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The purpose of the journal is to promote scientific exchange and cooperation between Russian and foreign political scientists.

The journal is intended for the publication of the results of fundamental and applied scientific research. Thematic focus of the journal is reflected in the following permanent headings: "History and philosophy of politics," "Political institutions, processes and technologies," "Political regionalism and ethno-politics," "Political culture and ideologies," "Political problems of international relations and globalization."

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PHENOMENON OF IMPORT EXPO: NEW APPROACHES IN THE STATE POLICY OF REGULATING EXHIBITION ACTIVITIES IN THE PRC

The article analyzes in detail the accumulated experience of organizing and holding the first Chinese international exhibitions and fairs of imported goods (China International Import Expo), Russia's participation in such exhibitions as an honored guest which presented many industrial and technological innovations in various industries, as well as a comprehensive presentation in the field of trade, investment, and tourism development.

Key words: *exhibition communication management, state regulation of exhibition activities, world EXPO, import expansion, the Great Silk Road, "one belt, one road," Russian-Chinese trade and industrial cooperation, cross-border e-commerce.*

China's efforts to expand imports, which are increasingly being implemented in the form of an international EXPO, are based on the scientific and verified strategic conclusions at the government level about the feasibility of implementing large-scale plans to turn the country into a world trading power. Such ambitious plans have a serious basis, according to forecasts of Chinese experts, in the next five years, the volume of imports of goods and services may reach 10 trillion dollars [19]. This is why the issue of expanding imports was raised as early as in 2012 [9. P. 32].

This idea was soon approved by the State Council of China, which issued a special document "Views on strengthening imports," and in May 2017, at the

high-level Forum on international cooperation within the framework of the “one belt, one road,” Chinese President XI Jinping, supporting the idea, announced that from 2018 China intends to hold annual representative international exhibitions [14. P. 51-52].

In the subsequent period, the Chinese leadership consistently explained its new policy on regulating exhibition activities at numerous international venues and implemented measures to encourage the expansion of imports. Thus, in 2018, Chinese President XI Jinping, having clarified the policy, unveiled the key directions of openness of the modern Chinese market.

These include, first, expanding access to the Chinese market; second, expanding imports; third, improving the business environment; and fourth, protecting intellectual property rights [9. P. 32; 1. P. 8-11].

Subsequently, these theses were supplemented with new content. Thus, at the opening of the second import EXPO on November 5, 2019 President XI Jinping confirmed China’s intention to open the door even wider for importers, taking as a basis such economic measures as reducing tariffs, consistently adhering to its fundamental policy of openness, raising it to an even higher level, removing barriers that prevent the flow of knowledge, technology, talent and other factors that contribute to innovation [23]. The holding of this large-scale event is also seen, but is not dominated by a certain political component caused by the recently escalated trade conflict between China and the United States. Experts say that in the context of this conflict, the meaning of the import fair is growing [3; 2; 21; 5].

First, such an EXPO shows that the PRC intends to hold import fairs and actively expand its imports, demonstrating the unchanging position of promoting a mutually beneficial strategy of openness and protection of trade freedom.

Second, the holding of a second representative import fair serves as a warning to businesses and companies in the United States and some other countries that are currently suffering from the economic downturn in mature markets [23; 17], that they may actually miss out on the Chinese market and huge commercial chances, which in the conditions of increasing economic instability in the world does not bode well for them.

Meanwhile, the huge size and volume of goods and services presented at the fair arouse great respect, which was confirmed by the support from reputable international organizations. The World Trade Organization, the UN Conference on trade and development, and the UN Industrial Development Organization were partners of the import EXPO [1. P. 8]. The first exhibition in 2018 was attended by representatives of 172 countries (the second exhibition in 2019 – by already 181), including 58 countries from the “one belt, one road” region, more than 3600 companies (in 2019 – 3800), including more than 200 leading industrial enterprises and companies from the top 500 largest world, more than 400 thousand buyers from China and other countries. 800 thousand people took part in the exhibition (next year their number reached 910 thousand), and the total amount of potential

annual transactions amounted to US\$57.83 billion (in 2019 – US\$71.1 billion, or increased by 23%) [17; 22. P. 43].

It is very characteristic that out of the total volume of potential transactions, their amount in the field of intelligent high-tech equipment was 28.5% (US\$16.46 billion), in the field of food and agricultural products – 21.9% (US\$12.68 billion), in the field of automobiles – 20.7% (US\$11.99 billion), medical equipment and healthcare – 10.0% (US\$5.76 billion), consumer electronics and household appliances – 7.5% (US\$4.33 billion), clothing, jewelry and everyday goods – 5.8% (US\$3.37 billion), trade in services – 5.6% (US\$3.24 billion) [22. P. 43].

