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COMPETENCIES | ANALYTICS | FINANCES | COMMENTARY | FORECASTS | POLITICS | PROJECTS

KALUGA
REGION



MINISTRY FOR ECONOMIC DEVELOPMENT OF KALUGA REGION

№ 4 / 2015

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NAVIGATOR



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THE KALUGA
REGION



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VESTNIK # 04

TOURIST NAVIGATOR

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Kaluga Region

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OF THE KALUGA REGION

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DMITRY MEDVEDEV SIGNED A RESOLUTION EXTENDING LYUDINOVO SPECIAL ECONOMIC ZONE



Lyudinovo Special Economic Zone of Industrial and Production Type was established in accordance with Resolution No 1450 of the Government of the Russian Federation dated December 28, 2012 in the Lyudinovo District of the Kaluga Region

In April, the Chairman of the Government of the Russian Federation signed a resolution extending the area of Lyudinovo Special Economic Zone (SEZ) by 432 hectares. The new SEZ site is located in the Borovsk District of the Kaluga Region. Therefore, the closest to the capital SEZ of industrial and production type is located at the border of the Moscow Region now. Until that time, the area of the Special Economic Zone comprised land plots of 610 hectares in the Lyudinovo District of the Region.

The extension of the SEZ area is caused by the need to broaden the range of offers to potential investors. Currently, Lyudinovo SEZ implements a project to create a greenhouse complex, which is the largest one in the Central Federal District, on a land plot of 237 hectares. It is planned to place 4 additional new residents by the end of 2015. Over 30 projects are in the course of negotiations. In accordance with the prospective development plan, the site in the Lyudinovo District will be completely filled with residents by the end of 2018.

The extension of Lyudinovo SEZ through including sites in the Borovsk District will allow placing high-tech productions in close proximity to the source of scientific and personnel potential, Obninsk scientific city. The new site will become a unique offer to investors, as it is located near new production facilities of 'Vorsino' Industrial Park, Freight Village advanced multimodal logistics center, and Ermolino airport.

Tax benefits to residents of special economic zones, which are warranted by the federal laws, will apply to the new site too.



Opening of Novo Nordisk Plant

A plant of Novo Nordisk was opened in 'Crabtsevo' Industrial Park. This is the only insulin production plant in Russia built on the green-field basis. Lars Rebien Sorensen, Chief Executive Director of Novo Nordisk, said that the main objective of the Danish company in Russia would be increasing the availability of advanced medicines for Russian patients. The investment is USD 100 mln. The facilities include producing

insulin solution, filling and packing Penfill® cartridges and FlexPen®, pen syringes for injecting insulin. The output of products will completely satisfy the demand of the Russian market. Thomas Winkler, Ambassador of Denmark in Russia, pointed out that opening of the plant was a symbol of successful cooperation and the start of a new era in the business relationship between the Kaluga Region and Denmark. A

top manager of Novo Nordisk expressed his gratitude to the government of the region for supporting the project at each stage of its implementation. Anatoly Artamonov said that Novo Nordisk became a key participant of the Kaluga pharmaceutical cluster currently uniting over 50 companies.



"I am sure that Novo Nordisk will considerably contribute to the future of the domestic pharmaceutical industry and ensure significant participation in achieving objectives set to the Russian pharmaceutical industry."

Denis MANTUROV, Minister of Industry and Trade of the Russian Federation

The first production line of SMK OOO, a subsidiary of Cellino s.r.l., Italy, was launched at production facilities of Kaluga Engine OAO (KADVI). Cellino s.r.l. is a leading European manufacturer of truck components, parts for construction and agricultural equipment, compressor sections, and elevator cabins. With launching the production, the company commissioned a new automatic robotized welding line having no analogs in the world, a know-how of Cellino s.r.l. The investment is EUR 10 mln. The project will be implemented in two stages. The first one is launching a line to produce fuel tanks for trucks. The second stage provides for extending the production and the range of manufactured products. Fabricio Cellino pointed out the importance of this project implemented by Cellino in Kaluga and thanked the Governor of the Region and the management of KADVI for provided support. Osvaldo Paolo Tappero, Executive Director of SMK OOO, emphasized that the Kaluga Region was the most promising region and an attractive area for implementing projects of European companies.



Cellino S.r.l. Started Producing Automobile Components in Kaluga



"Implementing such projects, Kaluga plants get a good impulse for development. In particular, KADVI was able to upgrade its own production and retain highly-skilled personnel. We should have more successful examples of mutually beneficial cooperation with investors at production facilities of the traditional economy in the region. We support such initiatives."

Anatoly ARTAMONOV, Governor of the Kaluga Region



Two Robotized Farms Opened in the Mosalsk District

The first project was implemented in Rameno village. Viktor Ivanov, the Head of the farm, received a grant of RUB 10.6 mln within the regional target program for developing family animal-breeding farms based on peasant farming operations to construct animal-breeding premises and relevant infrastructure and purchase cattle. The entrepreneur received RUB 6 mln for purchasing robotized equipment, while his own investment in the project exceeded RUB 7 mln. The farm has 310 animals, including 150 cows. The daily yield per one cow is 18 liters of milk.

The facility built in Emelyanovka village by Zhivoi Istochnik agricultural and tourism company is intended for keeping 348 animals. The farm was connected to the electricity and water supply and a road was built. The investment in the project is RUB 52 mln. Since March this year, the farm started producing milk - two robots service 140 cows. In addition, the farm breeds young stock to replenish the main herd. 25 calves born this year are kept in individual pens.



FOR REFERENCE:

40% of equipment costs are subsidized to participants of the departmental target program "Creating One Hundred Robotized Farms in the Kaluga Region". In addition, they are provided with governmental support in creating infrastructure — construction of roads, connection to electricity and gas pipelines. A program for raising borrowed funds on privileged conditions was developed for investors.



"Strong governmental support currently provided in the robotized dairy cattle-breeding development area in the Kaluga Region helps farms having various financial capacities to gain fast results."

Leonid GROMOV, Minister of Agriculture of the Kaluga Region



CONTEMPORARY PRODUCTION AUTOMATION TRENDS



MagistralEnergEngineering supported by Agency for Regional Development of the Kaluga Region held an engineering conference focused on contemporary trends in the high-tech production automation.

Recent developments of leading global producers such as RITTAL, Schneider Electric, SIEMENS, OMRON, Legrand and Phoenix Contact were presented. Their distinctive features and application experience, as well as engineering solutions for typical facilities and best equipment implementation practices were discussed at hands-on workshops.

Power engineers, Automated Process Control System maintenance experts, engineering and IT specialists of various level industrial facilities, for whom higher energy efficiency issues and equipment repair tasks are topical, took part in the conference.

In the minimum time, in the one-day mode, they received the most up-to-date information about handling of industrial controllers, operator panels, variable-frequency drives, and climate equipment, as well as applicable knowledge regarding advanced methods for automating high-tech production facilities.

NOVELTIES WERE PRESENTED BY MAJOR GLOBAL COMPANIES:

RITTAL — microclimate control in industrial cabinets.

SIEMENS — frequency converters of SINAMICS series.

SCHNEIDER ELECTRIC — industrial machine automation solutions.

OMRON — production line optimization solutions.

PHOENIX CONTACT — secondary electricity supply solutions to increase equipment readiness.

LEGRAND — solutions for offsetting reactive power in low and medium voltage grids at production facilities.



WELCOME TO THE KALUGA REGION!

~94

WHERE TO STAY?



premium-class hotels
and cozy motels

**KVAN MOUNTAIN SKIING HOTEL,
YUKHNOVGRAD ETHNIC HOTEL,
AND WELNA ECO SPA REPORT** —
finalists of the first national prize
Russian Hospitality Awards-2015
"100 Best Hotels of Russia"

HOSPITALITY FACILITIES



health resorts
and recreation centers



guest houses and eco settlements



tourist camps
and holiday centers

Top Trip Tip



— mobile
guide

The tourist flow
of the region increased
2.6-FOLD
from 2010 to 2014.

2 205 000
people visited the Kaluga
Region in 2014. The tourist
flow will grow to 2,500,000
by 2016.

OVER RUB 2.6 BLN
— services of the tourism industry
in 2014. Increased 2.3-fold from
2009 to 2014.



extreme expeditions

HOW TO REST?



cultural trekking

OVER
4000

HISTORICAL AND CULTURAL LANDMARKS

WHAT TO SEE?



military historical routes



old towns



ancient churches and monasteries



THE FIRST COSMONAUTICS HISTORY MUSEUM IN THE COUNTRY

— the largest collection of space items in the world



"As soon as you step on Kaluga soil, you have a feeling that you know all people around you. You are easy and comfortable in your mind. A wonderful place that organically combines the past and the present: traditions formed during centuries and availability of large industrial brands, inimitable nature and developed infrastructure. It cannot go unnoticed how the image of Kaluga cities changes: new housing facilities, modern hotels, shopping, sports and cultural centers are built, parks, public gardens, yards and streets are improved. At the same time, the professional and high-quality restoration of historical building is delighting. A number of ancient architectural ensembles in Kaluga, Borovsk and Kozelsk has already gained a new lease of life... We carefully monitor the condition of the unique building of the XIX century where the representative office is located. Our objective is to preserve the unique heritage of the Kaluga Region for future generations."

Vladimir POTECHKIN,
Deputy Governor of the Kaluga Region, Head of the Representative Office of the Government of the Kaluga Region in the Government of the Russian Federation, a member of the Government of the Kaluga Region





Pavel SUSLOV,
Minister of Culture and Tourism of the Kaluga Region



WE WILL DEVELOP THE TOURISM INDUSTRY COMPREHENSIVELY

The tourism sector of the Kaluga Region has been demonstrating a significant growth during the last five years. This is confirmed by the tourist flow that grows every year and many awards of prestigious tourism forums. What important events are planned by the Ministry for 2015?

Like in previous years, this year we will develop the tourism industry comprehensively. A special focus will be made on five key areas. No doubt, the celebration of the 70th anniversary of the Great Patriotic War Victory will become the central event this year. We developed 10 military historical routes across the region, for example, 'Fiery Varshavka' (visiting famous Ilyinskye Border Lines, the memorial museum at Zaitseva Gora, the Unnumbered Hill, etc.). The Kaluga Region became a part of the military historical route 'Moscow Behind Us!', as decided by the Ministry of Culture of the Russian Federation. The excursion program on behalf of our region includes a general sightseeing tour of Kaluga, visits to the G. Zhukov Museum, and a variety of places relating to the war history. Around 7,000 school pupils from various locations in Russia will visit our region this year. Our children, in their turn, will visit Moscow, Saint Petersburg, Kazan, Tula, and the Crimea. The visits will be financed from the federal budget within a target program.

