

PLATFORMS OF THE DIALOGUE BETWEEN THE Khabarovsk Territory AND NORTH-EASTERN ASIAN COUNTRIES

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Abstract: The offered work makes an attempt to consider basic areas of the social and economic, and humanitarian cooperation of the Khabarovsk Territory and North-Eastern Asian (NEA) countries at the modern stage. Based on the analysis of the current published and unpublished documents and statistical data, the work aims at studying the current state and tendencies of the social and economic and humanitarian cooperation between the Khabarovsk Territory and NEA countries, and revealing the most problematic zones of cooperation and offering optimal ways to expand contacts between the parties.

Methodologically the research is based on the principles of historicism and objectivity. For the purpose of comprehensive consideration of the problem, when analyzing the above problems, along with general research methods, peculiar historical methods were used, including problematic and chronological, comparative and historical, statistical, etc. The work used the methodology allowing to monitor social and economic, political and social and cultural development of the Khabarovsk Territory within the coordinates of positive and negative impact of internal (regional) and external environment on it.

As a result of the research, the most considerable areas of the cooperation between the Khabarovsk Territory and NEA countries were defined. Along with the raw materials sector of economy, they include such areas as modernization of transportation communications, cooperation in food production, joint acquisition of agricultural areas on the Khabarovsk Territory, and cooperation in the humanitarian area. It is proved that the cooperation in these areas is mutually advantageous and will allow to improve the image of the Russian Far East as a whole, and the Khabarovsk Territory, in particular.

This is the first time when the authors made a detailed analysis of the issues related to the cooperation between the Khabarovsk Territory (rather than the Far East of Russia as a whole) and NEA countries, and defined the key areas of the cooperation between the parties taking into account the level of involvement of the region countries in the international integration processes.

Keywords: Regional, international economic integration, territory of advanced socio-economic development (TASED), the problem of preserving the population, cultural diplomacy, intercultural communication, the regional identity.

INTRODUCTION

On the cusp of the XX-XXI centuries the Asian-Pacific Region (APR) became one of the leading centers of the global policy. Realizing the importance of international processes in the APR, the Government of the Russian Federation (the RF) strives for fixing and enhancing Russian positions in the region by strengthening the political dialogue, and establishing and expanding economic and humanitarian relations with

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the countries of the this part of the world. One of the subjects of the Far-Eastern Federal District (FEFD) whose geo-strategic, social and economic, and cultural development allows to fulfill the set tasks is the Khabarovsk Territory.

The Khabarovsk Territory started 2016 having an attractive model of development both for national and foreign investors. In the context of the increasing interest of foreign partners in the participation in projects on the Khabarovsk Territory, the need to make a single strategy in relation of its development is becoming more and more acute. The level of cooperation success depends on how consistently the national and historical experience, modern policy of the government of Russia and Far-Eastern Federal District, the Khabarovsk Territory and interest of real partners are taken into account. Active economic interrelation with the closest neighbors (NEA countries) will contribute to further economic development of the Khabarovsk Territory. It will also allow to solve the problem related to preserving the population and improving the quality of life of Russian Far-Eastern population.

Active economic cooperation between the Khabarovsk Territory and NEA countries will lead to the desired results only if the relations between the parties comply with the principles of mutual respect and sovereignty. The strategy of economic cooperation must be built taking into account peculiarities of the mentality and culture of partner countries. Humanitarian cooperation is a critical factor that works for external political interests of the Khabarovsk Territory. It provides cooperation in the areas of art, education, science, sport, tourism, informational exchange and health care.

It is necessary to note that a number of aspects of the declared theme are studied by researchers of the Institutes of History, Archeology and Ethnography of Far-Eastern Peoples of the Far-Eastern Department of the Russian Academy of Sciences (Larin 2015; Krayushkina and Fetisova 2016; Boldyirev 2016). The Institute analyzes issues of the political cooperation, economic integration, and regional safety in the APR, including perspectives of the cooperation between Russia and NEA countries. Historically formed and unsolved political, territorial issues, problems related to changing the balance of forces in this region are revealed. Issues on regional cooperation are found within the area of scientific interests of specialists of research centers of North-Eastern Chinese provinces. They research issues of the comprehensive cooperation between the CPR and Russian Far East taking into account priorities of Chinese interests (Seliverstov 2014; Ma Jun 2013; Bao Haishun and Xia Huianxin 2002; Zhan Jianzhun, 2005; Guthrie 2006; Sutter 2005).

However, national and foreign researchers focus their attention on the Far East of Russia as a whole, while every sub-region of this part of the country has a specificity of the social and economic, cultural, and national development. These specific features often have an impact on establishing and enhancing relations in the multi-sided and bilateral formats.

In spite of close attention of researchers to the set problem, it is still not referred to comprehensively researched ones, and it has not been cohesively and comprehensively revealed. The national and foreign research mainly considers separate aspects of this problem. Each of them is revealed more or less in details. However, firstly, they have not been brought to the organic whole. Secondly, a complex of specific recommendations for real policy has not been formulated.

MATERIALS AND METHODS

One of the traditional and universal methods of the cognition theory is modeling. In the modern science modeling as a method to comprehend objective reality becomes one of the most efficient ways to approach the truth in its various dimensions. In order to reveal possible areas of further political, economic and socio-cultural cooperation between the Khabarovsk Territory and NEA countries depending on possible internal political, external political and geo-political factors in the context of historical challenges of the beginning of the XXI century, it will be adequate to use variative modeling that means the creation of more than one model that are compared. When considering various variants of models of comprehensive cooperation between the Khabarovsk Territory and NEA countries and comparing them, we increase the possibility of objective estimation of every model. Along with the implemented variant, admitting the possibility to consider alternative ways of development, using the method of variative modeling, we obtain a possibility to construct models of those variants of developing a specific situation that have not been implemented in the reality but were potentially set in the situation and could develop under the required conditions. Thus, this method allows to analyze historical events in the context of their possible variative development and increases the possibility to explain the actions that have actually taken place.

When modeling possible areas of further development of the cooperation between the Khabarovsk Territory and NEA countries, it is possible to use all methods of forecasting (trends, regression models, expert estimations, etc.). The scenario approach is widely used. It helps to estimate consequences of implementing qualitatively different variants of development, and to form a more rational, combined strategy that includes the most important elements of all possible scenarios.

RESULTS

Position of the Khabarovsk Territory in the XXI Century and Vectors of Social and Economic Interrelation with North-Eastern Asian Countries

Over the recent years the Russian government has been paying close attention to the development of the Far East of the country. It is stipulated by a number of internal and external factors: the essential need to develop the resourceful base

of Russian Far-Eastern territories, the need to maintain and increase the human potential in this part of the country, to improve the quality of the people's lives, and the forming international relations in the APR and geo-strategical tasks of Russia in this part of the world. In 2013 in the message to the Federal Meeting the President V.V. Putin defined the rise of Siberia and Far East as a national priority in the XXI century (Presidential Address to the Federal Assembly).

