

4.2 STRATEGIC DEVELOPMENT PRIORITIES

The strategic goal of Pskov Oblast is a continued improvement of quality of life of the people on the base of steady economic development and ever-increasing budget receipts.

THE REGION'S MISSION STATEMENT:

ADVANCING FROM THE GREAT PAST TOWARDS THE GREAT FUTURE



The key Pskov Oblast strategic document is entitled "The Pskov Oblast economic and social development program for 2006-2010". This is a regional task program executed with federal authorities' participation and in the framework of current legislative acts, decrees of the President of the Russian Federation, and the federal government rulings setting up program directives and addressing challenging issues of the socioeconomic development of the country.

The goals, targets and measures of the Program are aligned with state economic policy priorities and reflect both the guidelines of the federal government on the region's economic development and the decisions made by Pskov Oblast authorities and the regional House of Delegates.

4.2.1 Industrial sector

The program identifies a number of goals of industrial development:

- providing for accelerated expansion of export-oriented enterprises, including the development of export niches of the Baltic region and engagement into the European labor division system;
- establishing a system of manufacturing co-operation between local enterprises and those of other parts of Russia, Belarus, and the countries of the Baltic and Scandinavian region;
- increasing the proportion of high value added goods;
- introducing labor- and power-saving innovation technologies.

In order to achieve these goals, the following strategic targets are supposed to be met:

- to create and develop Pskov Oblast forest cluster;
- to ensure harmonious exploitation of projected felling areas;
- to increase a degree of wood reprocessing;
- to attract corporate investments in wood-working enterprises;
- to promote domestic wood-working products in European markets;
- to expand production of high value added goods as a result of intellectual assets exploitation;

- to reduce the degree of the region's dependence on fluctuations of gasoline, diesel fuel and other energy resources prices by creating and developing respective industries on the Pskov Oblast territory;
- to adopt electric power generation technologies with low fuel consumption rate;
- to develop a transportation network that would enable to take advantage of the border location of the region;
- to encourage accelerated development of enterprises delivering finished products (considering possible outsourcing of manufacturing activities from the countries of the Baltic region);
- to promote domestic production of building materials;
- to establish a system of joint corporate centers for human resources training.

4.2.2 Agricultural sector

The program identifies a number of goals of agricultural development:

- establishing a stable agricultural cluster encompassing farm enterprises, agricultural products re-processors and logistic support organizations;
- developing export-oriented farm enterprises;
- putting into use unused farmland.

In order to achieve these goals, the following targets are to be met:

- to provide the most possible support for vertically integrated agricultural organizations;
- to aggressively promote the region's agrarian sector goods as unique ecologically pure products;
- to devise and adopt shift-team methods of farm operations;
- to develop import-substituting agricultural production;
- to nurture dairy farming as a basis for steady development of the region's agrarian sector;
- to develop bio-fuel production;
- to start cultivating new crops (for example, cranberries).

4.2.3 Transportation sector

The program identifies a number of goals of the transportation sector development:

- developing infrastructure of transit motor transportation with the aid of foreign investments;
- building railway lines for the route "Pskov – Gdov – Ust-Luga" to provide access to the Baltic Sea.

In order to achieve these goals, the following targets are supposed to be met:

- to establish logistic centers;
- to develop a system of inter-modal shipping operations through the region's territory using railway, motor and sea transport;
- to upgrade and develop a network of motor roads.

4.2.4 Tourism

The major goal of the Pskov Oblast authorities' tourist policy is to create advanced, competitive tourist sector which would offer wide opportunities for satisfying the tourist services demands of Russian and foreign citizens.

The program identifies a number of goals of the tourist sector development:

- dramatically increasing the scope of inbound tourism from Western Europe, the USA and South East Asia in the area of sightseeing and educational tours;
- development of "rural" tourism;
- development of therapeutic, recreational tourism.

In order to achieve these goals, the following targets are supposed to be met:

- to consider registering Pskov Oblast cultural sites on the World Heritage List by UNESCO;
- to devise and implement a program of "guest villages", "khutors", and pilgrimage centers construction;
- to formulate quality programs of interactive holidays as a basis for "rural" tourism selling;
- to create and popularize at international level high-quality medical care techniques while modernizing paid medical service sector in the framework of medical treatment tourism.

4.2.5 Social welfare

The program identifies a number of goals of the social sector development:

- overcoming demographic decline trends;
- improving quality of life of the region's population;
- providing conditions for job creation in rural areas;
- providing people throughout Pskov Oblast with a normal social package.

In order to achieve these goals, the following targets are supposed to be met:

- to establish a system of housing construction and provide population with affordable accommodation;
- to provide population with utility services at economically sound prices;
- to organize a system of primary and secondary education sensitive to demographic situation in the region;
- to develop a system of career-guidance, starting from the senior school;
- to establish a medical aid system sensitive to demographic situation in the region;
- to develop a system of state medicare guarantees depending on high-performance technologies (hospital-substituting methods, telemedicine);
- to promote a system of paid community service;
- to provide aid to families of dependent children.