



**Ural Federal
University**

named after the first President
of Russia B.N.Yeltsin

**Graduate School
of Economics
and Management**



GSEM INTERNATIONAL DIGEST

April-June 2020

Ekaterinburg



Dear colleagues,

The time we are living in are challenging but interesting and motivating. Pandemic has changed our life a lot and created the new reality. The words that we must run as fast as we can, just to stay in place are to true more than ever. We have to innovate, diversify, encourage every day to save our positions.

Now, in July 2020, we can surely say that starting from March GSEM has transformed more than for the last several years: we became fully available online; our students all over the world were able to learn and graduate from their home with full access to classes, professors' consultations and tutorship, and learning resources; our staff members have advanced their digital skills via 24/7 practice and can effectively work and communicate distantly.

We have learnt a lot, rethought our priorities and opportunities, found new ways of development within the new normal. Some of the ideas will be launched already in autumn semester 2020, some will take more time for implementation. Of course, much was done in this spring semester and we are proud to present some of our achievements in current digest. We are confident that these initiatives will strengthen our partnerships and provide new opportunities to reach our mutual goal of providing high quality and up-to-date business education to learners.

We hope to start our work in September in normal way meeting our learners and staff members face-to-face. Nevertheless, considering the flexibility of the situation we are ready to start either offline, or online, or in mixed model delivering the values to our students and partners.

GSEM team sends you best wishes for wonderful summer time. Stay in touch and looking forward to stepping into new fascinating period in autumn!

Director of GSEM International Affairs Office,
Ekaterina Demchenko

INTERLECTURES PROJECT: OUR ONLINE ANSWER TO THE PANDEMIC CHALLENGES



During the global pandemic GSEM launched 4-week online educational project InterLectures consisting of eight online lectures provided by leading GSEM lecturers on topics of business, economics and management. More than 150 participants from different countries, including Italy, the Czech Republic, Greece, Thailand, France, Pakistan, Russia, Azerbaijan, Bangladesh, China, Hungary and others, took part in discussions and received certificates of participation. The issues covered by the lecturers related to the involvement of Russia in global processes and were always interesting to participants. In particular, they asked questions about how Russia is included in the process of international economic integration, what the real situation with coronavirus is, if it is different from the one described in the news. The discussion turned out to be lively and truly international. The feedback from our participants confirms a success of the project which helped everyone find something useful for themselves. All project participants highly assessed the topics, the practical orientation, openness and level of experience of lecturers.

ONLINE 'OPEN DOORS' DAY

Being unable to host a regular Open Doors Day event this year, GSEM International Affairs Office and heads of our degree programmes gave an online presentation of education opportunities at the School for English-speaking prospective students. More than 60 participants attended the event via videoconference without leaving their homes, among them prospective students from Asia, Africa, Europe, South America, as well as students of the UrFU Preparatory Department for foreign citizens.

GSEM International Affairs Office Director Ekaterina Demchenko presented general information about the School, learning environment and living conditions, opportunities of research and participation in international events. Head of degree programmes taught fully or partially in English told about their respective programmes, study features, admission and future jobs that students can expect to get upon graduation. GSEM faculty members, students and graduates from different countries joined the event to talk about their experience.

Such unusual format of our traditional Open Doors Day allowed for participation of a broader audience not limited to the residents of Ekaterinburg.



VIRTUAL GUEST LECTURES

In April, International Economics students were building start-ups in Italian way with Professor Rosa from Sapienza University of Rome



On Wednesday, April 22, Prof. **Rosa Lombardi** (Sapienza University of Rome, Italy) presented a guest lecture on business plans for organizing startups and development of innovative businesses.

Online lecture was organised for students of International Economics and Business programme in frames of the International Business Planning course taught by **Yuri Davy**. The most interesting topic presented was the evaluation of non-tangible assets such as human resources, brands and patents of the company preparing business plans. Students look forward to meet Prof. Rosa Lombardi next year to continue creating startups.

Practical Innovation Lifehacks for GSEM Students with Professor Ed Overes from Zuyd University

The course International Management for Bachelor students featured a series of classes by a 'visiting' professor **Ed Overes** from Zuyd University in the Netherlands delivered online. The topic of leadership is especially relevant now that many companies are looking for new strong leaders and new ways of operating in this uncertain environment.