Experts especially note that the area for holding the second EXPO in comparison with the first EXPO was increased several times, but despite this, as well as the significant cost of one square meter of exhibition space (usually about 3000 US dollars), it was very difficult to get an exhibition stand.

Visitors to EXPO, scientists, and the expert community see the main reason for such a great popularity in the extraordinary history of this trade and economic exhibition, as well as the traditions of trade in China, that have thousands of years of history. We are talking about the great silk road, a unique communication project in the history of human civilization, which is increasingly attracting the attention of Chinese and foreign specialists [20; 21; 8; 11 etc.], as well as the efforts of the Chinese leadership, which has developed and implemented the concept of reviving such legendary root, within the framework of the “one belt and one road” initiative, involving new partners in this project [20. P. 120].

Over the past five years, China has already invested more than US\$80 billion in the economy of the New silk road countries, concluding 105 cooperation agreements with 106 countries and 29 international organizations. During this time, 22 areas of trade and economic cooperation were created, investments in these projects exceeded US\$ 28 billion, creating almost 250 thousand jobs. In general, according to specialists, this activity of China and countries of the economic belt of the Silk Road helped to increase the volume of bilateral trade to US\$ 6 trillion, and the total imports into China of products and services over the next five years will be at least US\$10 trillion [1. P. 8].

The correctness of the chosen course for the openness of China's domestic market and the huge organizational work of its government is evidenced by the fact that, according to some experts, the first Chinese international import fair has exceeded all expectations in its scale and has become one of the global commercial exhibitions [4]. At the same time, the second exhibition has already established itself as an important and successfully tested platform for trade cooperation between China and other countries [13], however, giving preference to the countries included in the “one belt and one road” project. It is becoming more and more obvious that the Chinese international import EXPO is a new word, a kind of “know-how” in the modern theory and practice of exhibition management, the world's first state forum focused solely on filling its own domestic market with goods and services [7].

Experts insist that according to the updated summary data on world-famous commercial exhibitions, [4], the China International Import Fair, held on the basis of the National exhibition center in Shanghai, is indeed one of the global commercial exhibitions in terms of its scale. According to the reference data prepared by the Bureau for the organization of the China International Import Fair, EXPO of such level is the world's first state exhibition dedicated exclusively to imports. It has acquired global significance for its constructive assistance in strengthening trade and economic exchange and cooperation between all interested countries of the world; stimulating the growth of global trade and promoting the growth of the open world economy [4; 12; 15].

It is very important that the exhibition served as an effective open-type co-operation platform for presenting the achievements of national development and prospects for the growth of international trade. Another feature is the patronage of the Chinese government in promoting economic globalization, and, accordingly, its classification as a global public good. And finally, according to experts, the exhibition in Shanghai becomes a landmark project of a new concept for the development and promotion of a new round of high-level external openness of China, which is especially significant today, when “the forces of protectionism are rearing their heads again, and free trade is facing increasing challenges,” it's China that “sends a clear signal to the world that mutual benefit and common gain are the right way to develop” [1. P. 8, 21].

The distinctive features of the import EXPO in China are considered to be: the large scale and variety of events; the huge Chinese market opening, the dynamic growth of consumption and imports; the simultaneous implementation of various events of the business program, highly effective and comprehensive service for its participants; a huge survey on purchases, organization of visits to the exhibition by a large number of professional buyers (more than 400 thousand people) [3]; understanding of the general public of the significance of the fact that the exhibition held in Shanghai will allow the whole of China to feel its effects.

The main components of EXPO were determined very professionally and with the account for modern approaches in the global exhibition management. Let's look at them more thoroughly:

1. *Comprehensive exhibition of trade and investment potential of the participating countries.* On an area of about 30 thousand meters, participants had an opportunity to demonstrate their trade and investment potential, including success in their trade in goods and services, development of industry, investment, tourism, and original products.

According to the analysis, the organizers of this EXPO took into account the different levels of economic development of the participating countries. This made it possible to create a preferential regime that ensured participation in such a large-scale exhibition for a number of companies that did not have the opportunity to compete for the right to participate with multinational corporations.

For example, some countries of the “belt and road,” in particular the less developed ones, found it difficult to count on proximity to economic giants. Among the 2800 companies that participated in the first import EXPO in 2018 many were from more than 50 countries and regions of the “belt and road,” and 44 were from least developed countries. Therefore, the organizers of the Shanghai fair presented two standard stands to each such country free of charge [4].

2. *Hongqiao international economic forum*. It is also held annually within the framework of the import EXPO, the organization of which is constantly being improved. So if at the first fair it consisted of an official ceremony and three so-called sub-forums dedicated to “trade and openness,” “trade and investment,” “trade and innovation,” then the main theme of the forum in 2019 was “Openness and innovation, cooperation and common gains.”

