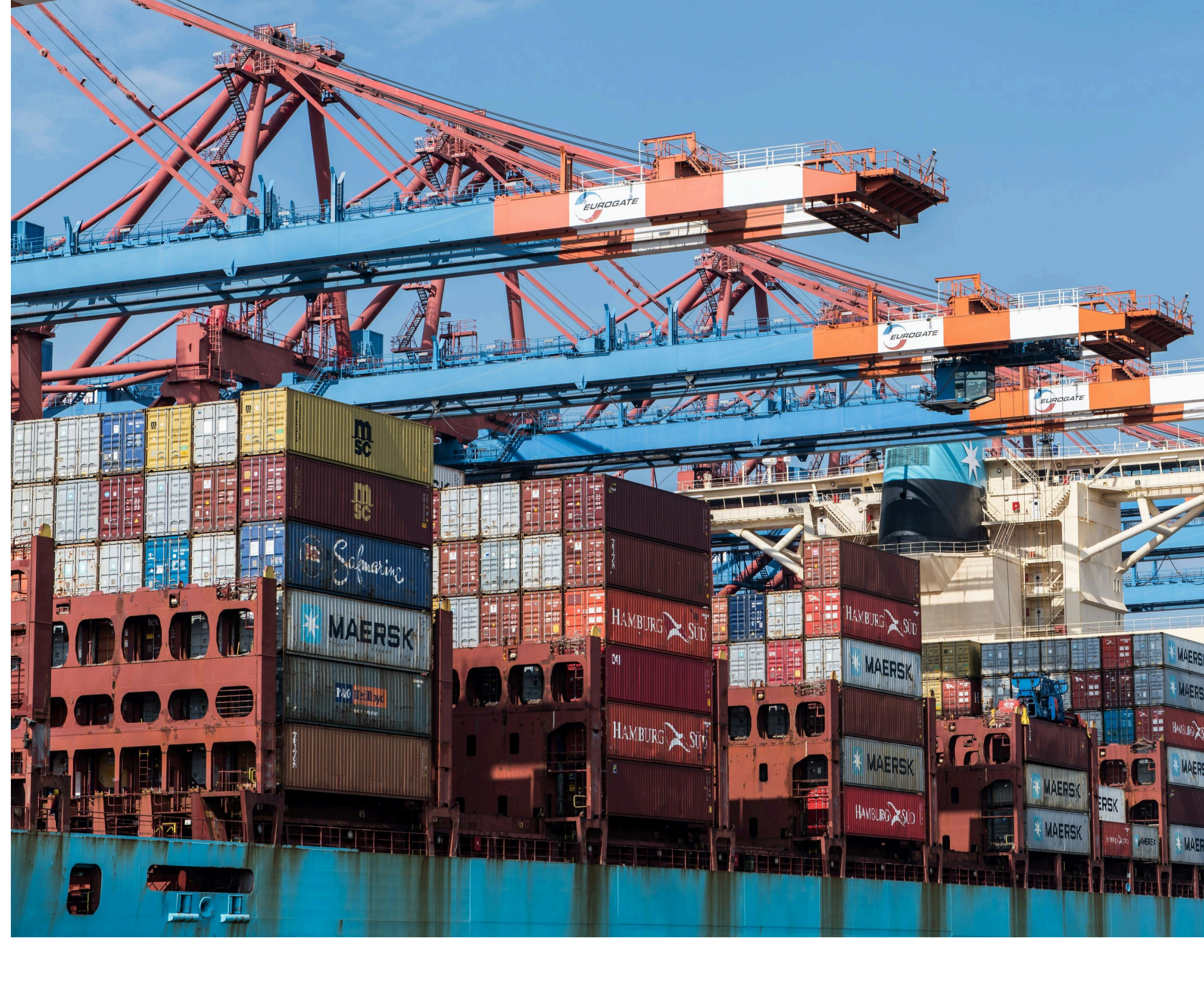


FROM NOVOSIBIRSK TO DUBAI: How entrepreneurs enter foreign markets with state support



Export is an important part of the Russian economy. Over the last 25 years, the volume of domestic product shipments abroad has grown almost sixfold. More and more entrepreneurs are entering international markets — not only with raw resources, but also with high-tech, science-intensive products.

We tell you how the national project "International Cooperation and Export" helps entrepreneurs successfully develop supplies abroad and what results they bring, using the company NPO "Bronya" as an example.

"BRONYA" FROM VOLGOGRAD IS ALREADY IN 65 COUNTRIES AROUND THE WORLD

At the NPO "Bronya" enterprise in Volgograd, founded in 2008, unique paint-and-lacquer coatings are produced that protect surfaces from high and low temperatures, moisture, and flames. The products possess vibration-dampening and sound-insulating properties. The basis of the company's assortment is liquid thermal insulation: "Bronya Classic NG", "Bronya Facade NG", "Bronya Anticor NG", and "Bronya Fire Protection".

These compounds are applied to metal, concrete, plastic, or wood using a brush, spatula, or airless spray apparatus. After drying, a millimeter of the coating provides properties comparable to centimeters of mineral wool.

NPO "Bronya" has an extended package of international certificates and approvals, including CE, ISO, EN, TÜV, as well as Russian Certificates of Conformity "Made in Russia", the "Leaf of Life" eco-labeling, and certificates from the Maritime Register and River Register.