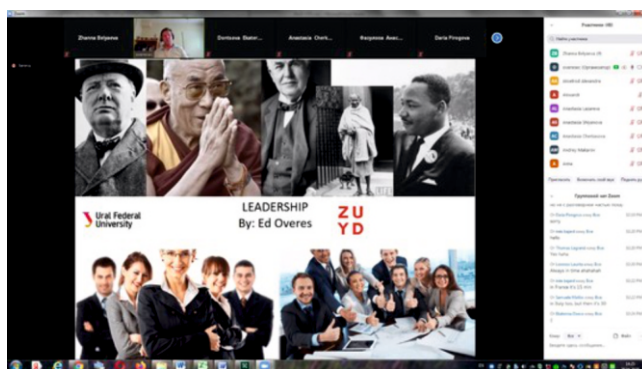
Prof. Overes told about corporate innovation process in great detail turning students' attention to necessary resources, management tools and key

success factors. The classes also covered real cases of international companies: the types of leaders, how they act and how they organise team work. The students defined their leadership styles and got practical advice on self-development: how to enhance their leadership skills and where to find innovation ideas.

The students engaged in a fruitful discussion with the Professor, thanked him for interesting online classes and shared their impressions.

Samuel Mattio, an exchange student from the University of Turin, commented on the lectures:

"For me these classes were very interesting. I think the topics are relevant and fundamental for any business. In terms of innovations, it is undoubtful that their role is vitally important. I was interesting to learn how to make innovation implementation easier and how a company manages innovation in general. I especially liked the part on leadership, particularly Walt Disney case analysis. Thanks to this case discussion, Prof. Overes made it really clear how subjective opinion and freedom of interpretation are important for understanding a subject".



GSEM URFU STUDENTS IN THE FINALS OF THE AUDIT CUP



The students of International Economics and Business made it to the final state of the KPMG case championship. A team of 3-year students named «Don't be like the ruble» got to the finals of the Russian case championship AUDIT CUP 2020, held by KPMG. The team includes 5 members: **Valentin Tyazhelnikov, Anastasia Kandalintseva, Elizaveta Maksimova, Ekaterina Deeva, Anastasia Fazulova**. Our students were the only team from Ekaterinburg to get to the semi-final stage of the competition.

KPMG regularly holds trainings for students to develop not only professional, but also soft skills of future international economists. Many graduates of our School work in the Big Four firms.

Best of luck to our students in the finals!

GSEM URFU STUDENTS IN THE FINAL OF A STUDENT PROJECTS COMPETITION

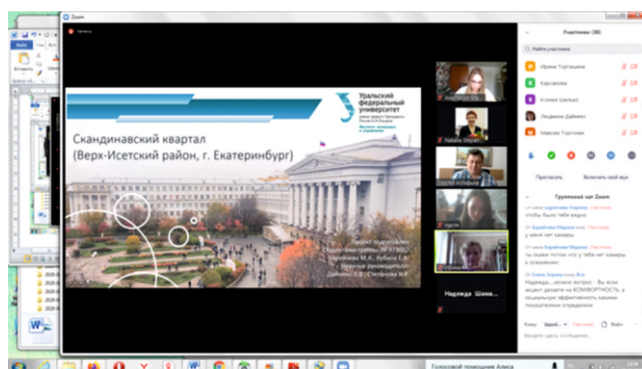
In these difficult times under lockdown, universities do what they must do: teach, organise, help students learn.

On May 1, 2020 the 7th competition of city-planning projects took place online. The competition was held in the framework of the international online conference Problems of Economics and Construction Management in the Context of Ecologically Oriented Development. The final stage of the competition featured the teams from Baikal State University, Tomsk State University of Architecture and Building and Ural Federal University.

The project topics are selected from among the most important and practical for regions, municipalities, construction organisations, etc. This year, the topic was Comprehensive Territorial Sustainability.

The projects evaluation had two stages: firstly, experts and practitioners from some of the cities that were founders of the competition assessed the project. This year, they were experts from Bratsk, Tomsk and Irkutsk. At the finals, the participants presented their projects online and asked each other questions.

