

SPbPU steps up cooperation in Asia-Pacific region

At the end of July, representatives of the Graduate School of Service and Trade of Peter the Great St. Petersburg Polytechnic University visited two countries of the Asia-Pacific region at once: Malaysia and Indonesia.



Malaysia hosted the seventh annual Connecting Asia conference, which brought together internationally renowned scientists. At the conference, Associate Professors Nelly Kozlova, PhD in Economics, and Ekaterina Shevchuk, PhD in Philology, presented a report on the topic: «Customer-oriented digital technologies as a means of health sector development: main tools and development prospects».



The report made a great impression and representatives of SPbPU were invited to speak at the summit organized for key guests of the conference. The guests were asked to tell more about the university, its history, training and academic exchange programs, and opportunities for joint research activities. During the visit, SPBPU representatives were able to establish friendly relations with representatives of UTM — University of Technology Malaysia (Johor Baru). UTM showed great interest in developing bilateral cooperation with SPbPU.

Further, the colleagues visited Gunadarma University located in Jakarta (Indonesia).



At the personal offer of Rector of Gunadarma University, Professor E.S. Margianti, Doctor of Economics, colleagues from SPbPU were invited to give a lecture on «Global Marketing: Russia in the Spotlight». The lecture was an unprecedented success: more than 150 people attended the lecture in person, more than 300 people listened to it online, and the speakers' speech was also broadcasted on Jakarta TV. After the lecture, the lecturers were asked a lot of questions. The topic of cooperation between Russia and Indonesia not only at the academic level, but also at the level of development of joint business projects aroused great interest. On July 28, 2023, the parties signed a memorandum of intent to continue cooperation, to establish regular student and faculty exchanges, and to conduct extensive joint research and development activities.

Дата публикации: 2023.08.10

[>>Перейти к новости](#)

[>>Перейти ко всем новостям](#)