



МЕЖДУНАРОДНЫЙ УНИВЕРСИТЕТ БИЗНЕСА И
НОВЫХ ТЕХНОЛОГИЙ /ИНСТИТУТ/

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Ancient Cities in Europe and Their Historical Heritage as Economic and Political Resource

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- В Европе, исключая Россию, Украину и Белоруссию в восточной части, насчитывается 102 645 территориальных единиц, более 800 регионов.
- There are 102 645 towns and cities in Europe and over 800 regions

**BE DIFFERENT OR DIE.
THE QUESTION OF BRANDING**

The main topics to be discussed

- Do ancient cities in Europe need a new life?
- What a new life of ancient cities might be?
- Who provide ancient cities with a new life?

HISTORICAL HERITAGE OF ANCIENT CITIES.

QUI PRODEST?

Brand Building for Ancient Cities

Evaluation of historical and cultural heritage of ancient cities as their economic and political resource is an issue of city administrating and strategic planning



Main Goal

Make up minds of intellectuals who might be involved in city planning and strategy building process in Europe in future



Main Finding

Work out principles of vision and proposals for brand building strategy in ancient cities in Europe



CITY ANNIVERSARY AS MAJOR EVENT

- Псков 1100 лет 2003 г.
- Санкт-Петербург 300 лет 2003 г.
- Томск 400 лет 2004 г.
- Казань 1000 лет 2005 г.
- Ярославль 1000 лет 2010 г.



- Frankfurt (Germany) «Финансовая столица Европы» | FINANCIAL CAPITAL OF EUROPE
- Glasgow (Great Britain) «Художественная столица Европы» / ART CAPITAL OF EUROPE
- Luxembourg (Luxembourg) «Медиапорт Европы» \ MEDIA PORT OF EUROPE
- Stockholm (Sweden) «Культурный город Европы» \ CULTURE CITY OF EUROPE

METHODS

- IMAGE MARKETING
- SIGHTSEEING MARKETING
- INFRASTRUCTURE MARKETING
- PEOPLE MARKETING



Instruments

Видение / VISION

Образ \ IMAGE

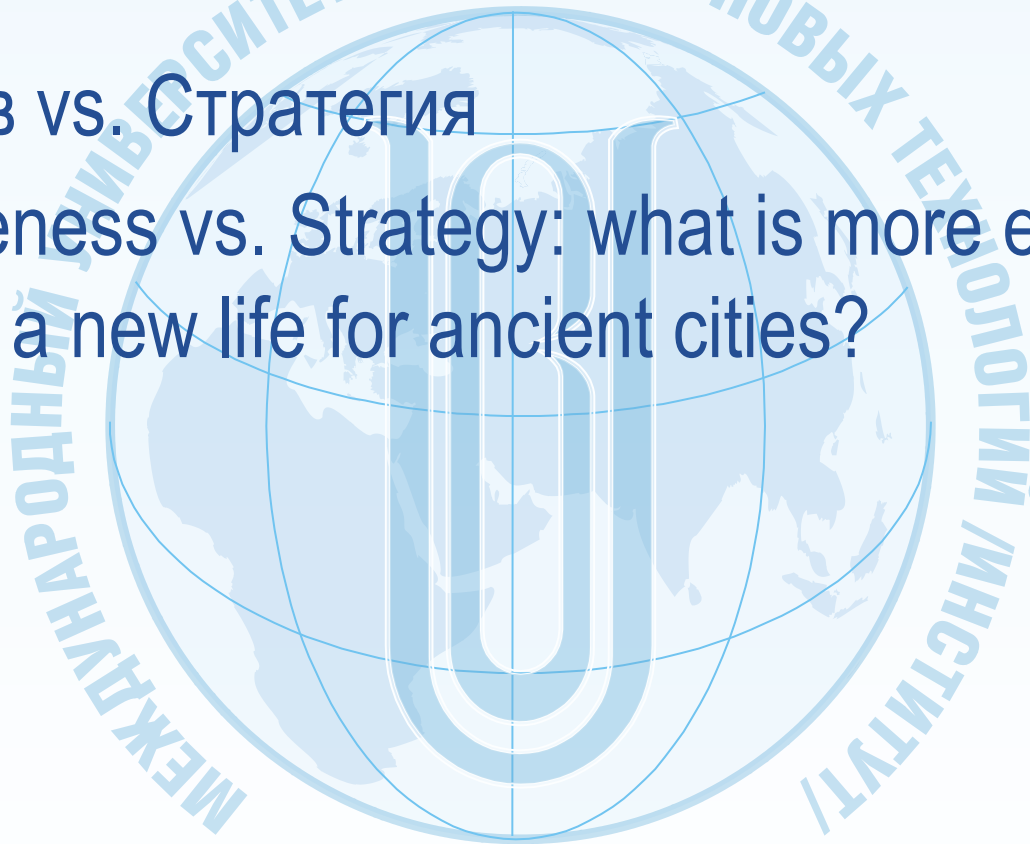
Вызовы | CHALLENGES

Преимущества \ ADVANTAGES

Приоритеты \ PRIORITIES

WORKSHOP 1

- Креатив vs. Стратегия
- Creativeness vs. Strategy: what is more effective in building a new life for ancient cities?



WORKSHOP 2

- Культура vs. Глобализация: партнеры или противники
- CULTURE VS. GLOBALIZATION: PARTNERS OR ENEMIES



WORKSHOP 3

- Какие новые профессии нужны старым городам?
- WHAT NEW PROFESSIONS DO ANCIENT CITIES NEED?





BE DIFFERENT OR DIE