GSEM was represented by two students of the Academic Department of Economics and Management in Construction and Real Estate Market: **Marina Bareychева** and **Ekaterina Kubina**. They defended their project Skandinavian Block (based on the Verkhisetsky district of Ekaterinburg) and got the third prize.



GSEM URFU STUDENTS WON THE INTERNATIONAL ONLINE ACCELERATOR

Innovative Business Simulation united 221 students from 12 Universities in a search for best industry solutions



Students of the programme “International Economics and Business”, Graduate School of Economics and Management, take part in the truly international project developed under leadership of Zuyd University (Maastricht, The Netherlands) and in cooperation with 12 other universities. 31 nationalities from Russia to Brazil joined business-, analytical-, cultural- and entrepreneurial forces to practice real businesses in four markets with changing economic, social and ecological market outlook. Next to this, they have to work on supporting group assignments and reflections to make the learning outcomes more explicit. Teams are built in such a way that students met online for the first time and they represent different cultures, universities and countries. All of them are students of economics and management, but now they are into the real challenge-not only to compete with the others, but also check their intercultural abilities to cooperate within different time zones, different scope and understanding. Just like in real business. This project shows how important good, personal relations and staff exchange between partner universities are.

Ed Overes, professor from Zuyd University, shares how he came up with such an idea:

“I have been able to energize my contacts at the business universities, I have recently been teaching, into this game. Without their enthusiasm and commitment for this project, it would not have been possible. Although Covid-19 has shown us that many things can be done online, this project also shows

that good personal relations between staff of universities is at least as important then the formal agreements”.

Many business educational programmes depend on interaction with business for guest lectures, real life case, company visits etc. During the many restrictions due to Covid-19 a lot of educational work is done online, but how to replace this business setting? Near to real life simulation in the form of management games is one of the answers. Another good reason why playing our game is important in these days is that we need to find ways to having students interact more with each other online, replacing the social interaction of education. In many cases of online education, it means that students work by themselves and ‘only’ go online for attending lectures or sharing their output. The management game we play is different in that respect, as students go online to discuss and interact and reflect with their team members. Playing the game well involves a lot of interaction, as interaction is the core of the assignments and the game. We facilitate this interaction by giving students a dashboard in which they can see their peer reviews and team differences, so teams correct each other during the process.

Philip Shell-Hammer (German student, Zuyd University) discovered new frontiers of business communications:

“I was surprised by the knowledge of other countries regarding business. One guy from Ghana was not really active. At first I thought due to language barriers or lack of motivation. I was under the impression that it would be difficult working with people from other countries. However, then he showed a very good analysis of the market. I soon realized just how extensive their business knowledge was. This changed my views completely”.

Ariane Lapiano Figueiredo (Brazilian student, Zuyd University):

“Playing the CESIM game gives one the first true impression of what it is like to deal with people from around the world and how to engage with different ways of thinking. Moreover, it teaches just how many different aspects are linked to managing a company”.

Zhanna Belyaeva, academic Director of GSEM UrFU, confirms the urgency of such a combination of hard and soft skills training:

"Students are often thinking that playing business simulation is just a game and you can always find a way to come to your result fast, but when you are playing in various markets and you actually start seeing different approach to business economics and you have to apply your theoretical knowledge to multidisciplinary decision making: seeing how your cashflow is vanishing following your poor calculations, or seeing unhappy shareholders due to wrongly shaped strategy".

Anastasia Lazareva, a student of the programme «International Economics and Business student» GSEM UrFU says:

"In the discussion process, I cannot say that I am performer (but it's nice that in the survey 2 I was marked as such twice) and talk a lot, because I look more on the numbers and share with guys simple and concise comments. Since the entire team follows the strategy, comments are fully taken into account for making a decision. I think our clear mind and focus on result help us to be always competitive and show the sustainable growth".

The coaching team believes that participants will not make friends all over the world, but will utilize this knowledge for their future business contracts in the real life.

INTERNATIONAL CONFERENCE FOR STUDENTS AND YOUNG RESEARCHERS "GSEM SPRING RESEARCH DAYS"



On April 24-25, GSEM hosted the online conference with over 300 participants from Russia, Kazakhstan, Italy, Donetsk, among them researchers, experts, business representatives.

