

A stylized illustration of a tree with a thick, textured trunk on the left side. The tree's branches spread across the top and right, adorned with numerous autumn leaves in shades of red, orange, and yellow. Some leaves are falling, creating a sense of movement. The background is a light cream color.

INNOVATION ATTRACTIVENESS OF THE REGION

ANEL

- Russia has an upper-middle income mixed and transition economy with state ownership in strategic areas of the economy. Market reforms in the 1990s privatized much of Russian industry and agriculture, with notable exceptions to this privatization occurring in the energy and defense-related sectors.
- Russia's vast geography is an important determinant of its economic activity, with some sources estimating that Russia contains over 30 percent of the world's natural resources. The World Bank estimates the total value of Russia's natural resources at \$75 trillion US dollars.



Innovative potential of the region -
it is a combination of scientific,
technical, industrial, technological,
personnel,
infrastructure, financial, legal and
other opportunities for economic entities
in the region to ensure the perception
and diffusion of innovations.

In determining the level of innovation
potential, a set of indicators of scientific and
technical activity in
region, namely: the number of organizations
carrying out scientific research, the number
researchers, the number of industrial enterprises
engaged in innovation activities, the number
of created models of new machines, internal
current costs for
research, investment in science.

To make informed decisions on investment in innovation and the development of innovation infrastructure in the region, it is necessary to clearly understand the distribution of innovation potential within the region and the place of the greatest his concentration.

In this regard, the author has developed a methodology for assessing the level of innovative potential of municipalities in the region.

The existing methodology for assessing the level of innovation potential of regions in the Russian Federation cannot simply be projected from the national level to regional. To assess the level of innovation potential of municipalities developed its own system of indicators, taking into account the possibility of using forms of state statistical reporting.



2016

2017

2018-2020

Encouraging faculty and students to engage in innovative activity

Joint efforts with the regional authorities to improve the attractiveness of the Chelyabinsk Region, including preparing for the SCO Summit in 2020

Introducing academic modules for developing entrepreneurial skills

Establishing a business incubator

Introducing stimulus for research results commercialisation

Forming an innovative and entrepreneurial ecosystem in the region

Setting up an innovation centre

Related initiatives:

SI 2

SI 3

Promoting an inflow of talent into the region

Related initiative:

SI 7

Enhancing the region's reputation by maintaining SUSU's strong reputation

Criteria ²	Indicators
Market attractiveness	<ul style="list-style-type: none"> • Market size and growth rate • Competitive intensity/rivalry • Market profitability • Opportunities to differentiate the product and services • Overall risk of return in industry • Distribution structure and negotiation power of the clients
Competitive position	<ul style="list-style-type: none"> • Price differential and value added • Ability of the organisation to co-ordinate the commercial strategy • Product quality and image of the region of production • Potential of innovation • Customer loyalty • Relative brand strength • Ability to promote the product

The key issue of enhancing innovative production in the region is to develop a mechanism for the development of innovative production based on the identification of priorities. The literature proposes three main options for innovative development strategies: - Technological breakthrough based on their own discoveries and inventions; - Technological borrowing (following the example of Japan, the countries of Southeast Asia), when their own scientific and technological developments, new technologies and new product development the use of patents acquired abroad (catching-up strategy); - Participation in the manufacture of new products (assembly and similar production)

The background is a Romantic-style landscape painting. It depicts a dense forest with tall, slender trees. A stream flows through the center, with white water rapids in the foreground. The ground is covered in fallen leaves and moss. The overall color palette is warm, with yellows, oranges, and browns. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text.

**THANK YOU
FOR ATTENTION!**