The second area to which the government of the region pays maximum attention is our support, including financial one, to agricultural tourism facilities. Currently, over 140 rural manors are ready to host around 65 000 tourists simultaneously, while each guest house will offer to guests, something own and special. The regional Rural Tourism Association was established in the region last year. I am sure that the number of entrepreneurs involved in the agricultural tourism will continue growing in cooperation with this organization.

Another interesting project is participation of the region in the federal project 'Russian Manors'. We have

a lot to show and tell here too. I cannot but mention our participation in events relating to future celebrations of the 535th anniversary of the Great Stand on the Ugra River. Besides, we will continue to project of installing information tourist signs this year. Finally, this year our best efforts will be exerted to create the Visit Center and its mobile offices.

What are key competitive advantages of the Kaluga tourism that, in your opinion, attract tourists?

Briefly, they include:

- geographic proximity to Moscow and, consequently, transport accessibility for all groups of tourists;
- rich historical, cultural and spiritual heritage;
- natural landscapes: Ugra National Park, Kaluga Zaseki Reserve, manor parks - natural landmarks of the federal importance;
- unique space-related routes, actively developing sportive tourism and holding of cultural festivals;
- real interest to this sector and direct participation of the Government of the Kaluga Region in developing priority tourism areas, in particular, using PPP mechanisms.

No doubt, the tourism potential of the region is not used by all 100% yet. However, this is one more incentive to work harder and better to improve the tourism infrastructure of our region.

Where do you like to have rest?

I like outdoor rest, my wife is attracted by exotics, children prefer active rest, and we all together understand that our leisure time should be highly-charged and cognitive. It should be said that the rest in Ethnoworld Cultural and Educational Center meets all our expectations.



ACHIEVEMENTS OF THE TOURISM INDUSTRY

MY PLANET — NATIONAL AWARD FOR DISCOVERIES IN THE FIELD OF TRAVELLING IN 2014

- Children’s summer camp of Nikola-Lenivets Art Park became the winner in the Topic-Based Rest nomination.
- The farm of Nikola-Lenivets Art Park was declared the Year’s Project in Ecotourism.
- The international festival of national wedding traditions in Ethnic World was recognized the best Tourism Initiative.

I ALL-RUSSIAN CONTEST CULTURAL MOSAIC OF SMALL TOWNS AND VILLAGES

The 1st place in the Life Space nomination — Cloud Cookery and Knowledge Garden projects (Nikola-Lenivets).

III NATIONAL RUSSIAN EVENT AWARD–2014

- Nikola-Lenivets Tourism and Entertainment Center became the Best Event Tourism Development Site.
- Moto-Maloyaroslavets Festival won in the Youth Events nomination.

III INTERNATIONAL FORUM RURAL TOURISM IN RUSSIA

- Silver medal for Contribution to the Development of Folk Arts and Crafts — Bereguinya manor museum.
- Bronze medal The Best Tour Route in Rural Tourism — LLC House of the Kudrins Merchants.

RUSSIAN OPEN EVENT EXPO–2014

- The 1st place in the Culture nomination — Archstoyanie festival of land arts.
- The 1st place in the Event Space nomination — Nikola-Lenivets tourism and recreation cluster.
- The 1st place in the Event Tourism Capital nomination — city of Kaluga.
- Special award in the Culture nomination — Wild Mint festival.
- Special diploma in the Culture nomination — Guitar World international festival.
- Special award in the Event Space nomination — Ethnoworld cultural and educational center.

PEREDVIZHENIE FESTIVAL

The 1st place in the Aerial Video Shooting — Kaluga and Region. Winter video clip (Kaluga Region Tourism Information Center).

«ETHNOWORLD»

CULTURAL AND EDUCATIONAL TOURISM CENTER

Ethnoworld is a huge live museum at the border of the Moscow and Kaluga Regions. Here you can see a diversity of world cultures, visit homes of world nations, touch domestic implements, try on national clothes, learn folk arts, taste national dishes, and, if you wish, stay at any of ethnic hotels at your choice.

The project was supported by the Ministry of Culture of the Russian Federation, the Ministry of Education of the Russian Federation, the Ministry of Sports, Tourism and Youth Policy of the Russian Federation,

UNESCO, the Government of the Kaluga Region, public organizations of Russia and the world and was presented to the Ministry of Foreign Affairs of Russia. Ethnoworld will become the main ethnic and cultural intersection of Russia by 2020. Ethnoworld is a place for holding cultural topic-related festivals, ethnic camps, traditional fests of world nations and entertainment events of the regional, federal and international level.



450,000

VISITORS
PER YEAR

140 ha

TOTAL AREA
OF THE PARK

INFRASTRUCTURE

Hotels, permanent residence apartments, restaurants, cafes, conference halls, recreation and SPA centers, and guarded parking (3,000 parking stalls)

53 ethnic yards

WILL BE BUILT
BY 2020





"I am glad that the country has "turned" towards the domestic tourism today. I consider that the Kaluga Region has managed to create some trend in this area, but while the region has already succeeded in an industrial site of the world level, everything is just beginning for the tourism site. Currently, the spiritual, cultural and tourism potential of the Kaluga Region exceeds available offers dozens-fold. There are no legislative problems and the key factor that promotes the tourism sector is people who would dream to deal with tourism.

This sector should not be approached solely as a business. You should deal with the tourism as a mission and love your product. This is the hospitality industry: if you are open, people will go to you."

Ruslan BAIRAMOV, Head of Ethnoworld Cultural and Educational Tourism Center

The first stage of Tourism Navigator Project was implemented in the Kaluga Region. 73 information signs were installed at federal highways and country roads. The second stage of the Project provides for installing over 200 markings for tourists.

LET'S GET ORIENTED



Alexei KARGASHIN,
Deputy Director of Kaluga Region
Tourism Information Center

Special road markings informing travelers of how to find places of interest, where to have a rest, etc. appeared in the Kaluga Region. What is this project and by whom is it initiated?

The development of the all-Russian navigation system for tourists providing for installing road markings for cultural heritage facilities commenced slightly more than two years ago. In Russia, this project was initiated by Vladimir Putin, while in principle brown road signs with white letters and pictograms are installed in most countries having a developed tourism infrastructure. Methodological recommendations on installing navigators in Russia were developed by the federal Ministry of Culture. The Kaluga Region commenced implementing this project among the first ones in Russia and allocated around RUB 3 mln for these purposes last year. Experts of the regional Ministry of Culture and Tourism issued a list including the installation of signs for tourism facilities. The first 73 signs were installed along municipal roads.

What is the principle for installing road signs?

Installing signs is a process that provides for many approvals. That is why the first signs have appeared at small municipal roads. Currently, we work to install navigators along

federal highways. I'd like to point out that the process gradually gains an interactive nature: inhabitants of the region apply to the Ministry with requests to install markings for certain facilities. I'd also like to mention a large public awareness function of the project: people who know the existence of natural and cultural facilities, which are sometimes unique, and take an initiative to install relevant signs familiarize with these places all those who are completely unaware that there are such relics in the region.

You perfectly know almost all tourist routes in the region. Do you have a favorite place in the Kaluga Region?

The favorite place is the entire Kaluga Region and its unique nature. The most comfortable rest place for me is Palatki environmental base and the area of Ugra National Park. In my opinion, this is the happiest blend of the pristine nature and blessings of civilization we are used to. These places are absolutely unique. In Middles Ages, Opakov, an ancient Russian city, was located here at the border between the Moscow and Lithuanian Principalities. Historians say that this was a large settlement having its housing area, trade, and customs. The first references to Opakov in books of chronicles are dated the late XV century and relate to the Great Stand on the Ugra River of 1480, as a result of which entire Rus got free of the Horde's Yoke. Information billboards installed in these places tell many interesting stories about the Ugra District in Middles Ages... In Opakov ancient settlement, your perception changes and you feels that you are a part of the large country with a great history. By the way, you can easily get there at any time of the year, except for transitional seasons.

In your opinion, that is the key advantage of the Kaluga Region in terms of the tourism development?

I think that the key advantage is the fact that authorities of the region are absolutely open to creative projects, as the Governor said one day: 'to crazy people in a good sense'. Such as Bairamov, Polissky... I am sure that it is possible to develop religious tourism in cities of the Golden Ring and successfully arrange eco tours at Altay or Baikal... but it is still almost impossible in Russia to find a region that has already implemented tourism projects that have no analogs. We have such examples.



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ART-PARK

«NIKOLA-LENIVETS»

Nikola-Lenivets is the biggest art park in Europe, with a part of its territory belonging to the Ugra national park. In 2013, the project was included in the federal special purpose program for development of tourism. The art park takes its name from the village that gained popularity in the early 2000s due to the artist Nikolay Polissky, who created the unique project to display landscape installations and

land art objects, many of which have become icons of modern art. Fanciful creations made from natural materials are harmoniously integrated into the park's picturesque landscapes. Nikola-Lenivets is associated with the names of renowned architects — Brodsky, Grigorian, Bernaskoni. Every year, the park hosts the iconic Archstoyanie festival of landscape architecture that promotes the idea of

landscape integration of architectural structures by applying creative solutions. Participants create grand objects of art and architecture. Today, Nikola-Lenivets offers an expanded entertainment program. It is now a true proving ground for all forms of modern art. There is also an eco-farm and a summer camp for children.



Nikolay LIUBIMOV,
Deputy Governor
of Kaluga Region



"When I first visited Nikola-Lenivets several years ago, I discovered that there is no need to go far in search of wonders! There is nothing like it, at least not in Russia: unusual installations, many of which have become icons of modern land art, are organically integrated into the vast expanses of uniquely beautiful local landscapes. It is an unusual, interesting and creative spectacle..."

Almost none of the art objects are built to last – they exhaust their earthly life and perish, and they are not restored. After some time, new ones are built in their place. It is just like life. In other words, it is a very "energizing" place, with fascinating landscapes, pleasant people and creations of talented artists".



PRIVATE MUSEUMS

RUSSIA'S ONLY ONE ...

Bereginya estate is a unique traditional doll museum and a part of Russia's cultural and historical heritage. It is located in the ancient settlement of Kozlov in Kaluga Region. Most of the exhibits are dolls created in old-fashioned craft

techniques (Gzhel, Filimonov, Dymkovo, Khludnev toys) and dolls dressed in traditional costumes from Russia and other all over the world (over 40 countries are represented). The highlight of the exhibition is the traditional doll calendar

— a panel with 12 protector "bereginya" dolls, each dedicated to a month of the year. Visitors can buy dolls at the estate and even order custom made ones.



"We must hold on to our traditions. A bereginya (protector) is more than a doll. You cannot just buy one at a store, they are not available. I have been visiting villages all over Russia for more than thirty years, speaking with old-timers, collecting dolls. Each year, it gets harder to find them — grannies die, and granddaughters do not always maintain their traditions.