Over the recent years the Far East of Russia has been suffering social and economic, and demographic difficulties. It affects not only solving internal state tasks but also the image of the country in the APR. In order to study problems of the Russian Far-Eastern region and develop its investment attractiveness and agrarian and industrial potential, it was in 2011 when upon the initiative of the President and Head of the RF Government, the "Fund of Developing Far East and Baikal Region" was established. The key goal of the Fund was to search for and implement projects that can attract national and foreign investors to the region. In 2012 the Ministry for Developing Far East was established. It coordinates the activity on implementing state and federal target programs. The APEC summit conducted on the Russkiy Island in Vladivostok (2012) gave an additional impulse to the economic development of the Far East.

Vectors of developing the Far East in the XXI century were defined in state programs. Order of the RF Government No. 308 dated April 15, 2014 adopted the state program on "Social and Economic Development of the Far East and Baikal region for the Period up to 2025". It was defined that the program aimed at "accelerated development of the Far East and Baikal region, improving social and demographic situation on the territory of the Far East and Baikal Region" (Federal Target Program "Economic Development of Far East and Baikal Region for the Period Up To 2025"). Order of the RF Government No. 757 dated August 9, 2016 approved a new version of the state program. The updated version of the Program up to 2025 defines the following goals: "to improve the level of the social and economic development of the Far East and Baikal Region, to provide the need in labor resources, and to preserve the population in the Far East" (On Approving a New Version of the State Program "Economic Development of Far East and Baikal Region"). The new program defines "the guidelines of the budget financing for 2017-2019 in the amount of RUB 46.7 bln. per annum" (Stenograph of the Speech of Aleksander Galushka at the Meeting of the President of Russia and Members of the Russian Government).

So called territories of the advanced socio-economic development (TASED) become tools that contribute to modernizing the Russian Far East and improving its competitiveness in the APR. They can be created in the Russian Far East till 2018 and function up to 70 years. It is supposed that on the territories of the advanced socio-economic development a special legal mode related to performing the

entrepreneurial and other activities will be created in order to accelerate the socio-economic development, attract national and foreign investments, and create comfortable conditions for the population's living (Federal Law No. 473-FZ).

The economic, technical and technological development of the Russian Far East, creation of the attractive investment climate in the region will contribute to its involvement in the dynamically developing APR. A real step to it is active interrelation of the Russian Far East with the North-Eastern Asian (NEA) countries. In the future economic integration must contribute to creating a unified economic space with economies of the neighboring NEA countries. In spite of the fact that the cooperation is mutually advantageous, it is important for the Russian party to take into account a different level of the socio-economic development of NEA countries, peculiarities of their cultural development, and external political goals implemented by them.

One of the subjects of the Far-Eastern Federal District of Russia that started actively fulfilling important tasks set by the state is the Khabarovsk Territory. Its trading and economic, and investment potential is well-known in the country and beyond it. The leading industries of the Territory include machine building, metallurgy and metalwork, chemical production and production of electrical and electronic equipment. The territory actively develops deposits of precious stones. The forest industry accounts for a substantial share in the territory economy. The Khabarovsk Territory has an advantageous geographical position and land and sea exits to the APR markets. It is rich in natural resources and has great opportunities (and needs!) for developing the current and creating new infrastructure. It is extremely important for the development of the Khabarovsk Territory and the provision of the industrial and agrarian sector with qualified personnel that its population has opportunities to obtain education that complies with all modern needs.

The Khabarovsk Territory is actively implementing Federal Law No. 473. TASED in the Khabarovsk Territory is established on two platforms – in Komsomolsk-on-Amur and in Khabarovsk. This complies with the economic and demographic structure of the region. In accordance with the adopted bill “On Amending Federal Law “On Territories of Advanced Socio-cultural Development in the Russian Federation” and Federal Law “On Free Vladivostok Port”, since July 2016 the mode of Free Port has been functioning on the territory of the Vaninskiy Municipal Region. In the nearest future it is supposed to organize new types of production, develop the transportation infrastructure, and create about 4,000 working places in TASEDs.

The regional government pays special attention to the development of the city of Komsomolsk-on-Amur. During the Soviet times this city got the status of the industrial and engineering capital of the Far East. However, according to the fair

words of the Ambassador of the President of Russia in the Far-Eastern District Yu. Trutnev, in the modern Russia Komsomolsk-on-Amur “stayed aside from processes related to developing social infrastructure and housing and utilities sector” (Berezina 2016). In April 2016 the RF Government approved “Long-term Plan of Comprehensive Socio-economic Development of Komsomolsk-on-Amur”. It includes 60 basic measures aiming at accelerating the city development, providing its inhabitants with objects of social, transportation and engineering infrastructure, and improving its investment infrastructure. It is planned to fulfill the set tasks by 2020 (On Approving Long-term Plan of Comprehensive Development of Komsomolsk-on-Amur). If these tasks are fulfilled, the position of the city will be considerably fixed: the socio-economic situation will improve, and the population employment will increase.

By the present time the strongest economic contacts have been established between the Khabarovsk Territory and investors of the CPR. To a great degree, it is defined both by the existing historical traditions, and mutual interest of the parties. Unfortunately, now the economy of the Khabarovsk Territory needs Chinese capital investments more than Chinese business needs the Khabarovsk Territory. It is important to take into account the fact that the focus on Chinese business narrows opportunities of the development of the Khabarovsk Territory economy, and consequently, it is necessary to attract investors from other NEA. More than that, representatives of the South Korean and Japanese business stated about their wish and opportunities to participate in developing TASEDs of the Khabarovsk Territory.

During recent years the Khabarovsk Territory has been promoting a number of investment projects that contribute to activating its economic cooperation with NEA countries.

Projects in the oil and power complex are of key importance. In 2015 the Khabarovsk Territory obtained the state infrastructural support (in the total amount of RUB 4.8 bln. (Two Investment Projects in the Khabarovsk Territory Will Obtain RUB 4.8 bln. To Construct Infrastructure)) to implement two projects on its territory. The first one is related to increasing the production and enriching coal in the Verhnebureinskiy region at the “Chegdomyn” factory (Urgal coal deposit), and the second one is related to the construction of the coal terminal in the Vanino port (“Daltransugol” terminal). Herewith, the coal produced on the Urgal coal deposit is transported to the Vanino Port through the Baikal-Amur Mainline. From there it is transported to APR countries. It is supposed that by 2018 the volumes of production and enrichment at the “Chegdomyn” factory will have reached 12 mln. tons per year. The Khabarovsk Territory will need only 2 mln. of them. The remaining raw materials will be exported to external markets, first of all, to Japan, China, and Southern Korea, which are interested in increasing coal supplies.

