

**XXIII Yasinskaya (April) International Scientific Conference on the
Development of Economy and Society**

Special Section Arctic Research

**TOPIC «The new role of the Northern Sea Route in the era of the
sharing transformation of the world economy.»**

**(NSR is a new driver in the formation of the export potential of regional
enterprises, access to the markets of the Asian landfill)**

**In search of effective transport communication to interact with the
markets of India and China, the Northern Sea Route is acquiring new
significance. The NSR should be considered not only as a tool for the
implementation of cargo traffic between Asia and Europe, but on the
contrary, as an independent transport route with its own national cargo
base (based on the regional economy of the constituent entities of the
Russian Federation) for the delivery of non-commodity export products
to Asian markets, as well as the delivery of demanded products to
regions. To confirm hypotheses and collect data in 2020, an expedition
was organized on board the nuclear-powered vessel "Sevmorput"**

**Data collection goals and objectives of the Arctic expedition "Digital
Ship"**

On September 25, 2020, on the eve of the celebration of the 75th anniversary of the nuclear industry, a unique in the modern history of the Russian Arctic scientific expedition Digital Ship on board the world's only nuclear icebreaking and transport lighter-carrying container ship «Sevmorput» ended.

For 18 days, the expedition members covered 6800 nautical miles at an average speed of 16 to 20 knots along the route from Petropavlovsk-Kamchatsky to St. Petersburg, having visited 10 seas and 3 oceans.

The expedition was attended by representatives of the leading scientific schools for digital modeling, the National Research University Higher School of Economics (HSE). Peter the Great Polytechnic Institute (POLYTECH), Moscow Institute of Physics and Technology (MIPT), as well as representatives of the domestic industry for the design of Arctic-class ships, the production of ship digital systems.

The expedition collected data to form a business model, environmental requirements, conditions for the formation of a national container base - the basis for the sustainability of national northern logistics, worked out hypotheses for the development of a concept of digitalization of the logistics

business based on platform technologies and digital services for the development of the Northern Sea Route as an international one. transport artery of national importance.

Ranked economy - a new stage in the development of the economy

The world economy has entered the period of the formation of a sharing economy, where digital modeling and platform technologies for information exchange are becoming key tools, which, among other things, make it possible to manage production assets without owning them.

In this regard, production ceases to be unique and profitable, since thanks to standards and regulations, conditions are created for fast copying of production and technological processes. And cost reduction is achieved by placing it in the appropriate territorial and climatic zones.

Concept, development, sales become zones beyond marginality, if market modeling and ownership of standards are carried out in the same hands. These are the new conditions for ensuring the sustainability of businesses.

The analysis of the companies of the world leaders confirms this. 8 out of the top 10 most valuable companies in the world in 2020 do not own production assets in the traditional sense, but use a business model based on digital platform services.

In today's world, platforms are winning. Platforms create new markets and new sources of value. Competitors are taking away market share not by devices, but by entire ecosystems. It is the platform business model that allows companies to expand at an unprecedented rate.

Digitalization of the world economy

The conquest of markets is proceeding with the use of new technologies based on digital platforms, traditional stores with direct contact with customers are being replaced by online markets where goods are selected and deals are concluded, where logistics have played key roles in the new B2B2C interaction chain.

Development of the Arctic zone of the Russian Federation

Against the background of these structural and semantic transformations in the economy in Russia, the project for the development of the Arctic is being implemented, where in the world in the era of globalism the key tools for the development of the economies of states remain resource security and efficient logistics of trade routes connecting with sales markets and industrial

cooperation. In this regard, the importance of the Arctic in the modern world can hardly be overestimated.

On the new role of the NSR in the development of the regional economy

In connection with the introduction of sanctions against Russia and the closure of traditional European markets for it, the markets of China, India, Japan, Korea, which in terms of purchasing power are equal to the GDP of Europe and the United States, may become new main markets and amount to \$ 40 trillion (RF \$ 4.1 trillion). Where the NSR is the cheapest and most efficient way to deliver goods to these countries sold using trading platform services.

The development of regular Arctic Sea and river shipping for the implementation of coastal, interregional and international transportation along the NSR with calls to the Arctic ports of the main rivers from Murmansk to Vladivostok will create conditions for the supply of the Arctic and the formation of a national cargo container base by creating the possibility of rhythmic delivery of regional goods. economies of the constituent entities of the Russian Federation in demand in the markets of the Asian landfill using water routes through the basins of the main Arctic rivers and the route of the NSR.

This approach allows us to talk about the new role of the NSR for the development of the non-resource export potential of the regional economies of the constituent entities of the Russian Federation to form a significant own domestic cargo base. make the transition from the link "Chinese freight base - European markets" to the link "own freight base - APR markets» and consider the transit of Chinese goods to Europe as a side effect (option) of the main logistics system "RF - APR markets".