There are over 2,500 dolls in my collection. Each has a passport indicating where and when it was found, the year of its birth, who made it, how and for what purpose, what happened to it... The development of the art of doll making can be traced through materials used to create dolls. We have all kinds: from straw to porcelain ones. The only ones we do not have, unfortunately, are

gutta percha and celluloid dolls from the war times, as almost all of them have perished.

Russian protector dolls are more than 2,000 years old. Each is unique. Our ancestors used them as protectors of the home, health, children, and wealth. They were preventers of misfortune. There are practically none left. My museum is the only one in Russia. Last year it received a silver medal for its contribution to development of folk crafts at the 3rd Forum of Russian Tourism. People that are passionate about history come to my museum from all over the country. I also spent three years teaching a "Russian traditions" teacher from one of the American universities how to make protector dolls.

There are 11 private museums

in Kaluga Region. All were created by enthusiasts. I know from personal experience what it takes to create an exhibition, to maintain and expand it — it is not just laborious, but also very expensive. I hope the newly formed Association of Private Museums of Kaluga Region will contribute to our work. So far, we had just one meeting where we identified our priority — to begin collaborating with each other. Together with specialists from the Ministry of Culture, we will visit each of the 11 museums to find out, what kind of assistance is needed. Trust me, there are many difficulties facing them..."

Rimma TARASOVA, honored craftsman of Russia, Director of the Bereginya private museum.

GUBERNSKAYA

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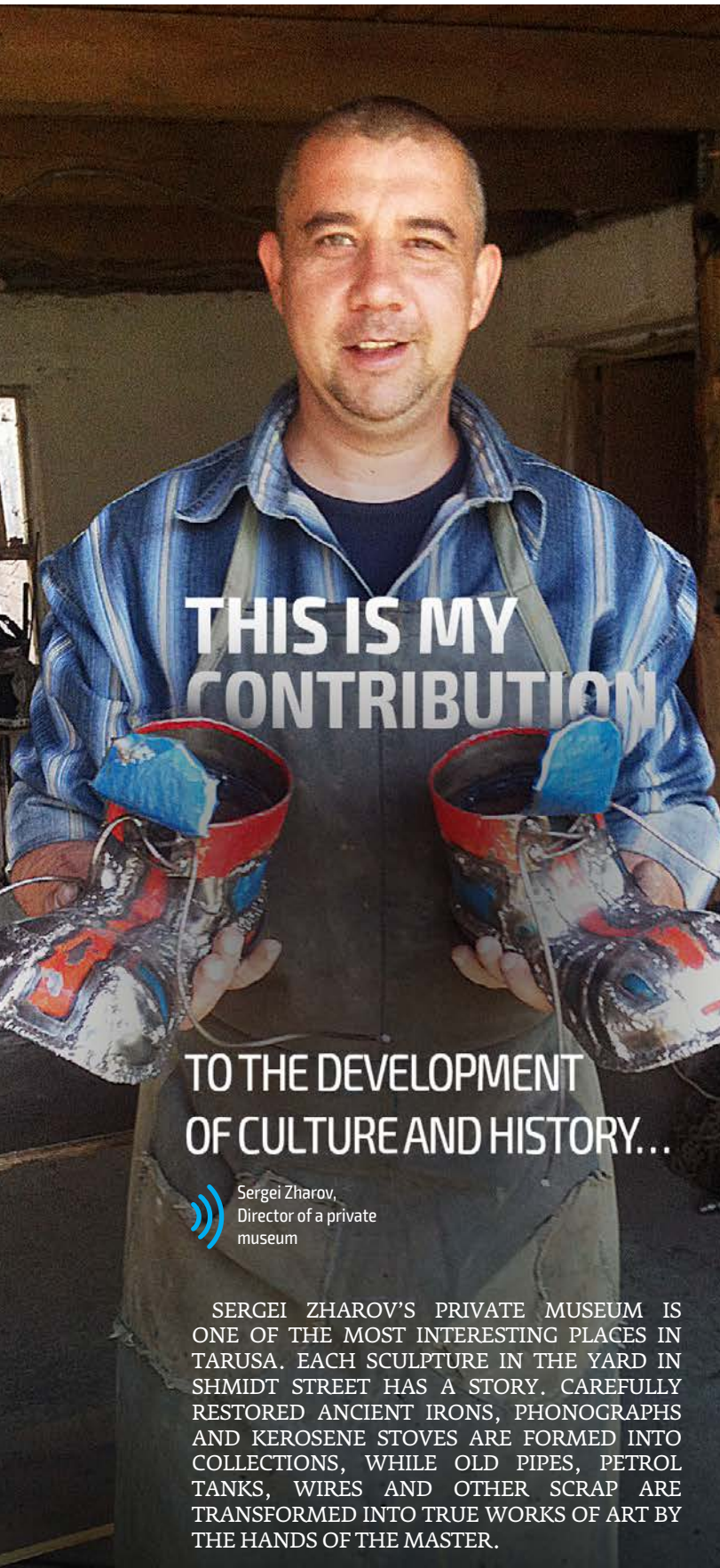
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cuisine at the Gubernskiy
restaurant. Would you like to
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family? Or throw an unforgetta-
ble corporate party?



.....
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AND VALUE OUR TRADITIONS.
IF YOU HAVE A BIT OF FABRIC
WITH EMBROIDERY MADE
BY YOUR MOTHER OR
GRANDMOTHER – FRAME
IT. THIS WILL CREATE AN
INCREDIBLY POSITIVE ENERGY
IN YOUR HOME THAT YOU
WILL BE UNLIKELY
TO FIND ELSEWHERE".
.....



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THIS IS MY CONTRIBUTION

TO THE DEVELOPMENT OF CULTURE AND HISTORY...



Sergei Zharov,
Director of a private
museum

SERGEI ZHAROV'S PRIVATE MUSEUM IS ONE OF THE MOST INTERESTING PLACES IN TARUSA. EACH SCULPTURE IN THE YARD IN SHMIDT STREET HAS A STORY. CAREFULLY RESTORED ANCIENT IRONS, PHONOGRAPHS AND KEROSENE STOVES ARE FORMED INTO COLLECTIONS, WHILE OLD PIPES, PETROL TANKS, WIRES AND OTHER SCRAP ARE TRANSFORMED INTO TRUE WORKS OF ART BY THE HANDS OF THE MASTER.

I was born and grew up in Tarusa, a cultural oasis in central Russia. Tarusa is associated with the names of Vasily Polenov, the Tsvetayev family, Victor Borisov-Musatov, Svyatoslav Richter. Konstantin Paustovsky and Nikolay Zabolotskiy lived and worked here. Filmmakers love to come to the picturesque banks of the Oka to film their creations. It was here that Victor Golyshev translated iconic novels "One Flew Over the Cuckoo's Nest" and "All the King's Men", and Vladimir Zheleznyakov wrote his "Scarecrow".

I think each resident of our town feels a bond with the country's cultural heritage. I have loved working with wood and metal since childhood. After finishing school, I went to work at the woodworking shop at the Experimental Plant. Five years after that, I built my own joinery, where I made furniture, window frames and doors. At that time, I also started collecting old irons. Once I accumulated an impressive collection, I decided to open an ancient iron museum on the second floor of my house. I kept expanding it with all sorts of ancient houseware.

CREATING SOMETHING FROM METAL, BREATHING LIFE INTO RUSTY IRON SCRAP IS AN INCREDIBLY EXCITING CREATIVE PROCESS FOR ME.

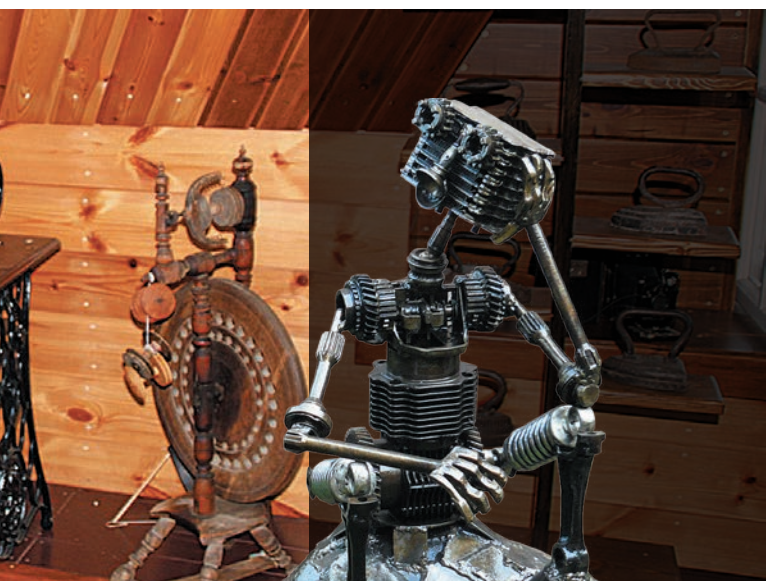
It fully consumes me — you are very unlikely to find any scrap lying around this neighborhood, I put everything to good use. Old petrol tanks, sewing machine parts, tangled wires, gears, bolts and other junk get a second life, which I am certain is more interesting than their first. Each character has a story, and from 2012, when the first private museum was created — an audience as well. By the way, one of the first people to visit my museum was Kaluga Region's governor.

I often host tourists, and conduct tours for schoolchildren from Tarusa and neighboring districts almost on a daily



basis. I have the capability to accept large tourist groups, so if you are an organized tourist group — welcome!

The museum is developing, the collection is growing, and I have many ideas for the future — I would like to open a small exhibition hall to display works by Tarusa’s amateur artists.



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NATIONAL PARK «UGRA»



.....
 Anton Agarkov is lead photographer of VGTRK's Strana.ru project. He has traveled all over Russia: from Franz Josef Land to the Caucasus, from Kaliningrad Region to Kamchatka. He worked in Argentina, Cambodia, Thailand, Laos and other countries. He has won numerous competitions, including Wild Nature of Russia and Best of Russia.

.....
 Anton works with National Geographic Russia, Leisure in Russia, Unknown Siberia and other magazines, digital portals Russia Beyond the Headlines and Planetpics.ru. Participant of numerous expeditions of the Russian Geographic Society. This year, he plans to implement the second stage of the Heirs of the Heath project.