For the first time the annual GSEM conference Spring Research Days featured online sessions. The researchers presented their papers and participated in discussions at the Zoom platform. The format did not impact the interest and productivity of the conference, the participants remarked on fruitful discussions and networking opportunities that allowed for development of their research plans. Each session had three award winners for best papers presented.

One of the most internationalised sessions was "International Economics and Business: models, trends, foresights" headed by **Zhanna Belyaeva**, where Russian and foreign participants presented research on topical issues of the global economy development, analysed COVID-19 influence on the economy and business operations, using the tools of econometrics, statistics, case analysis and others. The international academic jury of **Prof. Belyaeva**, **Dr. Alberto Ferraris**, **Prof. Elena Frolova**, lecturer **Victoria Belyaeva** and assistants **Yana Lopatkova** and **Alexandr Ishukov** gave the participants useful feedback for further research development.

INTERNATIONAL ONLINE RESEARCH WORKSHOP AT GSEM



On April 19th, GSEM Laboratory for International and Regional Economics held an international online research workshop “Modelling Balanced Technological and Socioeconomic Development in Russian Regions”.

Due to the current epidemiological situation the workshop was organised fully online for the first time for our School. About 20 researchers from different cities and countries participated via video conference call. The participants were GSEM researchers working on the RSF grant №19-18-00262, as well as scholars from other UrFU institutes and foreign universities. Eight presentations were delivered: representatives of the University of Klagenfurt (Austria), Autonomous University of Barcelona (Spain) and GSEM UrFU. They presented results of economic modelling based on open source data, as well as recent public opinion surveys. The methodology used by the researchers included widely recognised tools of econometric analysis, as well as tools for analysing constructed languages and methods for solving optimal regulation tasks and stochastic processes analysis.

“It is very important to support communication among researchers during these difficult times. On the one hand, our research work is less affected by the Coronavirus pandemic because often all you need to succeed is a pencil, some paper and a laptop connected to the Internet. However, creating new knowledge depends critically on the dialogue between people, on personal interaction opportunities and feedback from colleagues. This is

*why it is of vital importance that conferences are organised now and not postponed to the future, by going online. I believe our first experience to be a success, and we are already planning new workshops to organise soon”, — says **Ivan Savin**, Research Fellow at Autonomous University of Barcelona, Senior Researcher and Professor at GSEM UrFU, Head of the RSF grant.*

Every report was followed by a detailed discussion featuring questions by students, young and experienced researchers working in the fields of economic modelling, econometrics and other areas.

*“Holding the workshop online was an interesting solution forced by the current situation, — comments **Dmitry Blüschke**, Associate Professor of the University of Klagenfurt (Austria). — I have to admit that for me it was the first seminar in such a fully virtual format, and I was pleasantly surprised that it went very well. I heard a lot of interesting presentations and, what’s even more important, thorough discussions on different economic subjects. Young UrFU researchers now have a valuable experience, and all the participants have undoubtedly benefited from the seminar”.*

*“The last workshop “Modelling of Balanced Technological and Socioeconomic Development in Russian Regions” of the Laboratory for International and Regional Economics had to be conducted online because of the Coronavirus, — says **Hans Wiesmeth**, Academic Head of the Laboratory and President of the Saxon Academy of Sciences. — It was an interesting experience that turned out to be surprisingly good. Nevertheless, from time to time it seems to be necessary to meet all participants in person in order to establish and maintain contacts. So we are looking forward to holding offline workshops in the future”.*

EDITORS AND EDITING IN TIMES OF CRISIS



On June 11-12, 2020, European Association of Science Editors held an online conference Editors and editing in times of crisis. The conference featured a session of the Russian branch of EASE on the first day.

More than 100 science editors representing journals of various research fields took part in the conference session. Reports were presented by Elena Tikhovona, Head of the Russian branch of EASE (Moscow, HSE), Pippa Smart, President European Association of Science Editor, (Oxford, UK), Nicholas Duncan Vice-President European Association of Science Editors, (Brighton, UK), Olga Kirillova, President of the Association of Science Editors and Publishers, Chair of the Russian Expert Council of Scopus ECSAC-RF (Moscow). The experts agreed that the role of an editor in providing verifiable, robust and high-quality research data has never been so important as it is now. The reports analysed the influence of crisis situations on science editors and experience that they gained as a result.