This very significant event was held in the “1+4” format: one opening ceremony (the main forum) plus four sub-forums, where new trends in the development of the world economy, ways of its recovery and growth prospects were discussed [15. P. 25]. It is also important that the UN Department for industrial development and other international organizations offered to provide analytical and technical support to the forum, and it is quite logical.

3. *Commercial exhibition of enterprises*. It consists of two parts: an exhibition of trade in goods (with an area of about 180 thousand square meters of consumer electronics, household appliances, clothing, everyday goods, automobiles, intelligent and high-tech equipment, food and agricultural products, medical equipment, medicinal and health products, etc.) and an exhibition of trade in services (with an area of about 30 thousand square meters of new technologies, outsourcing services, creative design, culture, education and tourism) [4].

According to experts, the Chinese government’s decision to hold the first international import EXPO on an annual basis fully reflects China’s determination to actively promote a new round of foreign trade policy and open its market to the world by consistently using and improving exhibition management mechanisms.

The experience of holding two international import EXPOs in Shanghai showed that this model of equal mutual cooperation between different countries has a powerful appeal.

First, EXPO is an ideal platform for testing and implementing new products. For instance, at the first EXPO in 2018, hand-made jute products from Bangladesh were highly appreciated and included in the sales-lists of the leading Japanese Takashimaya Department store chain in the city of Shanghai. L’Oreal, the largest exhibitor at the first and second EXPOs in the section “household chemicals,” called the EXPO an “accelerator” for the launch of new products and the formation of advertising of marketable products. All four brands of this company, demonstrated at the first and second EXPOs, confidently entered the Chinese market, gaining great popularity.

Secondly, EXPO is a good opportunity to feel the pulse of the Chinese economy, an effective form of assistance to professional audiences and buyers from

foreign companies to form a reliable idea of the scale of the market for consumer goods and services and existing trends in China. In particular, this led to a change in the Brazilian beef brand, which switched to a new model of wholesale transactions, preferring to launch the sale of this product in small packages, spreading it in relatively small localities, thereby significantly increasing its sales volume.

Third, EXPO has acted as a kind of a platform where companies could find the most suitable partners. An example is the company Stenders, which specializes in the production of branded skin care products, whose products can now be purchased not only in specialty department stores, but also at gas stations, e-commerce platforms and local convenience stores.

Fourth, EXPO has become a gathering place for interested buyers from all over the world. For example, Johnson and Johnson's exhibition stand was visited by several government delegations that signed procurement agreements with more than 50 well-known hospitals in China. Another striking example is the world famous German manufacturer of household electrical appliances Worwerk that demonstrated an intelligent robot vacuum cleaner at EXPO and won a very positive assessment. At the same time, during the 2018 EXPO, a large number of such items, including medical and industrial equipment and measuring devices, were successfully sold directly to customers.

Fifth, the practice of holding two international import EXPOs showed that it is the best platform for foreign products to enter the Chinese market. This fact is confirmed by serious experts. Thus, New Zealand milk produced by LewisRoad Creamy became a huge success in China, and according to its Director O'Wurk, it was made possible thanks to EXPO, which paid great attention to "the huge market of China with unlimited development potential." Experts noted that the second EXPO created a solid foundation for the long-term development of New Zealand products, securing a new brand of popular dairy products liked in China [16].

It is important to note that the Russian Federation is a key participant in the import EXPOs held in China [1. P. 8-9; 14]. It has a special role – it participates in the exhibitions as an honorary guest, which highlights not only the level and scale of Russia's participation, but also speaks of the significant potential of Russian-Chinese trade and industrial cooperation. It demonstrates the special attention to this problem of the top leadership of both countries. As noted by the President of the Russian Federation V. V. Putin "thanks to the efforts of President XI Jinping and the Chinese government, we are progressing very well in the trade and economic sphere, and we have even exceeded our plans for trade turnover" [6. P. 23].

Thus, in 2018, the volume of bilateral trade between China and Russia broke previous records, for the first time exceeding the amount of US\$100 billion. In 2019, which marked the 70th anniversary of the establishment of diplomatic relations between our countries, China-Russia relations of strategic partnership and interaction reached the highest level in history through the joint efforts of both sides [10. P. 33].

It should be noted that a new type of Chinese-Russian trade is currently developing dynamically – cross-border Electronic Commerce. As it grows, strengthens and revives the entire digital economy, this type of business is attracting more and more attention from the political and business circles of China and Russia. In the future, ensuring long-term and orderly development of cross-border e-Commerce is of great importance for further improving the level of trade and economic cooperation between the two countries.