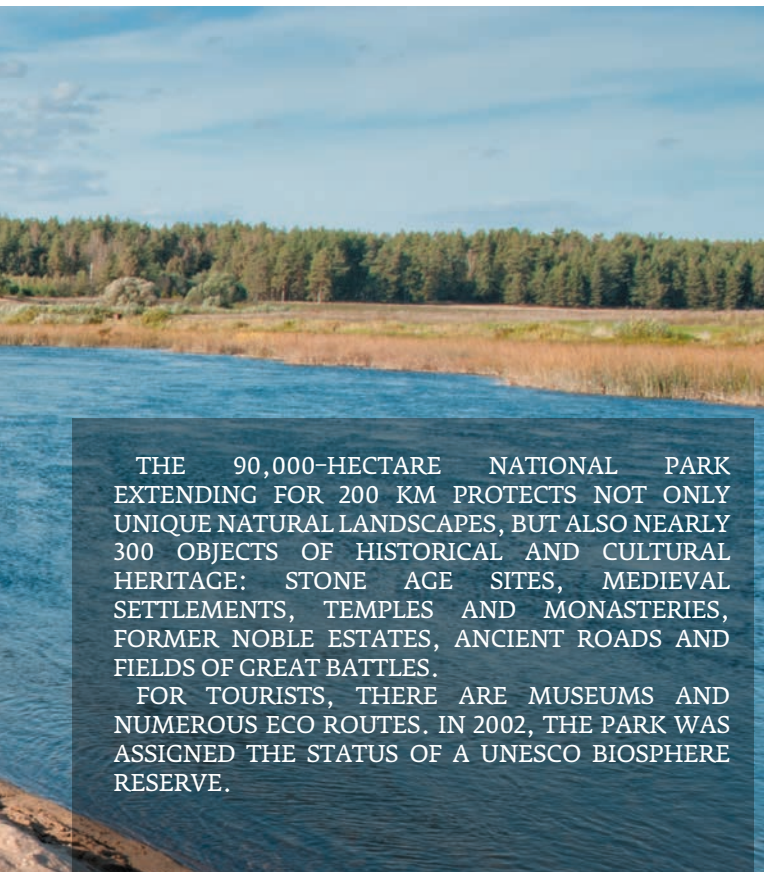
"It is very easy to photograph landscapes when you are in Kamchatka or at the Baikal - out there, nature is virtually screaming about its beauty, begging for it to be captured. It is much more difficult to make a beautiful landscape shot in the midlands, where nature is much "quieter". To make a beautiful photograph of a mid-Russian landscape, you need something inside you to click; you need to feel a bond with the place.

I have photographed in many places, but there aren't many places that give me that feeling. Ugra national park is one of them. I not only enjoy being here, I enjoy shooting here. High banks (a rarity in the midlands), crooked trees leaning over the water, textured cane — they all form a harmonious picture. As a journalist, I understand quite well that Ugra should be appreciated not only for its nature, but also for its rich

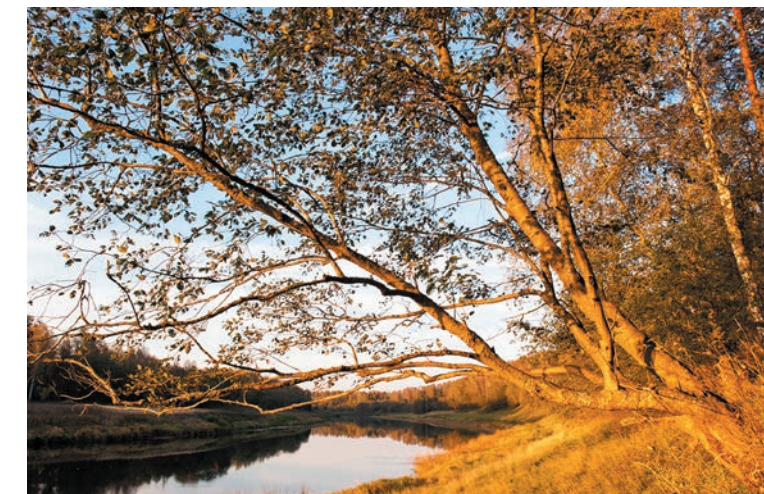
history, including the part related to WWII. I value this, but I love the place for its nature. And I can be absolutely sincere in saying that photographing Ugra is just as interesting as photographing the volcanos of Kamchatka, the mountains of the Caucasus or the ice at the Baikal".

Anton AGARKOV





Photos by
Anton AGARKOV



During the summer
of 2014,
**100 thousand
people**

visited events
in Kaluga Region,
including
open-air
festivals.

THE BIGGEST FESTIVAL VENUES

1

BOROVSK DISTRICT

Vegvest — international healthy lifestyle festival

Way to Self — new musical forum created for families wishing to spend quality time outdoors

EthnoRainbow — international festival of traditional cultures and crafts


Mamakabo — commonwealth of independent musicians, actors, artists, poets, cartoonists and other creative people

Free Spirit — a celebration of the body and soul, with yoga and meditation sessions, master classes, live musical and unforgettable socializing

Tipifest — recreation of the Wild West, where Indian tribes lived in harmony with nature and the surrounding world

Aerofest — festival for all things that fly, offering a unique opportunity to brave the sky

2

 DZERZHINSKY DISTRICT

ArchStoyaniye — new approach to territory development promoting the idea of integration with the landscape by applying creative practices and modern art


Night of New Media — unique festival of digital culture presented in a natural environment

Bobur — Russian-French festival of modern culture

Insomnia — the first Russian open-air non-urban festival of animated film

City Farmer — the Morozov farmer family leases out its vegetable patches and holds master classes on how to grow eco-vegetables

3

 MALOYAROSLAVETS DISTRICT

Wings — new format of the iconic Russian open-air rock festival
Reconstruction of Military Battles — a voyage in time that will allow you to witness the battles of the past

The Russian Bike Week — the biggest motorcycle, motor sports and music festival; 4 days, 2 stages, 4 racing sites, 100 bands, stunt men, rides, positive vibe, adrenalin and socialization.

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4



FERZIKOVO DISTRICT

Orientalia — festival of oriental cultures. Subtlety of the East in all its manifestations: feng shui, tea ceremonies, massages, throat singing, martial arts and dancing

Empty Hills — open-air festival of creative freedom

New Format — informal meetings with public figures, successful businessmen, concerts, dance parties, presentations of new creative projects

Golden City — end of summer festival, golden leaves, blue sky, open space and meetings with friends




5



ULYANOVO DISTRICT

Educational and sightseeing tours, many-hour cross-country walking routes, combined tours, water routes on the Vytebet.

6


 TARUSA DISTRICT

Summer School of Creativity — annual summer music festival organized by the Svyatoslav Richter Fund. Promotes enlightenment and provides support to young musicians

Tsvetayeva Readings — annual poetic event dedicated to Marina Tsvetayeva's birthday

St. John's Eve — sacral ancient Slavic celebration, a large-scale reconstruction of St. John's Eve, with traditional ceremonies, games, circle dancing and a fire.


 KALUGA

 5 OPEN-AIR SITES

 4 STAGES

Guitar World — a true celebration for connoisseurs of guitar art. Each year, in May, the festival welcomes musicians representing a vast variety of styles and directions

The Oldest Theatres of Russia — nationwide theatrical festival, held in the first decade of October, that brings together creative groups from all over the country

Iron Maidens — international festival of extreme music with female vocals

Highway — annual open-air car festival held alternately in Tula and Kaluga

Summer Jam — a vivid musical event with performances by some of the greatest musicians from Russia and abroad. The musical palette includes a variety of directions: from jazz and blues to folk, rock-n-roll and fusion.



"This year, Guitar World will be held for the 18th time. In different years, Kaluga's stage was graced with performances by Paco de Lucia, John McLaughlin, Al Di Meola, Francisco Goya, Los Angeles Guitar Quartet, Larry Coryell, Vicente Amigo and other recognized masters. According to their feedback, they were quite happy with both – the sophistication of Kaluga's audience, and the quality of the stage. It is a pleasure for me to invite guests to the renovated Concert Hall: it has excellent acoustics, professional lighting and a cozy hall with 2000 seats – quite intimate, but all ours. By the way, parallel concerts are held at the House of Music, and this year, we will be utilizing the art gallery hall as well. As for Summer Jam – it is a different type of festival, I'd say a "domestic" one."

Oleg AKIMOV,
organizer of the Guitar World International Music Festival





BIRD PARK

VOROBYI»

Vorobyi is Russia's first bird park. When it opened in 2005, the park's exhibition was dominated by local varieties and only had several exotic birds. The park is continuously growing. It now has 2,000 birds from all over the world, with both penguins and peacocks feeling quite comfortable on Kaluga land. The feathered lot neighbors well with a small zoo inhabited by rare and amusing animals. And the impressive stone park is well worth some special attention. The diversity and completeness of its collection turned Vorobyi into not only a place for entertainment and family leisure, but also a serious educational and research base.



"The Bird Park is one of Kaluga Region's attractions. The creators of this amazing display of nature deserve a big thank you. You just can't remain indifferent here; without even noticing it, you find yourself thrown back into childhood, you become kind and positive. This is a great thing! Today, the Bird Park is one of the best outdoor places for a family outing. The park's experience in breeding of rare birds received well-deserved recognition among specialists from Russian and international nurseries and zoos. It is continuously developing. One year ago, it opened a new enclosed pavilion – Tropical World – with a controlled atmosphere of an all-year-round tropical summer. Our park was the first among zoos in Russia and neighboring countries to implement a project of such scale. The Park's tours are highly rated by teachers in schools and summer camps, parents and the most loyal visitors of this corner of Kaluga Region – our children."

Pavel KONOVALOV,
Minister of Labor and Social Security of Kaluga Region





PLAYING WITH SPACE



Alexander KRIVOVICHEV,
Director of the Kaluga Regional Drama Theatre,
honored artist of Russia

?

Just as our nation has imperishable pride for Russian ballet, Kaluga's residents have their own exemplary establishment — the regional drama theatre. Having transformed a formerly unremarkable venue into a theatrical Mecca, Alexander Krivovichev didn't stop, and proceeded to "transform" the city itself — setting up sculptures and squares here and there, and sometimes even entire streets...

Our festival Oldest Theatres of Russia was recently recognized as the country's best festival. How did you get the idea of it, and how did it affect the city's cultural environment?

The idea to hold a theatrical festival in Kaluga, as many good ideas, was spontaneous. We were having a conversation with renowned theatrical critics Scherbakov and Zhegin about Russia's oldest theatres and came up with the idea for such a festival. It was in 2002.

Since then, we have already organized five festivals — all of top level. Ten to twelve festival days with readings, critic labs, and very intense daily work. Our festival demonstrates the experience that was accumulated, the present day of the theatre and glimpses into the future as well.

Apart from drawing additional attention to Kaluga's theatre, which is now well known within the country's cultural community, the festival has become a regional highlight. It is a high status, well-promoted event. It is a "perk" that gives Kaluga another excuse to remind everyone of itself.

The next festival will take place in 2016, and we are already getting ready for it. Because the way you greet your guests, the way you organize everything will affect the overall impression about the city, its residents, and the region in general.

The theatre is full on non-festival days as well, isn't it?

I have always had the "super-objective" — to make it so that people would want to come to the theatre. Regardless of the currency exchange rate, the weather or other factors. I think that the word "theatre" is synonymous to the word "beauty". And beauty is not just what is happening on stage. One should start feeling the harmony of beauty and spirit when approaching the theatre.