GSEM Deputy Director of SEM for research and innovation, EASE member and Editor-in-Chief of R-Economy journal Irina Turgel took part in the conference. Prof. Dr. Turgel presented a report on Publishing a Journal in English in Russia: Specifics, Advantages and Limitations sharing her publishing experience and focusing on the tools of attracting authors and use of new communication channels to engage readers.

NEW BILATERAL COOPERATION AGREEMENTS OF GSEM URFU

On April 6, 2020 Graduate School of Economics and Management, Ural Federal University has signed Agreement of collaboration with the Indian Institute of Management Indore. According to this agreement, student and teaching mobility, participation in academic events and joint research will be carried out between these business schools.



भारतीय प्रबंध संस्थान इंदौर
Indian Institute of Management Indore

On June 19, 2020 Graduate School of Economics and Management of Ural Federal University signed Memorandum of Understanding on academic cooperation and Agreement for the exchange of students with the University of Groningen (Netherlands), providing students from both countries with new opportunities for further development of their knowledge and skills. In the framework of the Memorandum of Understanding, it is planned to expand the areas of academic cooperation between the universities.



university of
 groningen

A JOB OFFER RIGHT AT THE THESIS DEFENSE



You can start an analytical career at online project defense in ZOOM!

The Bachelor programme International Economics and Business cooperates with partner companies in evaluating graduation theses. The Deloitte Directorate (Ekaterinburg office) representatives joined the 2020 Final Examination Commission. Out of 49 students' graduation theses submitted, four were selected by the commission, and their authors were invited to work in the partner's office in Ekaterinburg.

Anton Kochetkov, Head of the Ekaterinburg branch of Deloitte & Touche CIS, highly assessed the quality of work, inviting a number of students to a starting position at the Audit Department:

"Many thanks for the opportunity to participate in the Examination Commission. I can say with confidence that the level of training of students and the quality of their work are at a high level, and the topics are really interesting and non-standard."

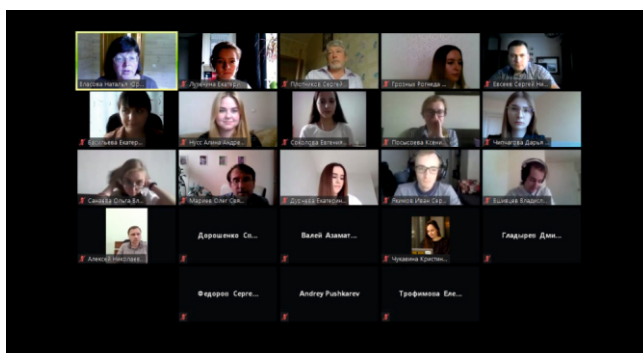
Anna Gaynetdinova, a graduate of 2020, shares the happy news:

"As a result of my thesis defense, I received an offer from Deloitte's corporate partners. I think this is a great opportunity to start your career and gain valuable experience! I am sure that the skills and competencies gained at the programme International Economics and Business allowed us to show ourselves worthily, because the programme gives us valuable knowledge, develops lateral thinking and other flexible skills."

FROM ALMA MATER TO PRICEWATERHOUSECOOPERS

Students of the Bachelor programme Applied Economics presented their final theses in front of the commission consisting not only faculty members, but also business and government representatives. Among the organisations looking for potential talented employees there were Ural Bank of Reconstruction and Development, Sberbank, Ural Works of Civil Aviation, Department of Finance of the City of Ekaterinburg.

This year, the topics of particular interest were digital technologies in finance, investment efficiency, business analytics of SMEs and forecasts for business and regional economy in the context of the pandemic. Many students presented theses based on their work or internships at real companies. Several students were offered jobs at Ural Works of Civil Aviation and PricewaterhouseCoopers Audit.