According to the Association of Internet Commerce companies (ACIT) of Russia, in 2018, Russian post processed about 380 million international shipments, showing an increase of 30.1% compared to 2017. At the same time, 92% of trade shipments came from China, followed by mailings from the EU (3%) and the US (2%). The share of Chinese parcels in cross-border e-Commerce in Russia is increasing every year, but in monetary terms this dynamics is still much less: only 53% constitute parcels from China, 22% – from the EU and 12% – from the US. All this shows that the price of most goods sent from China is still rather low.

The number of orders made by Russian buyers from China via the Internet is increasing, and the volume of cross-border e-Commerce between China and Russia is also growing in 2019, as indicated by expert forecasts [10. P. 33].

In particular, according to the forecast of ACIT of Russia, by the end of 2019, the volume of its e-Commerce market may reach US\$33.8 billion (2.2 trillion rubles). Second, China is rapidly increasing its consumption and imports. With the largest population in the world, China is the second largest economy and the second largest consumer market, which has just entered a new stage of continuous growth in consumption. In the next five years, China is ready to import goods and services worth more than US\$10 trillion, which will make it possible to occupy the corresponding niches of the Chinese domestic market.

At the recent 24th meeting of the heads of government of China and Russia, Chinese Premier Li Keqiang demonstrated his full support for cooperation between the two countries in new areas, such as cross-border e-Commerce and technological innovation. The Joint Communiqué signed after the meeting noted that the “implementation of the Memorandum on promoting the quality development of bilateral trade” will optimize its structure, create new points for trade and economic growth and stimulate the development of new forms of trade, such as e-Commerce and trade in services.” The parties agreed to “actively expand investment cooperation in the field of high-tech and digital economy.” This shows that the leaders of the Chinese and Russian governments have shown maximum confidence and achieved complete unity in implementing the strategy of promoting bilateral trade and economic cooperation to a higher level.

Some regions of the Russian Federation have a large import potential that should be reoriented to the Chinese market. Among them are Moscow [18], Primorsky, Krasnoyarsky and Zabaykalsky Territories [6. P. 19; 24. P. 13-14].

It should be recognized that economic and trade cooperation between China and Russia has long been promoted mainly by the efforts of the government of the two countries, and the “people’s trade,” focused on the market, has not been able

to make a breakthrough. It is possible that cross-border e-Commerce can become a touchstone, a popular flow that will break down all barriers to free market trade between the two peoples, serve as a bridge and link to strengthen mutual understanding and realize the aspirations of the peoples of China and Russia [10. P. 35].

Such promising investment projects in Russia as the construction of modern cross-border trade and tourism complexes were also discussed at the exhibition's discussion platforms. Tourist projects arouse increased interest among the Chinese, last year they became the leaders in the number of inbound tourist trips to Russia – 1.478 million visits, or an increase of 14% compared to the previous period. It is no accident that the regions of Russia demonstrated new types of tourism at the import EXPO in China. Thus, the Sverdlovsk Region clearly showed the available opportunities for medical tourism, Udmurtia presented “weapon tours” to the homeland of the Kalashnikov, much was also said about the development of Arctic and gastronomic types of tourism. Intergovernmental documents being developed now provide for the possibility of expanding the scope of visa-free tourism and extending the period of visa-free stay [24. P. 14-15].

Experts note an increased backlog in the build-up of expert supplies from Russia to China, the 2019 exhibition saw the opening of a representative office of the Russian export center (REC) in Shanghai, a similar headquarters will open in Beijing, and in the future-Agency points in 20 cities of China. A. Slepnev, Head of REC, noted that this will allow Russia to present the full range of services to support Russian – Chinese trade: credit and insurance support, logistics assistance, participation in exhibitions and search for partners [24. P. 15].

This will lead to the entry of Russian companies into the Chinese market through the e-Commerce platform, will create in China a complete, integrated system providing for the Russian-Chinese trade,” [24. P. 15], moreover, speaking at the opening ceremony of the second EXPO Chinese President XI Jinping said that China's total imports of goods and services in the next 15 years will amount to US\$40 trillion. In particular, it is planned to import goods worth US\$30 trillion for this purpose, as a support for imports to China, the country plans to continue reducing customs duties and simplify the customs clearance procedure [24. P. 15].

According to the research, Russia is firmly among the 20 key partners of the Shanghai trading platform. Now it is planned, in addition to Internet sites and tourism, to interact with catering and hotel businesses, as they are able to provide the maximum volume of purchases. All this and much more meets the mutual intention to significantly increase the volume of foreign trade turnover of China and Russia, which will be increased to US\$200 billion a year in the coming years, as agreed by the leaders of the two countries – Vladimir Putin and XI Jinping [23; 7. P. 23 and other].

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