

# «Squirrel shop» in Siberian Federal University

**Event date:** 29 november 2011

«Squirrel shop» — gift and souvenir shop was opened in Siberian Federal University on November 29, 2011.

**Sergey Verkhovets**, SibFU Vice-Rector for Research and International Affairs said: *«Many Western and Russian universities have the same souvenir shops. We were waiting for the opening of the shop from the moment of the SibFU establishment. We are delighted to launch the project in the University and we are even more delighted to realize that many students are involved in it».*

The «Squirrel shop» was opened via establishment of the small innovation enterprise which belongs to University and the Company working in the field of product distribution and advertisement for more than 5 years. To meet the needs, wants and desires of students and other consumers, the Company hired young people who created the idea and provided it with its own uniqueness.

It is necessary to recall that the squirrel (in Russian: «belka») or U-squirrel was accepted as an informal student symbol of Siberian Federal University. The «U» symbol is a smart, quick, witty squirrel printed at the University sports uniform and used in all students celebrations.



The range of goods in «Squirrel shop» is really impressive: T-shirts, sweat-shirts, pens, pins, magnets, bags, toys, planners, mugs with the official SibFU symbol and the «U» symbol printed. Moreover, books of modern authors and office supplies are also sold in the shop. *«Now we have just 15% of «U» goods in the shop but we plan to increase that number twice at the end of the year»*, — said **Denis Zuev**, Director of the «Squirrel shop».

He also added that the shop will help students to distribute their hand-made goods: *«SibFU students are able to make profit from their creative ideas. And we are ready to drop a hint how to do it».*

The «Squirrel shop» is planned to extend its market chain and list of items. There would be also a special portal launched to provide people with the on-line «U» shopping.

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