FINANCIAL LITERACY WEBINAR FOR GSEM STUDENTS

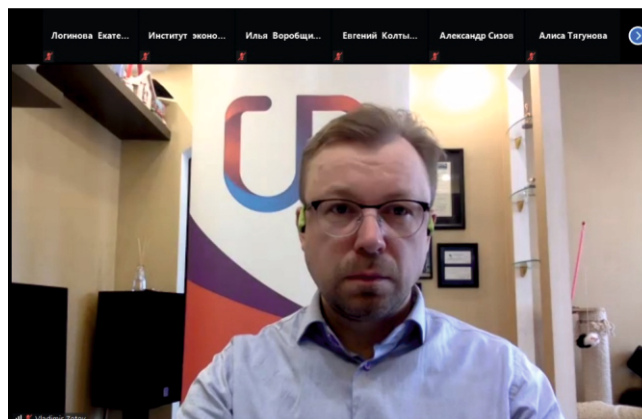


In May, Sberbank delivered an online lecture in the framework of the series of events promoting financial literacy among university students.

Inna Lyubimova, a manager from Sberbank, told the students about the basics of financial literacy, personal financial planning, current available tools and assets formation for the future. The students also learnt about financial risks and how to manage them, how to avoid fraud schemes, how to start saving and other useful tips for efficient personal financial management.

Inna noted that the main goal of Sberbank is to teach students to make right decisions regarding financial and banking services, cultivate responsible financial behaviour and develop appropriate financial skills. More than 100 GSEM students attended the event.

HOW AND WHERE TO INVEST? A WEBINAR FROM URAL BANK OF RECONSTRUCTION AND DEVELOPMENT



UBRR Chief Operating Officer **Vladimir Zotov** gave an online lecture on investment opportunities and tools. The focus was on an individual investment account and its resources for beginners, as well as advanced users. The students also learnt about investment risks and how to minimise them. While working on this topic, the participants were offered a risk profile test that shows your financial behaviour patterns and shows how much of a risktaker you are.

Vladimir also elaborated on the bank deposits, insurance and pension programmes, shares, and other investment products. The speaker also shared several lifehacks with the students on how to get an income using tax deductions and which strategy is best employed in this case.

ACCA ACCREDITATION CONFIRMED

The Master's programme International Management got the ACCA accreditation prolonged for another 5 years. The programme is the only one in the Ural region with such an accreditation. It gives students of the programme an opportunity to get international professional certificates for the courses corresponding to ACCA papers F1-F3, F5 and F7. Students can also benefit from a discounted membership fee at the association, as well as exams for other ACCA papers over 2 years after graduation. Starting from 2020/2021 academic year, the programme is fully taught in English, and we are looking forward to seeing exchange students from partner universities at the programme!



UrFU RANKED 331 IN QS WORLD UNIVERSITY RANKINGS

Ural Federal University has moved up 33 positions in the QS World University Rankings, now ranking 331 globally. Compared to the last year's results, our university improved academic reputation and internationalisation indicators.

"Such improvement in the recently published QS ranking is the result of the university's consistent work over several years, its participation in the 5-100 international competitiveness enhancement program. We can see a significant increase in academic reputation by 75 positions compared to last year. In addition, the success in the ranking also resulted from an increase of 58 positions in the share of foreign students," — said the Rector of UrFU **Victor Koksharov**.

According to the First Deputy Vice Rector for Science Vladimir Krizhaev, the university is progressing thanks to joint research projects with leading international scholars, as well as big international research events organised by UrFU and participation of our faculty in such events abroad.

"In this new context, online cooperation between our faculty and researchers with their colleagues and students in other countries takes centre stage. Many international events in research and education are changing their format. The ones who succeed will be those who are best to adapt", — comments **Dr. Kruzhaev**.



SUSTAINABLE BUSINESS DEVELOPMENT: SMART FUTURE FOR ALL

International Autumn School

November 6 – 15



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of Economics
and Management



WHAT?

6 ECTS, certificate of participation

Join the club of 400+ graduates of 46 nationalities from 35 countries who already shared experience to create smart innovative business models with real companies for digital future

WHO IS INVITED?

Undergraduate and graduate students as well as managers interested to build business solutions addressing sustainable development goals

WHAT PARTICIPANTS GET?

- interactive sessions with business and academic leaders to develop strategies for new business creation and sustainable delivery in the face of digitalization,
- master-classes and field visits to corporate partners' industrial facilities;
- cultural activities for acquaintance and immersion in the Russian mentality;
- group project battle to mixed academic and corporate jury,
- group mentors to guide in sustainability and international business solutions
- sustainability driven innovations tools to manage digital disruption.

