

How can S&M businesses overcome the “corona shock”?

Japan's experience will be introduced to Ulyanovsk region`s entrepreneurs

**Webinar “Creative industries in small towns and settlements. Japan`s Experience” will be held on May 29 via the platform [zoom.us](https://zoom.us) from 10 AM, Moscow time.**

Webinar speaker: Yulia STONOGINA, PhD in Cultural Studies, Japan Studies` Specialist, a special researcher at Japanese Association for Cooperation with Russia and the Newly Independent States (ROTOBO).

“Creative industries, which have entrusted so much hope as the multipliers of national economies, the possible drivers of regional development – are mainly small and medium-sized enterprises, family businesses, and traditional crafts. And those areas do not have excessive resources and get vulnerable under economic turbulence. At the webinar we will discuss in detail whether it is possible to ensure that the creative industries get sustainable development. What are the opportunities for the creative sector`s economic growth which opens up a "post-coronaviral" situation? Cases of the state support of creative industries in Japan and the Japanese entrepreneurs` experience can provide some practical advices for the Russian sector of creative economy”, - said Yulia Stonogina.

Topics to be covered at the webinar

- Glocalization as a trend. The development of small regional economies



ФОНД  
УЛЬЯНОВСК  
КУЛЬТУРАЛЬНАЯ СТОЛИЦА

КЛАСТЕР  
ТВОРЧЕСКИХ  
ИНДУСТРИЙ

ЦЕНТР  
СОЦИАЛЬНЫХ  
ИННОВАЦИЙ

**29 мая 10:00 (МСК)**  
В рамках подготовки 2-го японо-российского  
Форума по креативной экономике

**Вебинар  
КРЕАТИВНЫЕ ИНДУСТРИИ  
В МАЛЫХ ГОРОДАХ  
И ПОСЕЛЕНИЯХ.  
ОПЫТ ЯПОНИИ**

кандидат культурологин, японовед,  
специальный исследователь Японской Ассоциации по сотрудничеству  
с Россией и новыми независимыми государствами (РОТОБО)  
**Юлия СТОНОГИНА (Токио)**

- Combination of traditions and technologies, `new craftsmanship`
- How is the export potential of local brands growing?
- Regions as the drivers of inbound tourism
- Covid`19 and its challenges for the creative economy

The webinar will be useful for individual entrepreneurs, managers and employees of small and medium enterprises that are the part of the Ulyanovsk region`s “Creative Cluster”, their partners and also for representatives of regional governmental institutions in charge for the development of the regional creative economy.

“Starting in 2017, for three consecutive years, a cultural and business forum `Japanese Spring on Volga` had been held in the Ulyanovsk Region. This year event had to be canceled due to the pandemic, but cooperation with Japanese colleagues did not stop, and the current webinar is one of the results. Representatives of various enterprises and organizations from the Republic of Tatarstan, Chuvashia and Bashkiria have already confirmed their participation too. Entrepreneurs from other regions like Kirov, Nizhny Novgorod, Orenburg, Samara and Saratov will join the discussion. And we will be very happy to have more representatives of other Russian regions participated”, - commented Tatyana Ivshina, director of the “Ulyanovsk – Cultural Capital” Foundation.

The webinar will launch a series of online events in preparation for `The 2nd Japan-Russia Forum on Creative Economy`, which is scheduled to be held in the Ulyanovsk Region in September 2020 as part of the X International Cultural Forum.

To participate in the webinar, you are requested to fill in a short form on [link](#).

(<https://docs.google.com/forms/d/e/1FAIpQLSdr9zEjz1FBTSfCoP4v6Azm0NeJNb03x5F-83ViQCj1t7CFEA/viewform>)

After registration is done, you will receive an invitation link via e-mail.

Questions regarding the current webinar can be sent to [ulkse@mail.ru](mailto:ulkse@mail.ru)

Webinar`s organizer: `Ulyanovsk – Cultural Capital` Foundation, with the support from the Government of the Ulyanovsk Region.