We are gradually teaching Kaluga's residents to treat the theatre as a club. Where you can relax and reenergize — spiritually and intellectually. Our motto — "We love and await you" — must be felt in our theatre with every step.

You are the driving force behind the appearance of city sculptures in Kaluga. Will you continue to "play" with public spaces?

By the way, our first sculpture, the Theatre Lover, has an actual prototype — a local woman, one our most dedicated viewers. She can come see the same play ten times!

The Theatre Lover was followed by the Dreamer, the Veteran, the Bag of Luck... Each of my initiatives had its critics... The moneybag was considered of low artistic value, and Tsiolkovsky — not impressive enough. Still, the bag has been polished to a shine, and people always take photos with Tsiolkovsky — locals and tourists alike. I wanted Konstantin Eduardovich to be portrayed not as a great scientist, but as a local, as one of us.

There are many places in Kaluga that can become very beautiful with some effort. The Mother's Square, for example, used to be a waste lot! Then there was an idea, Nikolai Vasilyevich Polezhayev helped us find sponsors... We put in a sculpture, some benches, and it turned into a comfortable city area with its own purpose. There are always people there, and it is pleasant to be in...

I have an idea to set up a sculpture for lovers in Kaluga and to name it "the Kiss". I also have an idea to create a park in front of the theatre — it could become Kaluga's pearl!

Unfortunately, there are not many people yet thinking about creating a comfortable city environment. And it is so interesting to come up with ideas, to create. I simply love the process!



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SPACE PROGRAM

One year ago, the first stone was laid to symbolize the beginning of construction of the second grand complex for the K.E.Tsiolkovsky State Museum of the History of Cosmonautics. Complications in the economic situation did not affect the course of works, which are proceeding as scheduled.



Natalya ABAKUMOVA,
Director of the State Museum of the History of Cosmonautics

.....

Natalya Abakumova graduated from the history department of the M. V. Lomonosov Moscow State University. She managed the Moscow Regional History Museum (New Jerusalem History, Architecture and Art Museum), organized major regional exhibition projects and is supervising a unique five-year project to build a 28,000 sq. m museum and exhibition complex. From 2010, Natalya Abakumova is a member of the presidium of the International Board of Russian Museums.

.....

"The Kaluga Museum of the History of Cosmonautics currently has the biggest collection of space-related exhibits in the world. Over its history that is almost half a century long — the museum will turn 50 in 2017 — it has formed good traditions, strong partnerships, and has acquired many friends. The main objective today is to maintain the traditions and turn the museum complex into a modern, bright and friendly environment. The classic exhibition will be enhanced with multimedia content. We may also get unique new exhibits: Kaluga Region is currently negotiating with the department of culture of the Russian Ministry of Defense. The museum will reach an entirely new level — that of the world's best museums, and the number of visitors is expected to double.

All our work is planned with consideration of major events targeted at the museum's modernization. They include, first of all, the completion of construction of the second stage of the museum in 2016 (the builders, by the way, work in two shifts, without weekends

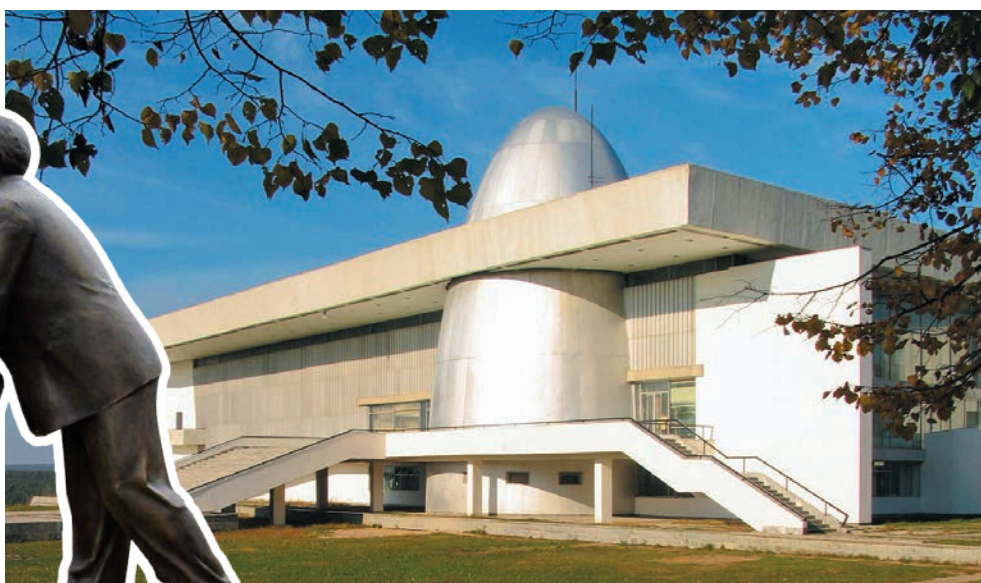
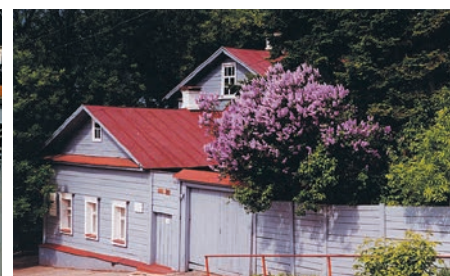
or holidays) and preservation of the entire complex, which includes memorial houses of Tsiolkovsky and Chizhevsky, as well as Tsiolkovsky's apartment in Borovsk. These objects are included in the museum's overall development program.

I cannot not mention the work of the museum's astrophysics department that is responsible for the planetarium. They assembled the first Russian planetarium that combines optic-mechanical and digital projection to create an unforgettable effect of immersing viewers into space. The virtual flight through the Universe and the opportunity to witness incredibly beautiful nebulae, asteroids, supernova explosions leaves both children and grownups equally impressed. Almost all programs of the planetarium were developed by our own unique specialists".

.....

The new 20.5 meter high three-level building will house a new exhibition, an interactive zone, a space simulator hall, a 4D cinema, the Space Voyage scientific adventure complex, a sun observatory, the Cosmic Café and other facilities.

.....



"The K.E. Tsiolkovsky State Museum of the History of Cosmonautics is a place that, as any resident of Kaluga, I am familiar with since childhood. We used to come here with classmates to see devices that were actually used for space exploration. Visits to the museum have become a tradition for several generations of locals. It is the region's main attraction for foreign tourists. The history of Kaluga's museum of cosmonautics has an inextricable connection with the people it speaks about — the conquerors of new frontiers. The construction of the museum was started by the world's first cosmonaut Yuri Gagarin. The museum is frequently visited by participants of space programs — pilots, cosmonauts and astronauts, scientists and design engineers. Today, the museum's building is an integral part of the city image, developing alongside it. The museum is building a space technology center, which will serve not just as an exhibition hall, but also as an educational venue. The new complex will be built into a hill slope to maintain the familiar city landscape. This way, we create new tourist objects while protecting our history".

Alexei LAPTEV,
First Deputy Governor of Kaluga Region



THE SPORTING ASPECTS OF TOURISM



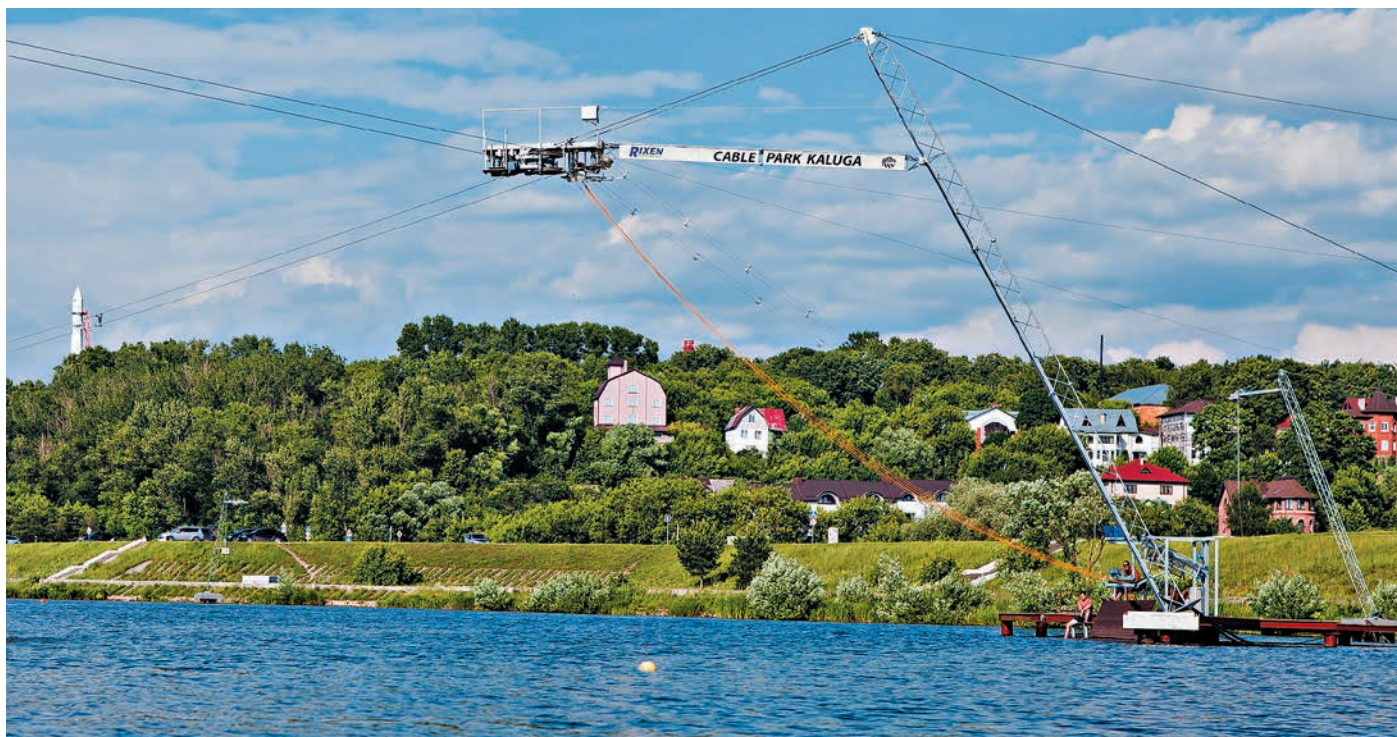
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Kaluga Region offers all categories of sport tourism, with tours ranging from the basic to extreme. Amateurs and professionals of tracking, watersports, skiing, cycling and motorcycling will find many interesting trails and routes in the region. This kind of active leisure is gaining popularity with every year. This year, the region will

open three large sports facilities — a recreational complex with a universal arena in Yukhnov, a regional swimming complex and beach volleyball center in Obninsk. Apart from that, the recently opened adaptive physical culture school in Kaluga will move to a modern sports center with a universal arena and swimming pool.

.....