"In March, our company will turn 18, and it became export-oriented almost immediately. Just three months after founding, we concluded our first export contract with the Shymkent CHPP in Kazakhstan. This order became the starting point for the development of our export direction and showed that a real 'blue ocean' of opportunities opens up specifically in exports," says Alexander Boyarintsev, General Director of NPO "Bronya".

In the first years, the share of export supplies was about 5% of revenue, but since 2016, when the company began collaborating with the Russian Export Center and the Export Support Center, this figure has held steadily at the level of 70%. The geography of supplies includes more than 65 countries — from the CIS and Europe to Asia, Africa, and Latin America.

"The 'Made in Russia' program is not just a logo on the packaging. For us, this status has become an important signal of trust for foreign partners, confirming the quality of our products at the state level. The forum and the program give us not only a platform for statements but also real business results. After every exhibition or business mission, we receive new orders and sign contracts," says Alexander Boyarintsev.

In early November, a successful business mission took place in Oman under the umbrella brand "Made in Russia", which revealed the potential and opened the market of another Arab country for the company. Thus, after participating in an exhibition in China, the company received an order for a container for the municipal needs of Beijing; after an exhibition in Dubai — new contracts in the UAE; and after two business missions in Saudi Arabia — TÜV certification and cooperation with Saudi Aramco.

"The secret of our success lies in technologies and in understanding our mission. One millimeter of 'Bronya' coating replaces 50 mm of non-combustible mineral wool and reduces heat loss by 6-8 times. We proved that Russia can export not only raw materials but also advanced ESG technologies. Our solutions make energy saving accessible, reduce the carbon footprint, and increase the fire safety of buildings," tells Alexander Boyarintsev.

The company has become a prize-winner of the federal stage of the "Exporter of the Year" competition for five years in a row, and for the last three years, it has held first place in two nominations at once: "Exporter of the Year in the Industry Sphere" and "Responsible ESG Exporter" (in the SME category).

"We actively use all measures of state support: subsidies for certification and patenting, participation in business missions and exhibitions, training in REC programs. Without the support of the Russian Export Center, the Ministry of Industry and Trade, the Export Support Center of the Volgograd Region, and the regional administration, our growth would have been impossible," they are confident at NPO "Bronya".

Today, "Bronya" continues to strengthen its positions in international markets. The company is developing its presence in Eastern countries and participating in the INNOPROM exhibition in Saudi Arabia. Recently, the team signed a memorandum regarding representation in Egypt.

"We are confident that such projects form a new image of Russia as a country of technological and ecological solutions. In 50 years, our developments could become an example of technologies that changed the world for the better, and this inspires us to move forward," concludes Alexander Boyarintsev.

NOT ONLY OIL

The volume of Russia's total exports is growing rapidly. If at the beginning of the 21st century, primarily oil and gas were supplied abroad, in recent years, non-resource non-energy export (NNE) goods have come into demand. This category includes food industry goods (chocolate, ice cream, ready-to-eat breakfasts, drinks, healthy food), high-tech and innovative products (IT goods, software, robots, chargers for electric vehicles), medical goods (prosthetics, vaccines, simulators), and chemical products (polymers for construction, cosmetics, household chemicals).

The state actively helps companies establish supplies abroad — for this purpose, the national project "International Cooperation and Export" was developed. Through it, consulting and marketing tools are developed that help find foreign partners and new sales channels.

PROGRAM "MADE IN RUSSIA"

Already more than 24 thousand domestic goods have received the "Made in Russia" certificate.

"Made in Russia" is a program that helps Russian entrepreneurs find buyers abroad and launch new sales channels. Thanks to it, the eponymous brand — "Made in Russia" — was developed.

To participate, a business only needs to pass a free certification — it guarantees the reliability of the manufacturer and the safety of its products, covering not only physical goods but also services or works. A certificate can be obtained based on one of the following criteria: eco-friendliness, organic origin, reliability, uniqueness, quality.

Participants of the program receive various advantages:

- The opportunity to participate in advertising and information campaigns to promote products in a priority market with further scaling to other countries;
- Creation of co-branded products (packaging design using elements of the national brand "Made in Russia") for priority promotion abroad;
- Priority placement and promotion in national stores on international electronic trading platforms;
- Participation in exhibitions and business missions.

Additionally, entrepreneurs get the opportunity to use a special sign — a bird in the colors of the Russian tricolor. They can also count on informational and advertising support from the state.

"EXPORTER OF THE YEAR" AWARD AND "MADE IN RUSSIA" FORUM

Annually, with the support of the national project "International Cooperation and Export," the all-Russian "Exporter of the Year" award is held. The award is conducted among large corporations, small and medium-sized businesses, and individual entrepreneurs who have achieved the best indicators in the export of non-resource non-energy goods, works, services, as well as results of intellectual activity. For business, this is an opportunity to raise the status of the enterprise and find new partners abroad.

In 2025, the "Exporter of the Year" award was given to 50 companies in 20 nominations (12 main ones (six each for SMEs and for large businesses) and 8 additional ones). The awarding took place on October 21 at the National Center "Russia" at the International Export Center (REC, VEB.RF Group). This year, the central theme of the forum was: "'Made in Russia' — used in the world".