



Tver is planned to become a center of the Russian supplier industry

Governor Zelenin enters into cooperation agreement with Steinbeis

16 January 2009: The Chairman of Steinbeis Transfer Center Management Board Prof. Dr. Heinz Trasch and STC Director Jürgen Raizner have met with Tver region Governor. Tver region has been introduced at the International Green Week Berlin. The Russian Minister of Agriculture has personally supported the presentation. The Prime-Minister Putin has also visited Tver exhibition stand right at the moment of entering into the cooperation agreement.

Goals: With Steinbeis, and especially the Steinbeis Transfer Center East-West Joint-Ventures assistance, the German companies are supposed to obtain easy access to the Russian market. One of the key areas is automobile related production area. Foreign car manufacturers operating in Russia, which have so far been dealing with assembling, will raise their level of localization. To do this you need suppliers directly on site. Domestic suppliers are not able to comply with high requirements of automobile industry, therefore German suppliers have a lot of opportunities here. Joint cooperation of regional Tver and Steinbeis administration relies on this point. Creation of manufacturing enterprises in the territory of Tver will ensure long-term success on the Russian market.

Tver has a strategically beneficial location as it is close to all locations of car manufacturers, but far enough from expensive Moscow or other built well-known related enterprises. Tver industrial environment, personnel availability and infrastructure meet expectations of the German investors. And, to make the projects really successful, the Governor Zelenin and his team are closely cooperating with Steinbeis.

Article in the Steinbeis Transfer Magazine

Tver at Green Week



Steinbeis and Tver



To success!



Zelenin and Putin



Governor and Minister

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