"The stadium near Yachenskoye artificial lake is the best water stadium in Russia! This is officially confirmed by a certificate from RussianWakeAwards. That is why in 2014 Kaluga held the Russian wakeboarding championship, and in August 2015 will be holding the European championship! The idea to build such a stadium was born in 2008, when my extreme sports loving friends invited me to work in the organizing committee of the fifth world champion of cable wakeboarding in Anapa. When I saw it with my own eyes, I was hooked. The stadium in Kaluga was built with support from the Russian Federation of Waterskiing and Wakeboarding, its president Victor Volokhov and sponsors. It is a unique project. In 2013, when construction was in progress, it was the sixth in the country. Why is our stadium unique?

Firstly, it was bought directly from Bruno Ricksen's company – he is the creator and developed of water cable roads. Our wake park is custom designed – the poles are higher, so it is easier to perform tricks, and there are many figures of various levels of difficulty. Secondly, the stadium's tracking system is still considered the most advanced. It accounts the net time of each sportsman's performance, without the time of falls or time spent to get to the start position. Thirdly, we have a small bidirectional training hoist, where children can train. By the way, our wakeboarding facility is the only one in Russia that belongs to a state-owned organization, and where children study free. Already in the first year of training, six young sportsmen from the Trud School got top ranks at competitions held in Kaluga.

Apart from sport related benefits, the water stadium provides a priceless environmental service – as sportsmen glide through the water, they aerate the reservoir, infusing water with oxygen. In the two years of the stadium's existence, the water of Yachenskoye came to life. Now it is not scary to fall in! In the future, the wake park will be joined by a sports center with a trampoline hall, dressing rooms, showers, a sauna and a sports equipment rental facility".

Roman KOPTEYEV,
Director of the Trud
specialized Olympic reserve
physical culture school
for children and young people,
Vice-President of the Kaluga Region
Federation of Water Skiing
and Wakeboarding

RESERVE

«KALUZHSKIYE ZASEKI»

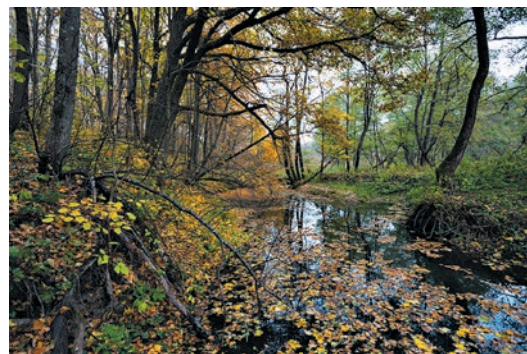
THE TERRITORY INCLUDED IN THE KALUZHSKIYE ZASEKI STATE NATURAL RESERVE IS KNOWN FROM IX-X CENTURY CHRONICLES AS A PART OF A LARGE IMPENETRABLE BROAD-LEAVED FOREST. TODAY, ITS 18,533 HECTARES ARE STILL HOME TO 300-400 YEAR OLD TREES THAT ARE UNIQUE FOR EASTERN EUROPE. THE RESERVE'S EMPLOYEES ARE METICULOUSLY WORKING TO INCREASE THE POPULATION OF THE ENDANGERED WILD BISON. TEN ENVIRONMENTAL TRAILS, INCLUDING ONE ALONG THE VYTEBET, WERE DEVELOPED TO INTRODUCE VISITORS TO THE UNIQUE NATURE OF KALUZHSKIYE ZASEKI AND ITS INHABITANTS.



Vladimir Novikov graduated from the K.E.Tsiolkovsky Kaluga State University. He was born, lives and works in Kaluga. A professional photographer, he works with Kaluga's publications and environmental organizations (Ugra national park, Kaluzhskiye Zaseki reserve).

Winner of the Golden Turtle international photo competition. Participant of the 56th Russian Antarctic Expedition, who spent a winter on the Russian polar post "Mirniy". His plans for this year include a photo series of rare insects of Kaluga Region.





Photographs
by Vladislav NOVIKOV

"Kaluzhskiye Zaseki reserve holds a special place among natural monuments. Its ancient territory is covered with primeval forests. For a photographer, the entanglements are a great opportunity to get close to the world of wild nature and, of course, to make some great shots. The bison has become the symbol of the reserve. Incidentally, the Kaluga-Oryol population of the European bison is the only major group in the Russian flatlands, and is the third by size in the world, with the world's highest level of genetic diversity. It is best to visit

bisons in winter. That is when they come to feeding sites, so you can see them well and take photographs. The most important thing is not to disturb the animals, so it is better to take a large focus telescopic lens that will allow you to take photographs from a considerable distance. Bison are generally calm, and you will be able to see and photograph the moments from their lives that are concealed from observers at other times of the year. The little calves are especially touching. Another object that is just as interesting is the reserve's broad-leaved

forests. They are most impressive in spring. Tender green leaves, an endless carpet of primrose, ramson thickets will leave no soul untouched. Some of the oaks in these forests are over 300 years old. Each of them is a unique monument of nature. Primrose flowers are best photographed with a macro lens or a standard one with macro functionality. And for landscape photos, you'll need a broad angle lens..."

Vladislav NOVIKOV

FAITH TOURISM

10

currently active
monasteries



"Vehicles arriving to Kaluga region from Moscow drive past a billboard emblazoned with Blessed Kaluga Soil. Not an empty slogan, this statement, truly, conveys the image of Kaluga region as one of Russia's key faith tourism centers. Visitors from both Russia and abroad travel to Kaluga region where Russian saints came up for their faith and where famous Russian orthodox monasteries are located, such as Optina Pustyn in Kozelsk, the Convent of St. Ambrose in Shamordino, St.-Paphnutius Monastery in Borovsk, Tikhon Pustyn, St. Nicholas Convent in Maloyaroslavets, St. George Monastery in Meschovsk, the Monastery of the Holy Transfiguration in Vorotynsk, St. Laurence Monastery in Kaluga. Well-known hieromartyr Kuksha preached Christianity to a local pagan tribe of vyatichi and made a spiritual link between them and other Slavic tribes of Ancient Rus, which was viewed by his ancestors as apostleship. Last year the Patriarch of Moscow and All Russia attended a ceremony in Kaluga, which was devoted to the 900th anniversary of the death of hieromartyr Kuksha, which took place presumably near an ancient city of Serensk in the territory of today's Kaluga region.



220
temples

The icon, which is currently displayed in St. George's Cathedral in Kaluga, offers mercy to the seeking and protects Kaluga region from hardships and woes. Prayers to the Icon of the Mother of God provided protection to the people of today's Kaluga region against epidemics and enemies. Allegedly, the image of the icon appeared in 1812 in the sky above the battlefield of Tarutino heralding the victory of the Russian army and the defeat of Napoleon's Great Army. Not accidentally, the icon, which had been kept in a museum store room, was replaced in the cathedral several days before the Great Patriotic War broke out. Today the image of the Mother of God guides our people in all their endeavors and achievements. A wonderworking duplicate of the icon travels to all over Kaluga region offering help and support to the people of the region. Obviously, faith tourism is the leading branch of tourism in Kaluga region in terms of tourists visiting our Blessed Kaluga Soil".

Ruslan SMOLENSKY,
Deputy Governor of Kaluga Region



NEW LIFE OF OLD MANSIONS

A cradle of many families, which played an important role in the development of Russia, Kaluga region and its unique architecture associated with the region's merchant past have become a large tourist attraction. Preserving the region's best architectural monuments is one of the key goals the Development Center for Public Private Partnerships is facing.



CANVAS WORKS

Canvas Works, a unique monument associated with the time of great Russian poet Aleksandr Pushkin, is now renovated by private investors. In 1718 Tsar Peter I ordered merchant Timofei Karamyshev to build a plant to 'manufacture sailcloth'. By 1767 a whole mansion had been built where the works, uniquely, were located very close to the landlord's house.

With RUR 100 million investments, the mansion has been renovated and a new life has been breathed into it. Within the framework of a public private partnership Concharov Hotel has been built here and a café theater has been opened. The home church of the Goncharov family is renovated. A private museum of paper is scheduled for opening soon. The mansion boasts rare interiors, fine household and furniture items, all dating back to the time of Aleksandr Pushkin. No wonder that the museum attracts many tourists.



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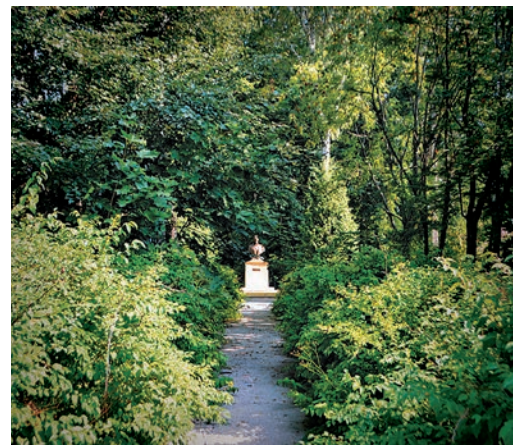
IN 2012 THE FIRST, AND SO FAR THE ONLY, CONCESSION AGREEMENT WAS MADE IN RUSSIA IN RELATION TO A HERITAGE SITE. ACCORDING TO THE AGREEMENT ALPINEX AUSTRIA INVESTMENT COMPANY, THE CONCESSION HOLDER, WILL RENOVATE SOME OF THE SITE'S BUILDINGS AND THE MINISTRY FOR ECONOMIC DEVELOPMENT OF KALUGA REGION, THE CONCESSION GRANTOR, WILL GRANT THE RIGHT OF OWNERSHIP AND OPERATION OF THE MONUMENT TO THE COMPANY FOR A PERIOD OF 49 YEARS.

.....



BOGUIMOVO

In the 19th century Kaluga region counted over 1,500 mansions, which had been owned by 2,500 eminent families for over two centuries such as the Obolenskys, the Golitsyns, the Dolgorukys, the Volkonskys, etc. The mansion of the Pronchishev family, better known as Boguimovo, is one of the most popular tourist attractions. Currently, the mansion participates in the "1 m² for RUR 1" program of the Center for Public Private Partnerships where a private investor can lease a heritage site for a period of 49 years. The lease will be set at RUR 1 for 1 m² after the site has been renovated during the first 7 years of the lease.



PUBLIC PRIVATE PARTNERSHIPS IN TOURISM

Globally, a large experience has been accumulated in the implementation of public private partnership projects. Under PPP projects hotels and resorts were built in Turkey and Tunisia, tourist sites have been built and are operated in national parks in South Africa. In France, European Disneyland was built under yet another PPP project. The French government invested USD 400 million in the attraction park's infrastructure engineering and sold 1,900 ha to a private investor at the price of agricultural land. Also, the government built a Trans-European railway station at the park and extended USD 800 million to the private investor in loans at a reduced rate of 5.5% instead of 18.6%. In its turn, the investor invested EUR 100 million of its own money and borrowed EUR 2 billion for the project. As a result, an attraction park has been built, which is attended by one-third of all tourists travelling to France. The project accounts for 6.3% of France's total tourism income.