The forest sector is among export-focused areas of the Khabarovsk Territory economy. According to the Head of the Forest Industry Committee of the Ministry of Natural Resources of the Territory A. Ivanov, about 90% of the forest products manufactured on the Territory are exported to markets of Japan, China and countries of the South-Eastern Asia (Forest Industry in Operation). The forest-industry complex of the Khabarovsk Territory is represented by five large holding companies (“RFP Group” LLC managing company, “Rimbunan Hidzhau” LLC, “Business Marketing” LLC, JC Arkaim LLC, and CJSC “Shelekhovskiy KLPH”) that rent about 70% of the state forest fund of the Territory, and 260 enterprises of small and medium-sized business. In accordance with the adopted program “Development of the Forest-Industry Complex of the Khabarovsk Territory up to 2020” (2015), reconstruction of the existing productions and development of processing capacities of forest-industry enterprises underwent an additional impulse. In 2015 forest-industry companies of the Territory processed about 40% of the whole produced timber, and in the future it is planned to increase capacities of the forest industry. “Asia Lex” company implements a project in the Berezovy settlement of the Solnechny Region of the Khabarovsk Territory. This project is related to constructing a timber processing plant where it is planned to adjust the production of planed and profile plank timber. Favorable conditions for investors have been created at the TASED platform in Amursk whose anchoring resident is the “Dallesprom” company. It is promising for expanding international cooperation to implement plans on establishing a forest-industry cluster on added-value wood processing in Amursk. The details of this project implementation were discussed between RFP Group (“Russian Forest Products Group”) and all-Chinese Timber Corporation during the work of the Second Russian and Chinese EXPO (2015). The investment subdivision of the AVIC Chinese Corporation got also interested in this project.

The weak points of the forest industry used to be and remain a low transportation accessibility of the forest, insufficiently developed timber processing industry, and high criminalization of the area. It was in 2008 when the Ambassador of the President in the Far-Eastern Federal District Yu. Trutnev specified that out of 25 bln. cubic meters of wood only 5.4 bln. cubic meters were available in terms of transportation and could be efficiently used. Every year the Far-Eastern Federal District and Transbaikhal harvest 22-23 mln. cubic meters of wood but only 14% of this volume is processed. This is four times less than on average in Russia (Trutnev 2008). In spite of the fact that in the forest industry of the Khabarovsk Territory ambitious projects are implemented, its position seems to be difficult due to unstable USD rate and fall of prices for timber. The situation may change in the first quarter of 2017 (State of Forest Sector of the Khabarovsk Territory).

The government of the Khabarovsk Territory specially controls issues related to the mining industry. Considerable success is observed in tinning. Tin remains demanded both in traditional areas of applying and in new ones related to producing electrical equipment, electronics, and machine building. During the post-Soviet time the Russian tannery industry had suffered a long-term crisis, and by 2010 specialists started talking about its failure. It is only in 2011 when Russia started gradual tinning. At the present time the Khabarovsk Territory remains the only region of the country where tin deposits are exploited. This work is performed by the “Russian Tin” Company. It unites “Tinning Company” and “Pravourmiyskoe” LLC. In spite of promising plans, volumes related to producing tin concentrate at the territory deposits (Solnechnoe, Festivalnoe, Pridorozhnoe, Perevalnoe, Sobolinoe, and Pravourmiyskoe) are renewed slowly. It is related to solving a complex of issues – the needs to modernize enterprises, renew their personnel potential, improve the transportation infrastructure, etc. Thanks to the investment policy pursued by the “Russian Funds” Company, the situation has gradually stabilized. In July 2015 the Solnechnaya ore mining and processing mill in the settlement of Gorny renewed tinning. The “Molodezhny” mine was de-conserved at the Festival tinning deposit (Solar Ore Mining and Processing Mills Were Launched in the Khabarovsk Territory). The ore mining mill at the Pravourmiyskiy tinning deposit in the Verkhnebureinskiy Region finished its modernization. It is planned to increase tinning from 600 tons in 2015 up to 800 tons in 2016 (Tinned Capacities of the Khabarovsk Territory are Ready for Launch). It is necessary to specify the following factors that contribute to developing the tinning industry: advantageous geographical position of enterprises that allows not only to meet the internal demand for raw materials but also to supply tin for export. Competitive advantages of tinning in the Khabarovsk Territory as compared to the global producers (Bolivia, Peru, Indonesia, Malaysia, and China) include the availability of a functioning and long-term mineral base with the relatively developed transportation infrastructure. Supplies of the former Solnechny ore mining and processing mill (explored supplies of the Festivalny and Perevalnenskiy deposits) allow to go on mining for more than 30 years (Solar Ore Mining and Processing Mills Started Their Operation in the Khabarovsk Territory after Modernization).

Over the recent years the Khabarovsk Territory has increased the volumes of gold mining. In 2012 the construction had started, and in July 2013 the first ore mine of the ore mining and processing mill at the Belaya Gora deposit constructed with the assistance of the STEP Company was put into operation. The customer of the project was the “Rusdragmet” (it is part of the Highland Gold Mining Limited Group) that has a license for developing and exploiting the deposit for a term of 25 years. In 2011 the construction of the hydro-metallurgic integrated plant in the city of Amursk was finished. In 2012 the Albazinskiy ore mining and processing mill started a project capacity on processing ore. It started the experimental and industrial

exploitation of the Avlayakan gold field. The nearest plans of the Ministry of Natural Resources of the Khabarovsk Territory include the creation of conditions to finish the construction of additional capacities at the ore mining mill Belaya Gora and to present the project capacity in 2016, as well as to begin constructing new ore mining and processing mills at the Noni, Durmin, Svetloe, Kutyn, Diappe gold fields, and to contribute to additional exploration of reserves of the Mnogovershinny gold ore deposit (Perspectives of Developing Mining Industry Were Discussed in the Khabarovsk Territory).

It is necessary to take into account that it is rather problematic to develop the mining industry and bring the production volumes to the global ones without foreign investments. The Government of the Khabarovsk Territory takes considerable efforts to attract investors to the industry, especially when various regions of the Russian Far East have already got experience of interrelating with the foreign capital. Over the recent years representatives of the Chinese business have shown stable interest to the Far-Eastern tin. In 2012 Chinese investors won a license for the “Iskra” deposit (Primorsky Territory) and intended to acquire the largest tin deposit Pyrkakay (Chukotka). In 2015 within the Second Russian-Chinese EXPO JSC “Republican Investment Company” (RIC), OJSC “Corporation of Developing the Southern Yakutia” and “Heilongjiang Major Company for Developing Economy and Technologies” (state company of the CPR) concluded an agreement on reclaiming the “Ruchey Terihtiah” tin placer mine (Yakutia). Under the participation of the investment company of the Heilongjiang province, “Sedona” LLC performs exploitation works at the Diappe gold ore deposit in the Ulchskiy Area of the Khabarovsk Territory.

It is impossible to refer the attraction of foreign investments in traditional raw material industries to new methods that contribute to the development of the Khabarovsk Territory. In order to solve this task, since 1990s regional governments have taken efforts. It is necessary to take into account that if foreign partners are focused only on the production industry, the Khabarovsk Territory (and the whole Russian Far East) will maintain its status of the supplier of raw materials for NEA economies. It is important for the government of the Khabarovsk Territory to find mechanisms that will allow to increase volumes of foreign capital investments in the Far Eastern processing industry that needs cheap and qualified labor force, and developed infrastructure. According to these indicators, the Khabarovsk Territory lags a lot behind its nearest neighbors. One of the factors that affect low competitiveness of the Khabarovsk Territory is a high tear and wear of the fixed assets.