The NSR is acquiring a new role in the domestic economy for the development of regions and plays a key role in the formation of a domestic cargo container base and the formation of a new flow of goods in the world economy from the Russian Federation to Asia.

It is this approach that will lead to the intensification of the economic growth of the Russian Federation, the development of the export non-resource potential of the regions, the diversification of the risks of Arctic projects and a faster payback for the budget.

Key indicators of the project, according to expert assessment at the conceptual level of project development, can amount to an increase in investments over 10 years over 3 trillion. rubles, the development of the GRP of the regions is 4-5 trillion. rubles, the growth of budget revenues - 1-2 trillion.

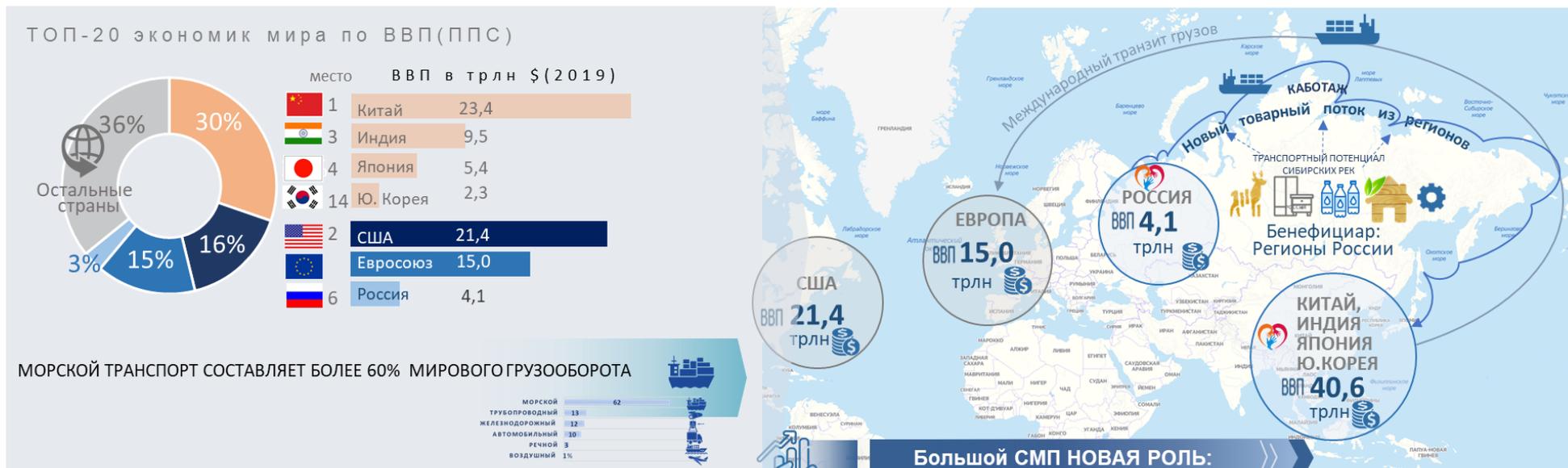
rub. providing employment for more than 10-15 million people in subsidized regions.

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НОВАЯ РОЛЬ СЕВЕРНОГО МОРСКОГО ПУТИ – НОВЫЙ ТОВАРНЫЙ ПОТОК УЙТИ ОТ СВЯЗКИ «КИТАЙСКАЯ ГРУЗОВАЯ БАЗА – РЫНКИ ЕВРОПЫ» ПЕРЕЙТИ К СВЯЗКЕ «СОБСТВЕННАЯ ГРУЗОВАЯ БАЗА – РЫНКИ АТР»



В поисках эффективной транспортной коммуникации для взаимодействия с рынками Индии и Китая Северный морской путь приобретает новое значение

В связи с введением санкционности против России и закрытием для нее традиционных Европейских рынков, новыми основными могут стать рынки Китая, Индии, Японии, Кореи которые по покупательной способности равны ВВП Европы и США и составляют 40 трлн \$ (РФ 4,1 трлн \$). Где СМП является наиболее дешевым и эффективным способом доставки товаров, в эти страны проданных с использованием торговых платформенных сервисов..



- Новый товарный поток в мировой экономике из РФ в АЗИЮ
- «Расшивка» узкого места Транссиба в доступе регионов в Азию
- Развитие регионов – экспорт на рынки Азии



- Формирование собственной грузовой базы - основы для международной логистики
- Решение «обратной» загрузки по маршруту Европа-Азия
- Отсутствие зависимости от тарифной и прочей политики на ЮМП