BENEFITS OF PPP PROJECTS IN TOURISM AND ENTERTAINMENT

- BORROWED MONEY
- GOVERNMENT SUPPORT
- GOVERNMENT AND MUNICIPAL FACILITIES
- PREFERENCE FOR INVESTORS
- RISK DISTRIBUTION





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PETER THE GREAT RESTAURANT

For a fine meal you can visit our Peter the Great Restaurant.

- meals on the deck in summer time
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- playing zone for kids with TV screens and toys
- free Wi-Fi for guests
- playground near the restaurant

The restaurant can accommodate up to 50 guests.

FAIRY-TALE WEDDING

Long-lasting beautiful memories.

An ideal wedding location, our cottage resort has a restaurant for the wedding dinner, a hotel to accommodate guests arriving from other places and a dance floor.

You can choose between a gingerbread cottage, our beautiful restaurant or a snow white pavilion. In our cottage resort you can also hold a church wedding ceremony.

TRAININGS AND TEAM BUILDING

With its large area and the available infrastructure, Uhnovgrad can hold various team building activities.

You can also easily combine working and entertainment activities by holding a conference or a meeting in our spacious and full equipped conference room where also coffee break services are offered. The conference room can accommodate up to 80 people and is equipped with two screens and flip charts.



Uhnovgrad Cottage Resort
Eko-Grad Management Company
Uhnovgrad District in Uhnov, Kaluga region

+7 (495) 792-40-70
info@uhnograd.ru
www.uhnograd.ru





Welcome to Yakhonty in Tarusa Natural Reserve, a new resort in Kaluga region

The resort is located very picturesquely in Tarusa Natural Reserve near the Protva river where you can fish at any time of the year. Nearby woods is home to hares, foxes, squirrels and even elks.

Our resort is perfect both for a relaxed vacation with family or friends and a festive or corporate event of any scale. For individual travelers, the hotel has comfortable and spacious rooms of various categories, all of them offer a lot of sunlight and have a balcony where you can enjoy fresh pine-scented air. For corporate guests, the hotel has fully-equipped conference rooms, including, unique both in the hotel and Kaluga region, a 1,200 sq.m. conference room available for conferences and receptions.

At its best in summer time, Yakhonty offers to its guests yoga in the open air, Nordic walking along winded paths in the woods and authentic Thai massage. For travelers on a romantic getaway we offer horseback rides along the most beautiful places of the natural reserve and a special spa treatment for two.

The hotel has a wonderful entertainment team, which will keep entertain you daily by offering new fantastic performances, contests, quizzes, workshops and sports events, which are followed by a fascinating show program in the evening provided by guest performing artists.

Kids will enjoy their stay at our hotel, too. With Raduga Kids Club, a 5D cinema, merry-go-rounds, a tramp and a roller skates and bike rental, they will have the time of their life.

A family visit to Yakhonty wellness center with two swimming pools, a fitness center, a sauna and a spa can be followed by a fine meal in the restaurant. The hotel accommodation fee includes a buffet service four times a day where our guests can daily enjoy over 100 tasty and healthy dishes, including food for our youngest guests.

Seeing is believing.
Yakhonty in Tarusa Nature Reserve for an unforgettable stay.



(495) 269 05 44
tarusa.yahonty.ru



«Best Food» company is a specialized off-premise event service.

We offer good food and high-level service and work together with many locations, also in the countryside.

We work while you enjoy your time!

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Tel.: 8(4842) 547-547; +7(953) 319-00-11;
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LARGE POSSIBILITIES OF SMALL BUSINESSES

Most of services tourists arriving in Kaluga region receive, including catering, accommodation, transport, entertainment, shopping, etc., are offered by small and medium enterprises.

Services tourists consume 'here and now' i.e. almost the whole range of hospitality services are offered by small and medium businesses. The Federal Anti-Trust Service ranked Kaluga region the second region in Russia in terms of competition development. More competition leads to higher quality.

The regional government sees the development of small and medium business as its priority. The region has implemented programs containing comprehensive business support tools: infrastructures required for production facilities are set up, special training programs have been introduced, a specialized agency has been set up, the business ombudsman institute is operating, business incubators have been opened, etc. Small and medium enterprise support programs are developed with a glance to the sentiments of the business community. In 2014 over 1,400 small and medium enterprises received government support, also financial help. Small businesses in Kaluga region keep earning a reputation as a dynamically developing sector, a solid taxation basis and a source of real jobs.

In 2014, Kaluga region counted over 13,000 small and medium enterprises and about 30,000 individual entrepreneurs. That accounts for almost 50% of all legal entities operating in the region. Small and medium enterprises operate in almost all the branches of economy ranging from the car industry to pharmaceuticals, from agriculture to education.

Agritourism is one of the most popular branches where small and medium businesses are present. In terms of quality and quantity, the region's agritourism products are improving and as a result are getting more interesting, more varied and, consequently, are more in demand. Currently, over 500 countryside mansions, in addition to accommodation, offer a high comfort level and typical countryside entertainment. Each project reflects the character of the one who implemented it and, as such, is unique, has been made with love and never fails to attract tourists.

Today Kaluga region is one of the three leading regions in Central Federal District in terms of agritourism development. In April of 2015 the first meeting of the Regional Rural and Agritourism Association was held, which was attended by representatives of the region's ministry, directors of countryside mansions and other stakeholders in the branch of agritourism.

SBERBANK: ACHIEVED RESULTS AND NEW OPPORTUNITIES

Sergey Lukiyan, director of Sberbank in Kaluga, attended a press conference in the bank's headquarters, where the results of Sberbank in 2014 and its development perspectives in 2015 were discussed.



According to Mr. Lukiyan, 2014 was a successful year for Sberbank in Kaluga region. 'Last year we extended about RUR 62 billion in loans to legal entities and about RUR 16 billion in loans to individuals. Those are good figures. We also extended mortgages and participated in both regional programs, such as 'Residential Estate for Professionals', and federal programs, such as "Residential Estate at Reasonable Prices", says Mr. Lukiyan.

Over 4,500 people took out a mortgage. The associated loans totaled at about RUR 7 billion. The share of Sberbank in the mortgage market reached 62%.

"Improving the quality and accessibility of our services to people is one of our key goals. For that we put a lot of effort in the development of our branch network. Today Sberbank has over 130 branches in Kaluga region, including 27 branches in rural areas. 17 'new format' branches were opened last year. In total, Sberbank counts over 50 'new format' branches in Kaluga region. We will be working to improve our branch network so that we can offer a higher service level to our clients."

Cashless payment services is

another important field of the bank's development. The region has over 700 ATMs, including 100 ATMs in rural areas. Over 200,000 people in Kaluga region use Sberbank Online.

"Also, we introduced a rather innovative

.....
**2014 was a
 successful year
 for Sberbank
 in Kaluga Region**

service called "Automatic Payment", which enables our clients to pay their utility bills remotely by sending a text message", says Mr. Lukiyan.

Sberbank also expanded its acquiring

network, which now includes increasingly more service points where clients can pay for a product or service with their bank card. The acquiring network grew by 62% bringing the total number of the bank's service points in Kaluga region up to over 2,500. "That signals the reducing need of the population to pay with cash", says Mr. Lukiyan.

Client training is yet another field of Sberbank's activities. The bank has two Business Development Centers offering workshops to businessmen. A special focus is placed on interaction with senior citizens as over 58% of pensioners do their banking in Sberbank. For senior citizens workshops are offered at the Club of New Opportunities where the bank's employees tell them about new services and how to use them.

Mr. Lukiyan also said that this year deposits have been offered at better terms. A mortgage program at 11.9% annually has been launched.

Loan terms for legal entities are improving, too. The average rate has gone down to 19% from 27% early this year.

"We have done a lot. Sberbank Business Online has been implemented, which enables businessmen to make payments online. An account will be opened in 5 minutes and can start receiving money immediately. 5 days later the account holder can authorize spending through the account by submitting a small package of documents to their branch of the bank. The system also supports online company registration, tax reporting submission and deposit opening. Lots of effort has been put into the development of e-document flow", says Mr. Lukiyan.

After his introductory speech Mr. Lukiyan answered questions of the journalists present at the press conference. Most importantly, the journalists asked whether the bank is prepared to offer special terms to those clients who have lost their job as a result of the current economic troubles and are not able to repay their loan.

"Loan restructuring has always been there and will stay. Last year it was less developed as our clients had less trouble repaying their loans. This year we try to help our clients by putting off their payment timelines, stretching the repayment period, etc. The total number of debt restructuring requests from our clients has doubled", says Mr. Lukiyan.

The journalists also inquired about the regional anti-crisis headquarters, which was formed late last year and includes government officials, businessmen and bankers.

"A member of the headquarters, I understand the need of businesses in borrowed facilities. Sberbank has come up with three simple and efficient schemes: note-backed lending, bank guarantees and documentary settlements. Look at it, the average loan rate is 19% per year while the average payment under a note-backed loan is 5%. An efficient instrument, note-backed lending enables businessmen to receive borrowed money at a lower cost and make the operations of their company more stable without having to wait for any decision by the federal government", says Mr. Lukiyan.

Some of the questions by the journalists dealt with Sberbank's car loan program. Mr. Lukiyan said that the car loan program was launched in April and, basically, offers loans for a period of 3 years at 15% per year.

RETAIL BUSINESS

of Sberbank in Kaluga in 2014

RUR 48.5
BILLION

in deposits
from individuals

RUR 32.4
BILLION

in loans
to individuals

50,500
ISSUED

payroll
cards

121,900
VALID

credit cards
held by individuals

RUR 13.2
BILLION

in consumer loans
for individuals
(5.4% growth this year)

61.6%
SHARE

of the mortgage
market

2,562
ACTIVE

service points
(62% growth this year)

RUR 7.14
BILLION

turnover of the acquiring
network (85% growth
compared with 2013)

44.6%
SHARE

of the market
of individual loans
(all loans)

CORPORATE BUSINESS

of Sberbank in Kaluga in 2014

RUR 78
BILLION

in loans to legal entities
and entrepreneurs

15,900
LEGAL ENTITIES

have their accounts
with Sberbank

10,900
COMPANIES

and organizations
do their banking in Sberbank

75%
OF PEOPLE

employed in Kaluga region
have their payroll cards
with Sberbank

3,000
COMPANIES

have payroll projects
with Sberbank

UNDERSTANDING EACH OTHER



Knowledge of foreign languages is instrumental to good cultural, economic and political relations between countries. Translators and interpreters are of crucial importance here as they help find things and words countries have in common and build bridges between them for international cooperation and mutual understanding. Increasingly more translation companies are set up despite a difficult situation in the translation market. However a mass trend has been registered of high quality translation services being in demand. That signals that, evolution-wise, the largest and strongest players have managed to occupy the leading positions in the market. Vestnik has talked to Oksana Storzhak, Director General of ALEAN.