It is necessary to note that the Government of the Khabarovsk Territory performs the work on attracting foreign investors to the non-oil and gas sectors of the economy. Results of this work can be already seen. In 2013 in the context of co-financing the

administration of Khabarovsk and investors from the CPR, the Khabarovsk Plant of Construction Ceramics with the capacity of 30 mln. pcs. of the construction and tapestry bricks per year was constructed. In 2014 in the Bikinskiy Region of the Khabarovsk Territory “Maykiu” LLC jointly with Unity Heilongjiang Import and Export Company launched a production line with the capacity of 15 mln. pcs. of bricks per year. The “Baoli Bitumina Singapore” (BBS) Company (a Singapore subdivision of the Chinese corporation) expressed its intention to start constructing the plant on producing modern bituminous materials used for road covering, constructing railways, hydro-isolation of bridges and constructions. It is supposed that the ready products will be supplied both to the internal Russian market, and NEA and SEA countries. The reclamation of external markets will contribute to the development of port capacities of the Sovetskaya Gavan that are involved in international transportation (Representatives of Bitumina Company Inspected the Area for Constructing their Plant in the “Khabarovsk” Priority Development Area).

The cooperation of the Khabarovsk Territory and NEA countries in agriculture seems to be a promising area. It will enable producers of the region to expand their sales markets. Since 2011 the Khabarovsk Territory has been annually organizing the Viazemskiy Agricultural Forum. In 2016 it obtained an international status. Over the recent time, the event has become popular and proved itself to be one of the platforms for developing agricultural territories by involving small and medium-sized business, as well as for improving the investment attractiveness of municipal regions of the territory. The basic theme of the business agenda in 2016 was the development of cooperation with the CPR in food production. Chinese partners were offered to participate in the construction of a food plant on producing bread and flour products, pasta, meat and dairy products, confectionary, chocolate, and infant food (The VI Rural Investment Forum Will take Place in the Viazemsk Region). Chinese specialists were invited to start joint reclamation of waterlogged lands for agricultural purposes, as well as to participate in constructing greenhouse complexes on gas. Joint implementation of these projects will become a catalyzer of the development of trading relations between border territories.

Japanese investors also made their contribution to the development of the agrarian sector. In 2015 at the platform of “Rakitnoe” (“Khabarovsk” TASED) JGC Corporation constructed a greenhouse complex that uses advanced Japanese technologies that allow to grow tomatoes and cucumbers during the whole year and to obtain the harvest of up to 70 kg from 1 m² (JGC Evergreen Japanese Company Starts Constructing the Greenhouse Complex on the Territory of the Established “Khabarovsk” Priority Development Area).

One of the components related to the development of the Khabarovsk Territory is the modernization of transport routes. The Khabarovsk “Novy” Airport that is one of the gateway airports of the Russian Far East is close to the APR. Investors

from NEA countries are interested in reconstructing air strips, aerodrome complex and constructing a new passenger terminal. The implementation of the set plans will allow not only to modernize the airport infrastructure (it will increase the volumes of freights and passenger transportation, and attract tourists) but also to contribute to developing all levels of economy.

It is important for the economy of the Khabarovsk Territory to construct new and maintain existing roads. The automobile transportation network of the Khabarovsk Territory is represented by federal automobile roads A-370 "Ussury" (Khabarovsk – Vladivostok), R-297 "Amur" (Chita - Khabarovsk), A-375 "East" (Khabarovsk – Nakhodka), and regional automobile road R-454 "Khabarovsk – Komsomolsk-on-Amur". Automobile roads connect the territory with other subjects of the Far East and unite settlements. A new project is an orbital automobile road "13-42 km Khabarovsk Pass-by". Its putting into operation will allow to bring the transit transport beyond Khabarovsk. A new transport artery will unite three federal routes "Ussury", "Amur" and "East". The length of the road will make up almost 27 kilometers. It will be a paid road. The further development of the project will provide the exit to Great Ussuriyskiy Island and then to the network of Chinese roads (G-1011 (to Harbin) and G-11) (Japanese Investors Got Interested in the project on Toll Road in Khabarovsk). Japanese investors study opportunities of their participation in the construction of the road under the concession conditions.

Thus, the Khabarovsk Territory is actively involved in regional international structures and invites partners from NEA countries to implement various projects. The government pays close attention to distributing information about the changes that take place in the Khabarovsk Territory, and projects planned for implementation. It will allow to eliminate the concerns of foreign investors who invest their funds in the Russian Far-Eastern economy with great fear.

Basic Areas of Humanitarian Interrelation of the Khabarovsk Territory and North-Eastern Asian Countries

The Concept of Russian External Policy defines humanitarian cooperation as a means to "establish the inter-civilizational dialogue, achieve consent and provide mutual understanding between the countries" (Concept of Russian External Policy). The international humanitarian interrelation appears to include relations in culture, education, science, tourism, youth exchanges, sports, and informational technologies. The partners of the Khabarovsk Territory on implementing programs of humanitarian exchanges include the CPR, the Republic of Korea, and Japan. Contacts with this group of countries are carried out on the basis of the concluded Agreements on Economic and Humanitarian Cooperation. Every year Plans on Fulfilling the Above Agreements are signed.

North-Eastern Asian (NEA) countries make up a complicated international block. Its relations with the RF are ambiguous and complicated by a number

of factors. In the Soviet period of history and at the modern stage the territorial issue is a serious break on the way of political interrelation of Russia and Japan. Humanitarian cooperation on the level of individuals, social and state organizations can contribute to establishing mutual understanding and trust between the countries.

Japan and the Republic of Korea are geopolitical allies of the USA and pursue the policy of interrelating with our country with an eye to their partner. The cooperation in culture, tourism and education can contribute to achieving consensus between our state and partners, intensify brotherhood, regional relations that have a considerable economic potential.

Relations with China have serious problems and internal gaps. However, the development of friendly relations with the CPR is a top priority area of the Russian external policy in the APR. China is a strategic partner of our state. That is why humanitarian contacts of Far Eastern subjects, including the Khabarovsk Territory, with China develop more actively and dynamically.

The factor of territorial nearness contributes to the re-approachement with NEA countries. Citizens get an idea about traditional and modern mass culture of neighboring countries during tourism trips. At the present time in the Territory it is possible to observe the fall of incoming tourism and re-focus on constantly growing outgoing tourism. However, it is necessary to attract travelers from NEA countries. It will contribute to involving financial flows in the Territory economy. The opportunity of developing the incoming tourism is stipulated not only by the nearness to the partner countries but also by their historically formed close economic contacts, rich cultural and historical heritage of the territory, availability of higher educational establishments that specialize in professional training of specialists in the area of tourism, as well as agreements about visa-free exchange with CPR and DPRK.

