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Permskiy krai: a Step to Libraries of the World

Informational line of resources on social & economical development of Permskiy krai into information field of foreign countries.

Annotation: Permskiy krai is a subject of Russian Federation in the Western Urals, which covers the territory of 62.000 square mile (160.600 square km) with a population of 1,9 million people. The land of Perm is famous for its natural and cultural riches. The government of Permskiy krai is constantly searching for new links to promote our potential to foreign investments and cultural exchange. The Library Information Center and the Perm State Regional Library Gorky sees its function in contributing to this goal – for libraries are unique institutions which help present and future diplomats, businessmen, men of arts broaden their professional perspective. Three target directions of our Step to the Libraries Project are: building a web-site on Permskiy krai resources, making donations to the libraries of the world, setting up professional meetings. Reaching these targets will help to contribute to the major goal of cultural and economical cooperation between the land of Perm and other countries, and lead to mutual profits of its participants.

Government of Permskiy Krai: Goals and Targets

- **Major Goal:** introduction and positive recognition of the new subject of Russian Federation Permskiy krai, formerly Perm region by international community.
- **Target Direction:** creation and development of the system of communication of Permskiy krai within Russian Federation and partner countries abroad.
- **Aim:** promotion of local social, cultural and intellectual products on inter-regional, national and international levels.

Investment-priority targets set in the foreign policy by the *Government* of Permskiy Krai
Oleg A. Chirkunov Governor of Permskiy Krai: “We are welcoming investors to come and work in Perm region and will take every effort to help them feel here.”

Project Prompts

- Lack of business and cultural information on distant regional parts of Russia in informational field of the foreign countries;
- Investment-priority targets set in the foreign policy by the *Government* of Permskiy Krai.

The Project Will Acquire to:

- **Creation of complex image of Permskiy krai and its recognition;**
- **Rise of commercial and travel interest to the region;**
- **Diverse environment of international marketing relations.**

Targets:

1. **Donate and promote the *collection of sources* “Russia: Permskiy krai” to the libraries of the world; embassy & consulate information units; business and cultural centers**
2. **Create and provide access to the Web-site “Russia: Permskiy krai”: the Catalogue on Internet Sources of Permskiy krai in Foreign Languages (<http://www.russia-perm.ru>)**
3. **Start up meetings and conferences which could:**

- **Set a discussion of interested parties;**
- **Work out common targets;**
- **Improve interaction.**

Project Geographical Links: Which Way Do We Go?

According to interest priorities of the Government of Permskiy Krai:

- **United States of America;**
- **United Kingdom;**
- **China;**
- **Finland;**
- **Germany;**

According to international professional librarian policy by the Gorky Regional Library:

- **South Korea**
- **France;**
- **South African Republic.**

The Collection: What Is Being Donated?

Books, CD-s, maps, booklets, DVD & video-films on economy, culture, education and tourism.

Collection includes information on:

- Investment potential of Permskiy krai;
- Cultural brands of Permskiy krai (Perm wooden sculpture; Sergey Dyaghilev, the prominent ballet promoter; Boris Pasternak, the outstanding Russian writer, author of the famous novel *Doctor Zhivago*, also Perm-inspired;
- Tourist sightseeings, places to go;
- Other highlights, etc.

Partners of / Contributors to the Information Collection

- Government of Permskiy krai;
- Administration of Komi-Permian Autonomous District (formerly);
- Ministry of Culture and Arts of Permskiy krai;
- International Relations and Foreign Trade Unit at the Government of Permskiy krai;
- Perm Chamber of Commerce and Industry;
- Institutions of Culture and Education of Permskiy krai;
- Cultural Centers and Funds;
- Tour Agencies;
- Publishers of Permskiy krai.

Partners for the Project Promotion

- ILIAC (International Library Information and Analytical Center);
- Ministry of Culture and Arts of Permskiy Krai
- Government of Permskiy Krai;
- Libraries of the World