Oksana, ALEAN today is.... What?

Two companies! Five years ago we opened Big Apple Language School. But let's start from the very beginning.

Established in 1997, ALEAN is, according to Top-100 Translation Rating, one of Russia's thirty largest translation companies. That is a very good rating

for a regionally operating company. Our service portfolio includes translation and interpreting to English, German, French and other common languages. We make translations in any field, including, e.g. such technical documents as manuals for tanks, aircraft, navigation aids, etc. We can make translations of any complexity.

Big Apple Language School was set up 5 years ago. We have been licensed to

offer services in the field of education and have postgraduate students on staff. The Russian University of People's Friendship chose our school to take Russian language exams from migrant workers. As you may know, this year an exam in the Russian language, history and legislation basics was made compulsory for all migrant workers arriving in Russia. That helps them better adapt to their new life in Russia.

What are your key client groups?

Our target client group is very diversified. We receive translation requests from local farms sometimes. Our clients include government agencies, businessmen, students - anyone willing to receive high quality translation services.

What languages do you mostly make translations from/to? Have you ever made a translation from/to a rare language?

In addition to West-European languages, we make lots of translations from/to Polish, Slovak and Slovenian. However, we are prepared to make any translation. For example, we have translated and certified personal documents and charters for clients from Congo, Afghanistan and China.

As regards technical translations, a draft on navigation aids and documents on track tampers come to mind. Challenges and the way we coped with them remain vivid in memory.

Amusingly, our interpreters are often invited to weddings as an interpreter must be present at a marriage with a foreigner. Some of our interpreters have visited a Japanese wedding.

What do you see as a high quality translation?

In any job talent is of crucial importance. However, skills, enthusiasm, the ability to make a text your own - all that contributes to a better product. A technically accurate translation is ok, but it will not sparkle. The end product is a combination of experience, a creative approach and professionalism.

Has the crisis had impact on your business?

I am not sure. People have become more critical about their expenses. The political and economic situation might have had no hand in it. People have learned to deal with problems they are facing on their own. They learn foreign

languages and keep improving their professional skills. Nonetheless, with their biggest challenges they come to us.

.....

**ALEAN
has received
ISO 9001:2008
quality
management
certificate.
It is included
in Top 30
of Russian
translation
companies
rating.
It's a very good
result for a
regional
company!**

.....

How many translators and interpreters do you currently have on payroll and what are your personnel selection policies?

We have a staff of 70 people. Present in three regions, our company has 4 offices in Kaluga, 2 offices in Tula and one office in Moscow (just opened). We have received ISO 9001:2008 quality control certificate to confirm our high professional standards abroad.

As we select personnel, we look at their education, professional achievements, skills and working experience. At a job interview we look at their personal qualities such as initiative, ability to deliver under stress and performance.

Good personnel management is one of competitive advantages. What are your guiding principles as regards personnel management?

It is quite a delicate matter. I would say I value enthusiasm for the job most. An approach where a person groups translations into something they can do and something they cannot, speaks louder than words. Such person sets obstacles in his or her own way and kills all ambition within him or her. A flexible, mobile and easily adapting person is always welcome to our team.

Do you think that the arrival of foreign companies has changed the city?

I believe that, like the proverbial coin, all changes have bad and good things about them. Obviously, dynamic infrastructure and city environment development and new jobs fall under good things. Ever growing traffic jams do not.

Oksana, you are an experienced traveler. What travel destinations would you recommend?

That depends on who you are travelling with. We had a family vacation of our life in the Arctic where we enjoyed deer and dog sledding and the magnificent polar night. We also visited the residence of Santa Claus. All that turned our vacation into a true fairy tale for both adults and kids.

Tarusa, a small town set against the backdrop of beautiful nature, which plays host to many cultural events, is my favorite destination in Kaluga region. In Kaluga I am a frequent guest at the Summer Jam Festival and music concerts, which were attended by such globally renowned musicians as Steve Vai and Paco de Lucía. Obviously, I like to walk in Kaluga, mostly in the city park, and visit the Space Museum.

AKVAREL: 20 YEARS IN THE MARKET OF STATIONERY PRODUCTS

Akvarel stationery retailers have been a long-time leader in the stationery industry's national ratings. Valentina Budaeva, director of Akvarel, says that over the past 20 years the market of stationery products has changed, however, that has had no impact on her attitude towards what she is doing. Mrs. Budaeva has told us about where it all started for her and what measures the company takes in order to keep developing its retailing network in the time of economic trouble.

Mrs. Budaeva, your company has been around for a long time. Where did it all start for you?

Established in 1995, our company will be celebrating its 20th anniversary in May. We began with small stalls of stationery products. Our revenue was negligible and we had trouble making both ends meet. Two years later we managed to lease a property and people found their way to our shop. Today we have five shops in downtown Kaluga.

20th anniversary is an outstanding milestone for a retailer. What is your key to success?

Hard working and being very precise about everything. We avoid intermediaries by establishing direct contacts with manufacturers and official distributors in Moscow and St.-Petersburg. For example, the plant of artists' colors in St.-Petersburg has been our partner for over 10 years now. In total, we have 40 large suppliers.

How have you selected your suppliers?

At stationery exhibitions in Crocus Expo, which are held twice a year, in spring and in autumn. There new products are displayed. For example, we sell Mitsubishi pens from Japan. They do make pens in addition to vehicles. The pens are costly but we have buyers willing to buy them. Today we offer about 3,000 stationery and artists' items.

Has the recent economic trouble had impact on your operations?

Certainly, but that forces us to step up our development efforts. We opened a new self-service shop, keep expanding our range of products, introduced acquiring to enable our customers to pay with bank cards, apply strict personnel selection and training procedures. An economist and an accountant myself, I am the one who submits the company's reporting and controls its operations.



6th place

in Russia's Top-100 in 2012-2013 in the category
"Production Scale and Paying Capacity"

2014 Retailing Leader

according to the National Business Rating

40

large suppliers

AKVAREL RETAILERS:

Ground floor, 14, Teatralnaya St.
1st floor at Hermes Shopping Mall, 4a, Teatralnaya St.
53, Plekhanova St.
34, Ryleeva St.
1st floor, 29, Moskovskaya St.

Tel. (4842) 56-40-01 / Depozit40@mail.ru

ECONOMIC TROUBLE THE RIGHT TIME TO MOVE FORWARD

Any ceremony, such as an opening ceremony of a new modern production facility, a conference or an exhibition, calls for flowers and floral decorations. According to Yulia Mironova, it takes an artist to arrange a celebration, who is prepared to learn every day.



Yulia, has the economic trouble had any impact on your business?

The sanctions cause us some trouble as we receive flowers from Ecuador, Israel, Colombia, Kenya and Holland and the customs clearing takes longer now. However we have shifted our focus to local gardeners who supply beautiful roses, orchids, gerberas, tulips, irises and other flowers...

Has 2014 been a successful year for you?

Absolutely. I believe the economic crisis exists in our heads only. The time of economic trouble is the right time to move forward and expand, instead of going smaller. We took the risk of investing in our development, such as our location, equipment and product range. We have employed more people and started offering new services such as supplying floral decorations for any events ranging from grand receptions celebrating the opening of a new international production facility to family celebrations. We would be happy to provide floral decorations for our city.

You have got many competitors. What is your key to attracting more clients?

Our resources enable us to implement any project of any complexity and at any site, both in Kaluga and in other Russian cities. We have a large workshop where we can make any floral designs, including e.g. floral walls. We offer lighting equipment, vehicles that will carry it to the location and specialists who will assemble it. We offer a finished product.

Obviously, training is the best investment. I keep learning, both in Moscow and in the USA, not only floristry but also business processes and management. We feel comfortable in Kaluga region as our offers are in line with the latest market trends.

Do you time to rest? Where do you like to go to in Kaluga?

I live in the country and my place is where I relax. Also, I like to visit Etnomir and Golitsyno Eco-Club to enjoy the beautiful nature and fresh air.

OUR SERVICE PACKAGE:

- decorations for private and corporate events: special events, celebrations, presentations, exhibitions, dinners, parties
- wedding floral decorations
- Christmas and New Year floral decorations
- Exclusive bouquets, flower baskets, table and interior pieces
- Decorations for shopping windows and various interiors
- many other offers

ADDRESSES

MAKI Flower Shop
9, Kirova St.

Lila Event Shop
38, Kirova St.

Flower Shop LAFFKA
124, Suvorova St.

Florist's Workshop
Stary Torg Sq.

QUALIFIED DEVELOPERS OUR KEY TO SUCCESS

Established in 2010, Creatonica operates in the following fields:

- development of internet projects
- internet marketing
- consulting



Aleksandr ILIN,
Director General of Creatonica

Rather than an automated assembly line, Creatonica is a workshop of websites where all the details are made manually. Hackneyed and commonplace websites is not what we make. Working on a project we both reach the goals of the customer and develop unique software solutions. We go beyond the dry lines of the statement of requirements as it cannot provide for everything. We identify and remove any potential pitfalls before they become a real issue for our clients. As a result, our clients always receive more

than they wanted.

Instead of making profit here and now, we seek to establish a long-lasting relationship of trust as 95% of our clients come back.

Some of our clients implemented over three projects together with us and authorized us to keep developing, maintaining and promoting them.

Our technical specialists get involved in the project as soon as initial discussions are held so that the client is assured of the end results to satisfy its expectations.

95%
of our clients
come back

Any challenge? We will come up with a solution.

Email: hello@creatonica.ru; tel.: (4842) 200-138, <http://creatonica.ru>



Anna LUKINA,
Director of the Center
for Public Private
Partnerships

— For an overhaul of our website the team of Creatonica came up with a solution that answered all our needs. The team members were always in touch. They answered telephone at any time and always consulted us on any matter in a very nice manner. We received exactly what we wanted - a modern efficient website, which was built within a short period of time.

<http://ppp-kaluga.ru>



Stefan PEREVALOV,
head of the
Development Agency
for Agriculture

— In its activities a farmer company must comply with an extensive regulatory framework. We need to make it aware of all available government support measures and consult it on business planning and various economic matters. Our goal was to build a website, which would serve as a reliable source of updated information for the region's farmer companies and which would be a convenient tool to receive consultations and services. I believe Creatonica reached the goal beautifully.

<http://apkk.ru>



Yury IVANOV,
Director General
of Development Corporation
of Kaluga region

— The website of our corporation has several key functions: it provides information on the goals, objectives and activities of the corporation, it presents ongoing investment projects, it informs potential investors of available locations in the industrial parks. Creatonica managed to bring all the three functions together and build a spectacular website.

<http://invest.kaluga.ru>



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The perfect fit



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