The development of incoming tourism is possible due to the natural and ethnographic potential of the Khabarovsk Territory. The national culture of indigenous peoples (the Ulchis, the Orochis, the Nanais, the Udegeits, and the Nivkhs) provokes a considerable interest. It is possible to find out about the unique life of the latter by visiting national villages and ethnographic museums. The settlement of Kondon and the village of Troitskoe are notable. They represent the nanais culture. In the village of Bulava of the Ulchskiy Region there is a famous open-air museum "Ulchis Village". The Territory is especially proud by the Amur River. It attracts tourists from all over the world. The history of its reclamation, nature beauty, richness of ichthyofauna is unique in Russia. According to the tourism potential, it is possible to compare the Amur only with the Shantarskie Islands and Mar-Kuele Plateau known by the rivers that "disappear" under the ground. A number of companies offer guests routes without the developed infrastructure. Herewith, they even gain because of its lack. Tourist agencies include visiting events in their

programs. In 2015 foreign delegations took an active part in the World Ball Hockey Championship, International Military and Musical Festival “Amurskie Volny”, World Kyokushin Kai Karate-Do Championship. Tourist contacts are carried out within friendly relations of twin-cities.

Citizens of the CPR account for the greatest share in the volume of international tourism. In 2014 the Territory was attended by 10.5 thous. citizens of China, including 4.1. thous. people according to the visa-free procedure (Tour Operators of the Khabarovsk Territory Made Conclusions about Visa-free Tourism Exchange with China in 2014). In 2015 14.0 thous. citizens of the CPR visited the territory for the tourism purposes. The river passenger line “Khabarovsk – Fuiagn”, the car or river route “Pokrovka - Zhaohe” are popular among tourists.

The Japanese incoming tourism focuses on American, European and Asian markets. It causes skepticism in relation to the bilateral cooperation in the area of tourism. Japanese citizens come to the Khabarovsk Territory for business for 3-5 days. They also transit through the city of Khabarovsk to the Amur and Irkutsk Regions, and recognized tourist centers of Russia – Moscow and Saint-Petersburg. Excursion programs in the Territory capital, attending centers of active rest in a number of municipal districts (Khabarovsk, Nanaisk, District named after Lazo) are popular among few coming Japanese tourists.

The share of citizens of the Republic of Korea remains unchangeably high. They visit the territory by personal invitations for business purposes or kinship (Lysikova and Chzhen 2015, p. 350). Korean citizens who constantly live in the Territory accept this category of guests.

There are above twenty private tourist organizations in the Territory. However, large projects that can essentially change the directionality of tourist flows from the outcooking to incoming tourism are not implemented by private unions.

In 2010 the Government of the Khabarovsk Territory approved a target program “Development of Internal and Incoming Tourism in the Khabarovsk Territory (2013-2017)” (Territory Target Program). The latter provides cluster approach to solving the problem. It is decided to develop separate territories, and to attract considerable financial resources by using the natural and ethnographic potential of these sub-regions. The program provides for the creation of four clusters: Khabarovsk, Komsomolsk clusters, “Northern Sikhote-Align” tourism and recreational cluster, and “Great Ussuriysky Island - Shantary” cruse cluster. Today the latter cluster is included in the program on “Development of Internal and Incoming Tourism in the Russian Federation (2011-2018)” (Project of the “Amur”). Serious works are planned to perform. By now a four star hotel and hostel have been constructed on the suburbs of the city of Khabarovsk “Zaimka”. Besides a ski trail is being constructed, and the territory is being modernized. In Komsomolsk-on-Amur a working group has been created. It develops tourist complexes. No real construction

works are performed. The implementation of the program requires financial flows from the federal, territory budgets, as well as considerable private investments. The program is long-term and its results can be observed in several years.

As a whole, it is necessary to specify a number of factors that restrain the development of tourism relations of the territory with NEA countries: high cost of services (hotels and transport), difficulties in preparing incoming documents, the lack of attractive image of the territory in the tourism area for foreign tourists, the lack of the unified project that would unite all regions of the Far East, severe climatic conditions that stipulate the seasonal nature of tourism, and insufficient number of cultural and entertaining objects. Thus, the tourism potential of the Khabarovsk Territory and the level of tourism development as a whole allow to develop the incoming tourism. However, there are serious problems that require close attention and thorough approach to solving them.

The development of tourist relations has an impact on the diversification of other areas of the humanitarian cooperation of the Khabarovsk Territory and NEA countries. The cooperation in the educational area contributes to creating a unified international educational space, forming a category of competitive specialists who are in high demand on the labor market. During the post-Soviet period the system of higher education of the territory was a part of all basic areas of international cooperation, where a lot of higher educational establishments were involved in. The number of their partners in NEA constantly grew and included not only universities but also schools, corporations, associations, research centers, and funds. The latter are considered within this work as subjects of the NEA educational space. The table below shows foreign partners of the leading higher educational establishments of the Khabarovsk Territory.

TABLE 1: FOREIGN PARTNERS OF HIGHER EDUCATIONAL ESTABLISHMENTS OF THE KHABAROVSK TERRITORY (MATERIALS OF THE PERSONAL ARCHIVE OF DIRECTOR OF JAPANESE LANGUAGE SCHOOL IN THE CITY OF KOMSOMOLSK-ON-AMUR SHMELEVA S.A.)

<i>Higher educational establishments</i>	<i>KCPR</i>	<i>Japan</i>	<i>Republic of Korea</i>	<i>Mongolia</i>
Khabarovsk State University of Economy and Law	15	5	5	–
Far Eastern State Transport University	25	2	8	1
Pacific National University	50	11		
Komsomolsk-on-Amur State Technical University	8	–	1	–
Amur Humanitarian and Pedagogical University	10	5	4	–

The data of the table prove that the closest relations have been established with the CPR. By today about 120 agreements have been concluded between higher educational establishments of the Khabarovsk Territory and China. About 80% of them account for the Heilongjiang province. The largest partner is the Harbin Pedagogical University that is a center of pedagogical and art education.

The cooperation of NEA countries and the Khabarovsk Territory assumes the implementation of various educational programs: scholarship, exchange education, language, educational and in-service training, and practice. Higher educational establishments of the Khabarovsk Territory participate in the work of international associations: the Association of Rectors of Transportation Higher Educational Establishments of the RF and China, the International Association of Transportation Universities of Countries of the Asian and Pacific Region (Network Projects of the Far Eastern State Transport University, Cooperation with International Associations). We will note the following fact as a basic advantage of the cooperation within international associations: it provides great opportunities to involve the higher educational establishment into international scientific and educational activity.

Foreign funds and institutes are active subjects of the educational space. The Japanese center provides an opportunity to study Japanese free of charge. The Consulate General of Japan participates in organizing joint events with the territory higher educational establishments: speech-contest competitions, etc.

The Confucius Institute is an example of the rational approach in cultural policy of the CPR government aiming at the integration of the Chinese culture into the world space. In the Territory there is the Confucius Institute at the Amurskiy Humanitarian and Pedagogical University in the city of Komsomolsk-on-Amur. The Institute is a non-commercial organization. Its activity includes teaching Chinese by using multimedia software, Internet resources, improvement of the qualification of Chinese teachers working in the compulsory and higher school, and work at improving the teachers' methodical level.

It is necessary to note that external factors have an impact on the level of the educational cooperation intensity. They include external political, economic situation. Internal factors include the availability of the organizational and legal basis of the interrelation of educational establishments, volume of financing, and level of development of the material and technical basis of universities. China and Japan show the greatest activity. They pursue a purposeful policy of using "soft power" when promoting their national interests on the international arena. Using educational resources, the countries inform the Khabarovsk Territory about their cultures. The Territory state and social structures are passive. It is related to the considerable lack of financing and under-development of the state strategy of using "soft power" tools.

