THE FORMATION AND IMPLEMENTATION OF THE INVESTMENT POLICY OF SAINT PETERSBURG

Development and implementation of the investment strategy of Saint Petersburg

Implementation of the investment climate improvement program of Saint Petersburg till 2015

Implementation of the activities Standard of the Executive authorities to ensure a favorable investment climate in the region

Creating a channel of the direct connection between the investor and City leaders

Creating a system of the cooperation with the investors and authorities on the principle of "single window"

Forming and maintaining of investment projects database

# OPTIMIZATION OF INVESTMENT PROCESS IN SAINT PETERSBURG

Recommendations on a state support of investment processes and stimulation of the investment activity  
Proposals on priority areas of Saint Petersburg  
Recommendations on the reduction of administrative barriers

**THE COUNCIL FOR INVESTMENTS  
HEADED BY THE GOVERNOR  
OF SAINT PETERSBURG**

Recommendations on the organization of the cooperation of executive authority and those who are involved in the investment process  
Consideration of investment projects according to the value for the Saint Petersburg, recommendations for further work on the project

Formation and implementation of the complex investment policy  
Optimization of the investment process in Saint Petersburg, the reduction of administrative barriers  
Enhancement of the system of support measures for investors

**COMMITTEE FOR THE INVESTMENTS**

Development of public-private partnership  
Elaboration and implementation of the marketing strategy to promote the investment potential of Saint Petersburg  
Support of the priority investment projects for the City

Support of "One window" regime for investors in the interaction with the executive authorities  
"End-to-end" projects support

**INVESTMENT AGENCY  
OF SAINT PETERSBURG**

Promotion of investment opportunities, projects in Russia and abroad  
Representing Saint Petersburg interests in PPP projects



INVESTOR

## **DEVELOPMENT OF SYSTEM ON INVESTORS SUPPORT MEASURES**

Direct strategy of the investor and executive authorities  
of Saint Petersburg cooperation

Personal guarantees to investors

Personal support of priority investment projects  
for the City development

Strategic status assignment to the most significant  
investment projects for the City

The developed system of tax remissions

Special economic zones

Science and tech parks, industrial parks

## INVESTMENT PROJECTS SUPPORT

Examination of investment projects for the assignment of the status "strategic investment project of Saint Petersburg"

Preliminary analysis of investment projects to find out the profitability of further consideration at a meeting of the Council for the investment headed by the Governor of Saint Petersburg

The coordination of the investment agency's activity in the frames of a "single window" system



## **DEVELOPMENT OF THE MECHANISM OF PUBLIC-PRIVATE PARTNERSHIP**

Development of the concept of projects which are implemented through the public-private partnership (PPP)

Examination of the PPP projects

Expanding of PPP area (public health, education, culture)

Development of financial instruments for PPP projects implementation

Analysis of the way for key risks reduction and management in social sector

Enhancement of the legislative database, regulating the implementation of PPP projects

PPP projects support

## **PROMOTION OF THE INVESTMENT POTENTIAL OF SAINT PETERSBURG**

Development and implementation of a marketing strategy to promote the investment potential of Saint Petersburg

International and interregional cooperation in the frames of investment attention

Channelization of the informational promotion of the investment potential of Saint Petersburg

Development of the investment City brand

Information support of a united investment portal of Saint Petersburg

Congress and exhibition activity to attract investments

The publication and distribution of the informational and analytical materials for investors



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