



ROAD RALLY BRICS

ON RUSSIAN HIGHWAYS

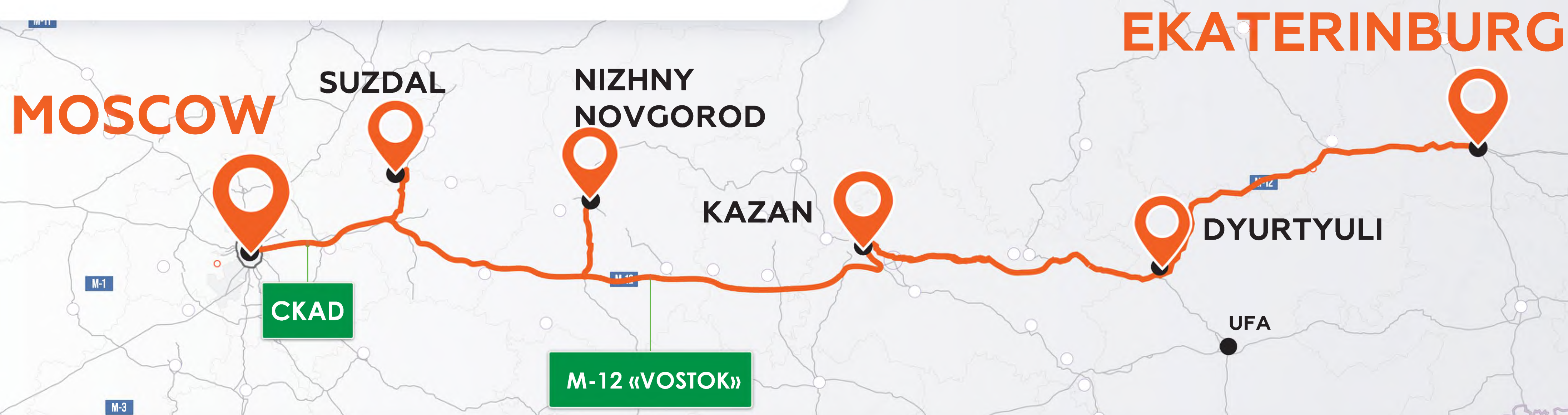
(FROM EKATERINBURG TO MOSCOW)
9-15 OF AUGUST, 2025



Road rally BRICS on Russian Highways from Ekaterinburg to Moscow

 9-15 of August, 2025

 Length of the Motor Rally – 1600 km



Participating countries: BRICS members and invited countries

Brazil



Russia



India



China



South Africa



Iran



Egypt



Ethiopia



UAE



Saudi
Arabia



Indonesia



BACKGROUND:

In the conditions of advanced infrastructure development in Russia, the largest automobile route «Russia» is being implemented. As part of this route, in 2025, will be launched traffic from St. Petersburg to Ekaterinburg with a length of 2,300 km and with a reduction in travel time to 22 hours, excluding stops.

Members of the BRICS expert community, infrastructure and transport companies and international students are invited to participate.

3. **Mr. Igor Koval** (Russian Highways State Company) presented the initiative to hold BRICS Road Rally on Russian Highways from Yekaterinburg to St.-Petersburg in July 2025 (please submit your applications by the following e-mail: m.pasuginova@russianhighways.ru).

Brazilian national chapter is encouraged to add this event to the schedule of BRICS Business Council events for 2025.

ROUTE OF TRAVEL

The route will cover 8 regions of Russia and will provide an opportunity to get acquainted with the largest infrastructure project in Russia and individual outstanding infrastructure and cultural facilities.

The organizers of the rally take care of all the costs of the participants in Russia, including accommodation, meals and the provision of a car.

THE EVENT IS SUPPORTED BY:



PROGRAM OF EVENTS



AUGUST 10TH EKATERINBURG

- Start of the BRICS Road Rally in Yekaterinburg
Participants: international students
- Arrival in the city of Durtyuli



AUGUST 11TH DYURTYULI / KAZAN

- Arrival in the city of Kazan
- Visits to iconic cultural sites
- Gala dinner dedicated to the official opening of the BRICS Motor Rally in Kazan
- Kazan City Tour



AUGUST 12TH KAZAN

- Presentation of the commercial and industrial potential of the Republic of Tatarstan
- The official opening ceremony of the BRICS Motor Rally
- Kazan – Arzamas – Nizhny Novgorod route

PROGRAM OF EVENTS



AUGUST 13TH NIZHNY NOVGOROD/ SUZDAL

- Presentation of the trade and industrial potential of the Nizhny Novgorod region
- Travel on the Nizhny Novgorod – Suzdal route
- Evening tour of Suzdal



AUGUST 14TH ——— SUZDAL / MOSCOW


- Presentation of the trade and industrial potential of the Vladimir region
- Departure on the Suzdal – Moscow route
- Official reception on the occasion of the Rally





AUGUST 15TH MOSCOW


- Business program and visits to Moscow's infrastructure facilities
- Visit to Red Square, Kremlin tour
- Departure of participants from Moscow

ROAD RALLY IN THE MEDIA

 **9 500 000**
federal media
coverage

 **6 000 000**
regional media
coverage

 **700 000**
video coverage of the
event

 **290 000**
coverage of profile
telegram channels

 **100 000**
industry media
coverage

 **1 000**
coverage of VIP guests of
the Rally

 **1 000**
coverage of materials distributed at
federal business events

**Coverage of the event
by foreign media from
China, Brazil, India and
other countries**



THANK YOU FOR YOUR ATTENTION!

SEE YOU IN RUSSIA!

TO FIND OUT MORE AND REGISTER
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