In spite of the difficulties of the educational exchange, some results are still achieved. The academic mobility of teachers and students is expanded. Contacts in education form the stratum of people who can contribute to establishing bridges between Russia and NEA countries and understand and know the language and culture of partner countries. The mutual exchange in the area of education requires considerable financial and organizational expenses. In this area Russia has to do much by using the experience of Japan and China. The creation of conditions for exporting Russian educational services as well as attracting foreign highly qualified specialists seem to be of high priority for international cooperation in education.

The structure of educational relations of the territory mainly includes young people. Its interrelation is an efficient means to achieve the constructive dialogue between Russia and NEA countries. However, the territory develops not only the cooperation of higher educational establishments. Active participants of educational relations include also private linguistic schools. The cooperation with the Japanese non-state linguistic organization Hippo Family Club is the most efficient example. There are various methodologies of studying a foreign language. The Japanese Club offers its methodology based on the method of natural studying. The method provides for trips to the country and living in the native speakers' family (Nilep 1997, p. 14). Thus, the club implements the programs of international youth and family exchanges with various countries including Russia.

The first region that established relations with the Japanese Club was the Primorskiy Territory. Since 1999 the Khabarovsk Generation 2000 private school of foreign languages has been participating in the exchanges program. In 2008 it was joined by the Komsomolsk-on-Amur "Three Stages" school of the Japanese language (Materials of the Personal Archive of Director of Japanese Language School in the city of Komsomolsk-on-Amur Shmeleva S.A.). In four years the Amursk "Linguistic School" became a member of the exchange. The main difference of Hippo programs is the educational goal. It is also important that as a result of Hippo members living in Russia, close relations are established between Japanese guests and the host family. As a result, Russian and Japanese people stay friends for many years (Kamitoma 2013, p. 9). When representatives of various nations communicate, in addition to the language barrier, they have obstacles related to specific national peculiarities of cultures. Such stable elements as traditions, everyday conduct may cause difficulties in mutual understanding. Their realization contributes to the activation of cultural dialogue of peoples from two countries. Thus, participating in Hippo international exchanges, Russian and Japanese people study not only the language, but also peculiarities of each other's culture.

The Khabarovsk Territory also implements programs of exchange between twin cities: Khabarovsk and Niigata, Komsomolsk and Kamo. Exchanges between

Komsomolsk and Kamo have been carried out since 1991. Unlike the Hippo program, these trips aim at educating and acquainting. Teenagers communicate in English, learn about places of interest of the cities. The children delegation from Komsomolsk-on-Amur visited Kamo in 2007, 2009, 2011, 2013, and 2015 (Tosi 2008, p. 5). Japanese people visited the Far-Eastern city in 2006, 2008, 2010, 2012, and 2014.

The Khabarovsk Territory actively supports projects related to youth exchanges. They contribute to forming a stratum of the Japanese and Russian community that acquires their own image of the partner country. This process is influenced by such factors as the state policy, informational flows of mass media, activity of some distinguished personalities, and works of art. Personal experience of young people who come with a friendly visit seems to have a considerable impact on forming the image of a non-familiar ethnic community. In the post-Soviet period the mass consciousness of Russian people perceived Japan as a highly technological country that has an intensively developing economy and combines adherence to traditions and innovations. It is necessary to note the dichotomy in the Japanese perception of Russia. In the post-Soviet period the image of our country consisted of two components: the perception of the Western neighbor as a country where corruption, chaos, and poverty were wide-spread, and the country that preserved its spiritual and cultural potential. The image of a “strange” country that was formed in the consciousness of Japanese and Russian peoples was corrected after the personal communication of the youth from two countries. It is diversified in relation to the generally accepted stereotype ideas. In the future international programs of youth and family exchanges with the Republic of Korea, the CPR and Mongolia may contribute to the formation of the friendly and positive attitude to our country, and form pre-requisites to developing active interrelation of partners.

Thus, education, youth exchanges and tourism are the leading areas of the humanitarian cooperation between the Khabarovsk Territory and NEA countries. Relations with the CPR, Japan, and the Republic of Korea are intensive. However, developing humanitarian contacts with the DPRK and Mongolia, using the “soft power” the territory will contribute to cultural propaganda of the Russian image, forming a positive image of the state, promoting all-Russian and regional political and economic interests. At the present time the legislative basis needs improvements because contacts are carried out mainly within the all-Russian humanitarian agreements with NEA countries. Analyzing the model of the humanitarian interrelation, it is necessary to note that private companies and individuals participate in it in addition to governmental and social organizations.

Formation of Positive Image of the Khabarovsk Territory among North-Eastern Asian Countries

Today on the state level the Russian Federation pays great attention to promoting a positive image of the country consisting of the images of cities and towns of the country. It became very popular to create its own (regional) image. It is possible to specify such reasons as tough competition related to attracting investments to the region, attracting attention of federal governments to the problems and achievements of the region.

The regional image fulfills the function of agreeing the regional I-concept, *i.e.* self-consciousness of inhabitants of the region, and Face, *i.e.* the image of the region as perceived by external communicants. The region's image determines success of social identification of the population and territory (Markina 2010, p. 257).

Now the word "brand" is often used. However, researchers think it necessary to differentiate the notions "image", "brand" and "reputation".

According to I.S. Vazhenina (2008), the brand is an exclusively positive variety of brightly expressed image. The territory brand is an aggregate of enduring values that reflect the singularity, unrepeatability, original characteristics of this territory and community; they are widely known, socially recognized and stably demanded by consumers of this territory. The brand is based on natural and climatic, and historical and cultural peculiarities of the territory.

The territory reputation is a dynamic characteristic of the life and activity of the territory formed in the society during a long period of time on the basis of an aggregate of true information about it. These are value-conscious persuasions, opinion about the territory people have got on the basis of the obtained information about it, and personal experience of interrelating. The territory reputation is closely related to the image. They have a strong impact on each other.

Attention to the territorial image is an important component of the image strategy of Russia.

The city image is an "image of the city formed in the people's consciousness that has an impact on the perspective of its development" (Lyulko 2011, p.12).

Recently mass media has paid much attention to the Far-Eastern theme. Today the state program on social and economic development of the Far East and Baikal Region is being implemented. It defines perspectives of implementing basic projects and considers offers on the legal regulation of preferences for the region economy. The Minister of the Russian Federation on Developing the Far East has been appointed. However, it is impossible to successfully develop and provide functioning of the Far-Eastern territory that is rich in mineral resources, forest, flora and fauna without preserving the human potential of this region.

Goals and motifs of creating the positive image for Komsomolsk-on-Amur are easy to understand. Sociologists note high volumes and quick tempos of depopulation of the Far-Eastern region of Russia. If these volumes stay the same, the possibility to lose these territories will be carried out in the nearest decades of the XXI century. For twenty years the population of the Far-Eastern has decreased by two million, and is about six million persons. Herewith, the level of depopulation in the Russian Far East exceeds the average Russian indicator three times.