PREREQUISITES

Sustainable mindset, zest for developing smart models for entrepreneurial, creative, banking, audit, FMCG industries

ACADEMIC LEADER



Prof. Zhanna Belyaeva, Associate Professor of International Business, GSEM UrFU Academic Director, Head of EPAS EFMD Accredited BA International Economics and Business

CORE LECTURERS



Alberto Ferraris, PhD, Associate Professor the University of Turin, Research Fellow of the Laboratory for International and Regional Economics, GSEM UrFU



Dolores Bengoa, PhD, Vice-president of the University of Applied Management Studies, Mannheim, Germany. Professor for International Business and Intercultural studies.

PROGRAMME INCLUDES

Online teaming and the following offline modules:

- Business Strategies and Sustainability
- Effective Business Communications
- Employability for Smart Future
- Creative Innovations in Smart Cities
- Digital and Agile Business Solutions

SPECIAL FEATURES

- Quest for sustainable development goals "X-plore Glocal Ekaterinburg"
- Sustainable Development Business Simulation and Practice with top global and national companies
- 4 companies to visit and one wow-project to co-develop with peers from all over the world

CONTACT PERSON

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[More details](#)

XV INTERNATIONAL CONFERENCE «RUSSIAN REGIONS IN THE FOCUS OF CHANGES»

November 12 – 14, 2020



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ORGANIZERS

Graduate School of Economics and Management UrFU, Analytical Center «Expert», Expert Ural Business Magazine

CO-ORGANISERS

National Research University Higher School of Economics, NRU HSE – Saint Petersburg, Regional Studies Association, Ekaterinburg City Administration.

ABOUT THE CONFERENCE

For many years, the conference has been one of the biggest discussion platforms in the Urals covering issues of regional development, gathering representatives of academia, government authorities, top managers of medium-sized and large enterprises from various territories. More than 500 participants from Russia and abroad, including leading economists of the country, meet at the conference annually.

The event is supported by the former Minister of Economic Development of the Russian Federation, Academic Supervisor of Higher School of Economics **Evgeniy Yasin** and Deputy Chairman (Chief Economist) – Member of the Board of VEB RF, **Andrey Klepach**, Advisor to the Russian President and Chairman of the Presidential Council for Development of Civil Society and Human Rights **Valery Fadeev**.

KEY TOPIC OF THE CONFERENCE AND PROGRAMME

Russian regions : searching for effective models of economic growth and social development of territories, cities and companies in the context of volatile external environment and new challenges.

Tracks:

1. Regional economy in global context
2. Universities and business schools role in human capital development
3. Digital economy

The programme includes business and academic days that comprise plenary sessions and round table discussions in the Sverdlovsk region Governor's residence, research workshops with leading Russian and foreign scholars, open lectures and master classes of visiting experts, more than 20 research thematic sessions, a youth research forum and open lectures by invited experts.

Conference materials often serve as a basis for strategic decision-making and development plans of territories and companies. The conference receives wide coverage in the national and regional media.

Take part in the Conference as an expert or a visitor to join the leaders and opinion makers in the field of regional development!

CONTACT PERSON

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[Conference Website](#)

EKATERINBURG



- The 4th largest city in Russia with more than 1.5 million people of population
- The largest administrative, cultural and research centre of the Ural Region
- Important industrial city (optical mechanics, instrument engineering, heavy engineering, metallurgy)
- A host city of global sport events such as the FIFA World Cup 2018 and Universiade 2023



- The city with rich history celebrating its 300 years anniversary in 2023 (launched by the decree of the first Russian Emperor Peter I in 1723)
- Strategic economic centre #3 in Russia after Moscow and St. Petersburg connecting European and Asian parts of Eurasia



EKATERINBURG: CITY OUT OF THE BEATEN TRACK

- Yeltsin Center: modern public space and museum with one of the best in the world media façade
- 15+ skiing resorts
- Viewpoint at the 52 floor of the highest skyscraper in Russia outside Moscow
- Europe and Asia border
- Berezovsk Gold Mine
- Military museum of Ural Mining and Metal Company
- Over 2000 bars and restaurants, more than 60 museums



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CONTACTS

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