



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
- Санкт-Петербург
- Томск
- Казань
- Ярославль



- 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?