It is facilitated, firstly, by surpass of the growth of the death rate over the birth rate, and secondly, by active outflow of population to other cities of Russia and countries. For example, according to the data of the administration of Komsomolsk-on-Amur, as on 01.01.2012 the population of the city was 260,257 persons, while as on 01.01.2011 the population was 263,336 persons. The decrease in the population per year is 3,079 persons (About Komsomolsk-on-Amur). It is necessary to note that Komsomolsk-on-Amur is the second large city in the Khabarovsk Territory after its capital. Here there are the largest defensive and industrial enterprises of the region that influence the development of the economy of the territory and the country as a whole.

That is why the creation of the regional identity of the inhabitant of the Khabarovsk Territory that “improves the image of the Khabarovsk Territory of Russia and forms the self-consciousness of inhabitants of the territory based on recognizing its undoubted importance, and love to their Motherhood” (Lyulko 2011, p.12) can be considered to be a part of the social order of the state. Such measure will allow to break depopulation processes and return the population of Russia to the Far East as a whole and to the Khabarovsk Territory, in particular.

Throughout the course of history of the Khabarovsk Territory, NEA countries, namely the CPR, the federal center of Russia and the population of the Far East acted as partners on communications for the region. The first one is related to the image of the “gates to the APR”, common informational and socio-economic space. As for the center, the image of the depressive region with serious economic and political problems is communicated. The inter-regional communication shows the image of Russian fortress in the east. In the 1990s these types of communication co-existed and did not contradict one another. However, the intensification of the trans-boundary interrelation caused the situation when images started existing in one social space and entered into conflict relations with one another. As a result, the regional identification of the population got essentially broken, the migration readiness of the population rose sharply, and the deprivation increased (Markina 2010, p. 259 – 260).

To our mind, it is possible to call the development of various investment projects as the most important factor that contributes to creating positive image of the region.

Experts acknowledge that people are the capital of any industry. The basic thesis mentioned during the Eastern Economic Forum (Vladivostok, 2016) when discussing issues of humanitarian and economic cooperation in NEA countries is the following: the attitude of the local population to investment projects involving foreign capital often has a considerable impact on the success of their implementation (Business Program of the II Eastern Economic Forum). Today it is necessary to consider cooperation in the humanitarian area and extending of the cross-cultural dialogue as one of the key factors of developing and improving efficiency of economic cooperation. Investments in the humanitarian and social area – initiatives aiming at developing the human capital – may considerably decrease risks of the activity of foreign companies on foreign territories.

The Khabarovsk Territory actively develops international relations with foreign partners, including countries of North-Eastern Asia, on the basis of concluded agreements about economic and humanitarian cooperation with regions of these countries. Herewith, the Russian and Chinese relations occupy one of the key places in the external political strategies of both countries.

The Chinese People's Republic has been a leading partner of the Khabarovsk Territory for many years. International relations of the Khabarovsk Territory and the CPR cover a great number of economic and humanitarian issues.

The Russian and Chinese EXPO became a platform that is unique according to the importance and scale for developing the bilateral cooperation. It takes place in the city of Harbin. The Khabarovsk Territory takes an active part in it. The Heilongjiang province is a leading partner of the territory in the CPR both in terms of the trading and economic cooperation (this province has about half of the external trading turnover of the territory with the CPR) and the number of the carried out bilateral events (in average 15 every year).

To a great degree, the Plan on Taking Measures between the Khabarovsk Territory and Heilongjiang Province signed every year contributes to maintaining high intensity of bilateral relations with the CPR. It includes issues related to developing trans-boundary automobile transportation, participating in exhibitions and fairs, cooperating in sports, ecology, culture and tourism, archive and library issues.

One more partner of the Territory in the CPR is the Guangdong province. The Government of the Khabarovsk Territory and the People's Government of the Guangdong province concluded an agreement on establishing friendly relations. Issues on developing bilateral relations cover areas of trading and economic, research and technical, ecological cooperation, cooperation in culture and tourism, science and education (State Program of the Khabarovsk Territory "Development of International, Interregional, and Exhibition and Congress Activity of the Khabarovsk Territory").

The Republic of Korea is traditionally one of the basic international partners of the Khabarovsk Territory. Recently the cooperation between the Khabarovsk Territory and the Korean People's Democratic Republic has noticeably activated: the Perspective Plan of Bilateral Cooperation between the Government of the Khabarovsk Territory of the Russian Federation and the Ministry of the External Economic Affairs of the DPRK for 2015-2019 was signed. Meetings of the Bilateral Working Group on Trading and Economic Cooperation between the Government of the Khabarovsk Territory and Committee on Contributing to International Trading of DPRK are held. International exchanges between the Khabarovsk Territory and the Republic of Korea cover various areas, including economy, trading, health care, sport, culture, tourism, and youth exchanges. Within implementing the Plan on Taking Measures Related to the International Exchange between the Khabarovsk Territory and the Gyeongsang Province, every year several bilateral events in the area of sports, tourism and youth exchange take place.

The cooperation between the Khabarovsk Territory and Japan continues developing. The majority of meetings with Japanese companies are devoted to discussing trading and economic issues. Contacts in the area of health care, humanitarian and sport exchanges are also established. Relations with certain prefectures of Japan are actively developed.

Within implementing the Plan on Taking Measures on International Exchange between the Khabarovsk Territory and the Niigata Prefecture, humanitarian exchanges in the area of education, including programs of teaching Russian abroad, take place. Issues related to developing trading and economic cooperation and transportation are discussed. Within developing friendly relations between the Khabarovsk Territory and the Hyogo prefecture, every year programs on cooperating in ecology, sports and youth exchange are implemented. Within the Plan of Measures on International Exchange between the Khabarovsk Territory and the Aomori Prefecture, the cooperation in culture according to the museums sector is carried out. Within implementing the Joint Statement about Friendly Relations with the Tottori Prefecture, the prefecture regularly takes part in the Inter-regional Priamurskiy Trading and Industrial Fair. Days of culture of the Tottori Prefecture in the Khabarovsk Region are organized.

To our mind, educational projects and social entrepreneurship can become a tool to form mutual trust of the society to new technologies, and business representatives from various cultures to each other.

School children and students of the Khabarovsk Territory want to study the Chinese language more and more every year. This wish is supported by schools and higher educational establishments. Thus, the Komsomolsk-on-Amur State Technical University (KoASTU) concluded agreements on exchange programs with several CPR universities, in particular with the Hwa Chung University of Science

and Technics, the Shenyang Aerospace University, the Heilongjiang Research and Technical University (Harbin), the Changchun Engineering and Technical Institute, the Heihe University, the Harbin Engineering University, Changchun University (Changchun, CPR), and the Heilongjiang Institute of Science and Technology (Harbin, CPR). Exchange programs provide bachelor's and master's education in a number of technical areas demanded in the region, namely, theory of mechanic design, industrial engineering, material engineering, nano-technologies, bio-engineering, ecology, information and communications, applied computer technologies, etc.

Within the cooperation between twin cities Komsomolsk-on-Amur and the CPR, school children's delegations from China come to Komsomolsk schools. However, the problem related to the excess of demand over supply is still serious. As higher educational establishments have to look for Chinese partner higher educational establishments on their own, the interest of the administration of the city of Komsomolsk-on-Amur in this issue, unfortunately, is not displayed. In spite of the fact that the number of foreign students is one of the basic indicators of the efficiency of the higher educational establishment, weak interest of the city administration considerably affects the prestige of the technical higher educational establishment.

