

ARCHITECTURE OF THE BUSINESS PROGRAM

THE VALUE OF INTERSTATE PARTNERSHIP IN A NEW MULTIPOLAR WORLD. FAR EASTERN PRIORITIES

- Development of the principles of modern multifaceted international cooperation between Russia, China and other countries
- Using the unique geography of the Amur Region and the accumulated experience of interregional cooperation in the Far East for mutually beneficial cooperation
- International territories of advanced development, legislative issues, joint initiatives and projects
- Events of BRICS, SCO and other interstate associations
- Implementation of the instructions of the President of Russia in the focus of the Far East
- Amur Region is a gateway for cooperation with China and Southeast Asia/Asia-Pacific countries

MEETING OF THE GOVERNOR AND MEMBERS OF THE GOVERNMENT OF THE AMUR REGION WITH REPRESENTATIVES OF FOREIGN DELEGATIONS, BUSINESS AND THE PUBLIC

- Investment attractiveness of the region, the current situation and plans for further development
- Mutually beneficial cooperation and communication: tools and methods of implementation
- Open communication in the "question-answer" format

CREATIVE FAR EAST: PROSPECTS FOR THE DEVELOPMENT OF A CREATIVE ECONOMY WITH A FOCUS ON THE EAST

- The Far East as a territory for the development of creative entrepreneurship. How to calculate the economic potential of the Far Eastern Federal District regions in the creative industries?
- Creative industries as a tool for preserving traditions and creating new national brands
- Where to find consumers of the creative industry in the Far East – strategies, development plans, problems and solutions
- Personnel for the creative industry – how talented youth can find themselves
- Orient to the East: a new vector of international cooperation and export of creative products
- Systematic measures to support and accelerate projects for the development of the creative potential of the Far East

FAR EASTERN STRATEGIES: BUSINESS COOPERATION AND INTERNATIONAL RELATIONS

- Opportunities and main directions of Russia's cooperation with the countries of Southeast Asia, based on the national specifics of each of the states
- "Rules of the game": incentives for foreign investors, preferential national zones with low taxation, a foreign economic activity incentive system
- National peculiarities of communication with government officials and entrepreneurs
- What do today's food and trade agendas look like in the Far East? Trends and practices
- New sales markets and long-term business cooperation projects
- Organization and holding of joint multi-format events
- Commercial projects or projects in the field of culture, science and education? Balance of interests or synergy

INTEGRATED DEVELOPMENT OF TERRITORIES. LOGISTICS AND TRANSPORT. INFRASTRUCTURE PROJECTS

- The Amur Region is the most important cross-border multimodal transport hub. Existing transport corridors and prospects for the development of links between Asia and Europe
- Modern logistics and transport systems: complexity of management, personnel issues, development of modern digital services
- Cross-border trade, checkpoints, transport and trade services
- A set of priority measures for the development of the railway infrastructure of the Eastern polygon
- Development of the territories of the Far East taking into account the international agenda

INTERNATIONAL TOURISM IN THE FAR EAST - BRAND TERRITORIES AND INFRASTRUCTURE DEVELOPMENT

- The uniqueness of the Far East for travel and the development of the tourism industry
- The brightness of the attractive image of the territory and the development of a complex of strategic infrastructure projects
- Creative industries in the development of the potential of the regions of the Far East: Russian and international experience
- Creation of large joint travel companies with representative offices in both countries
- Investment projects of infrastructure tourist facilities for mass tourism
- The potential of ecotourism, industrial and other types of tourism in the Far East
- Advertising and media efforts to attract tourists to the region and the Far East
- Presentation of the interregional product from Harbin to Heihe through the Russian Far East
- About the interregional project "Tourist BAM" and possible measures to support it

HARMONIZATION OF ENVIRONMENTAL AND SOCIO-PUBLIC INTERESTS WHILE SIMULTANEOUSLY DEVELOPING TECHNOLOGIES: NATIONAL PRIORITIES

- The economics of global environmental services: challenges, vision and solutions
- How to ensure a balance between the economic growth of the region and environmental protection?
- Issues of conservation and enhancement of biodiversity in transboundary conditions
- International cooperation in the field of low-carbon technologies, issues of "green" financing, adaptation to climate change, climate projects
- Development of Nature-like Technologies and Best Available Technologies (BAT)
- Ensuring the uniformity of measurements and assessment of natural capital in all BRICS countries, creating a system of criteria for the medical examination of natural systems
- Application of soil protection and resource-saving agriculture as an international system for improving soil quality and sustainability of natural and anthropogenic complexes of the BRICS
- Mass production of natural products or deep processing - we choose strategies
- Measures to support renewable energy sources in the Amur Region and adjacent regions

THE MAIN ISSUES OF RUSSIAN-CHINESE COOPERATION IN THE FAR EAST - THE CONSTRUCTION OF BRIDGES AND THE OPENING OF GATES

- Development of the common value orientation of Russia and China
- What will Russian-Chinese cooperation be like in the coming decades?
- What is the content of the agenda of this cooperation, is it possible to plan it?
- What steps should be taken to ensure successful cooperation not only along the Moscow-Beijing line, but also along the Blagoveshchensk-Heihe bridge?
- What else do we need to learn about each other in order for the national traditions and development strategy of the two countries to become a bridge on the way to mutual prosperity, contribute to success in trade, education and science?
- Cooperation and creation of joint ventures, enterprises, laboratories, technology parks
- Organization and holding of joint congress, exhibition, forum and other events
- Russia and China – search for synergy in the food agenda
- New projects for the next decade. The search for optimal ways to realize common interests
- 2024-2025 – the cross-cultural years of Russia - China
- Creation of the Russian-Chinese Business Cooperation Center of Federal Significance in Blagoveshchensk

"MASTER CLASS": CASES OF ENTERING THE MARKETS OF THE TWO COUNTRIES

- Joint study of the best practices of entering the markets of the two countries: creation of joint projects; development of high-quality analytics and expertise, taking into account regional and national traditions
- How to avoid mistakes in planning, marketing, operational and financial activities when entering a new market?
- What factors are important to consider in advertising and product promotion?
- How to avoid mistakes in product naming and design?
- Which associations and business unions could help in the promotion of goods and services?