Besides, since 2000 the KoASTU has been closely cooperating with the Japanese center located in Khabarovsk. With the frequency of once or twice per year the University holds various seminars on such themes as improvement of the efficiency and quality control, financial risks management, modeling a decrease in time to sell goods by using the LEGO game, quality control at small and medium-sized enterprises, creation of an attractive shop, and activation of life in the region (International Department of the Komsomolsk-on-Amur State Technical University).

The Government of Russia and the Khabarovsk Territory often noted that the capital of any industry included people who could and had to implement various investment projects. They must be trained according to international standards. It is necessary to find areas of cooperation and prepare specialists for these areas. Such areas can be represented by TASED platforms. In case of developing territories of advanced socio-economic development and production areas, the Russian language may become more demanded.

The enterprises that the government of the territory relies on within TASED must create the educational environments. It is possible to do it according to the following model: school – higher educational establishment – production. Such projects are effective in Komsomolsk-on-Amur in the aviation, oil, and machine building areas. Such areas can be created taking into account TASED platforms, for example, metallurgy, transportation, etc. Since it goes about preparing personnel

according to the international standard, first of all, it is necessary to develop cross-cultural interrelation within the NEA space. It may and must include studying foreign languages by inviting specialists from countries where this language is spoken, programs of students' exchange. Komsomolsk-on-Amur must take more active part in various programs offered by consulates of NEA countries. In particular, the Japanese Consulate invites students to participate in various events. It is necessary to establish cooperation between higher educational establishments, too. In this way, the CPR actively supports the development of Confucius Institutes in Russian Regions. However, little is known about the activity of such institute in Komsomolsk-on-Amur. It is available only for students of the higher educational establishment where it is based on. It is necessary to attract schools and other higher educational establishments, develop partnership strategies, and make the activity of the Confucius Institute maximum available and attractive. Today the Confucius Institute specializes in issues related to teaching Chinese. However, in the Institute it is possible to meet the need of the city youth in studying and getting acquainted with the Chinese culture. It is possible to organize open country-study lectures presentations, art exhibitions, non-traditional forms of learning about the culture, for example, tea ceremonies, traditional Chinese types of sport, to organize days of the CPR in higher educational establishments and schools. In particular, the KoASTU implemented such project in 2016 on the basis of the Linguistics and International Communication Faculty. It was a success. It is possible not to be limited by only state educational organizations. It is possible to attract various centers of studying foreign languages. They can share financial expenses with the perspective to get new clients.

Within implementing the Federal State Educational Standards in the Higher Education in higher educational establishments, it is necessary to attract employers. By any means possible faculties and departments have to persuade producers to participate in the educational process. The situation when higher educational establishments were separated from the production is disappearing. Now higher educational establishments are open for cooperating. We think it is possible to carry out some classes at production platforms related to the cross-cultural contacts and to include attending higher educational establishments with lectures in programs of visits of various delegations from NEA countries, or to organize various discussion platforms on the basis of higher educational establishments, etc.

Thus, the issue about the inter-regional cooperation maintains its urgency and importance both for countries of the North-Eastern Asia and the whole Asian-Pacific region. In order to dynamically develop the Khabarovsk Territory and to develop interrelations with NEA states in various formats, it is necessary to take into account the experience existing between the parties, and requirements of modern realities. In spite of obvious advantages for the participating parties, the need to solve strategic tasks the region countries have, image attractiveness of the Khabarovsk Territory,

to a greater degree the issue under consideration maintains the rhetoric format. It prevents the fulfillment of the set tasks. The socio-economic and humanitarian space of the Khabarovsk Territory cannot be modernized only by implementing socio-economic projects of regional governments. It is possible to solve this difficult and comprehensive task by activating the integration of the Khabarovsk Territory into the socio-cultural space of the North-Eastern Asia. Herewith, interests of the Khabarovsk Territory itself must not be infringed.

DISCUSSION

We think that the implementation of the below offers will contribute to expanding the socio-economic and humanitarian cooperation between the Khabarovsk Territory and North-Eastern Asian countries:

1. Expanding platforms of the dialogue between the Khabarovsk Territory and North-Eastern Asian states will accelerate socio-economic development of the Khabarovsk Territory.
2. Carrying out comprehensive scientific researches by Russian researchers aiming at detailed study of needs of the North-Eastern Asian markets taking into account tendencies of the socio-economic development of the Khabarovsk Territory.
3. Development of innovational and non-resource productions in the Khabarovsk Territory that are attractive for North-Eastern Asian states.
4. Development of the transportation infrastructure.
5. Development of the tourism business infrastructure.

It is necessary to continue implementing the Territory Target Program on Tourism Development, and using routes that do not require a developed infrastructure to attract tourists. Perspective areas include the event tourism that attracts numerous guests. It is important to establish cooperation with tourism agencies of the Middle Asian countries to recover the Silk Road Route that attracted a lot of guests during the Soviet period.

6. Simplifying visa formalities.
7. Acquiring global experience of the cultural cooperation.
8. Developing informational websites about Russia and the Khabarovsk Territory.
9. Establishing Russian Centers aiming at the humanitarian mission in the North-Eastern Asia.
10. Establishing close contacts with Russianists in NEA countries.
11. Establishing the festival form of cooperating in the area of culture and cinema.

12. Organization of international scientific conferences. The latter contribute to establishing scientific relations, and involve researchers and professors of high school of the Khabarovsk Territory in the international educational space of the Asian and Pacific Region.

CONCLUSION

Summing it up, we think it is necessary to recommend regional governments, the largest enterprises of the Khabarovsk Territory to more actively offer programs for the socio-economic, humanitarian, and international development.

It is important to note that the Russian government offers foreign investors a lot of plans and projects on the Khabarovsk Territory. Regional government actively negotiates with the largest representatives of business on the level of companies' top managers and diplomatic circuits on the level of ambassadors of North-Eastern Asian states. However, foreign investors come to the Khabarovsk Territory with high fear. Reasons of such foreign investors' conduct may be related to weak awareness about the opportunities of business development, lack of coordination of Russian authorities when promoting foreign investments, contradiction of actions of national, regional and local promoters, weak legislation basis, bureaucratic procedures that are preserved in Russia, and many others.

Openness and accessibility of information about various cross-cultural contacts of the Khabarovsk Territory and NEA countries must become one of the requirements. It is not observed on the websites of municipal administrations, particularly in Komsomolsk-on-Amur. The information is placed as a report only after the event has taken place. The official website of the administration of the Khabarovsk Territory rarely provides advertisements or future plans of international cross-cultural contacts. As a whole, it is necessary to note that cross-cultural contacts that are available today have a too local nature. They are meant for few people. Culture must not prosper only within its country. It may cause economic catastrophe. That is why such openness of information contributes to attractive image of the city and Territory.

Thus, the formation of the regional identity directly depends on the positive image of the region that in its turn is formed mainly at the expense of economic and humanitarian prosperity.

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