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Preparations for the International specialized exhibition EXPO-2017: first results of the active participation of the regions of Kazakhstan

The article presents material on the relevance and importance of the International specialized exhibition EXPO-2017 in Astana, as well as on the activities conducted in the regions of the Republic of Kazakhstan to prepare for it. Content of the article speaks of the importance of EXPO-2017 in the social, economic and environmental development of the regions. The article notes that the main advantage of the International specialized exhibition EXPO-2017 in Astana for the regions are experience, advanced technology, jobs and scientific potential for the use of them in the implementation of the «green economy».

Key words: International specialized exhibition, green economy, future energy, regions, advanced technology, jobs and scientific potential.

Nowadays the Republic of Kazakhstan is interested in sustaining reserves and reducing the amounts of harmful emissions into the atmosphere. The accepted Strategy «Kazakhstan – 2050»: a new policy of the established state «sets clear objectives for the construction of a sustainable and efficient economic model based on country's transition to a «green» way of the development [1]. The Concept of transition to «green economy», approved by the Decree of the President of the Republic of Kazakhstan dated May 30, 2013 № 577, contains the prerequisites for the transition to «green economy» including highlighted as follows:

- inefficient use of resources in all major sectors;
- lack of incentive for technological improvement of the industry due to the imperfection of the rate and energy pricing system;
- serious deterioration of natural resources and the environment according to all the most important environmental indicators;
- dependence of the economy of Kazakhstan on the export of raw materials, in connection with which it is largely affected by the external sharp fluctuations in commodity prices;
- significant territorial heterogeneity inherited by Kazakhstan in economic, standard of living and the environment indicators.

Development of new industries and «green clusters» will reduce inequality in regional development and use their potential in renewable energy, agriculture, water management, waste management and other sectors. World experience has shown that the «green economy» incites regional development, induces social stability and increases economic capacity by creating new jobs in «green economy» [2].

In this regard, the exhibition EXPO-2017 should help in finding solutions of these global economic, environmental, and energy problems primarily in Kazakhstan.

That is, holding the International specialized exhibition «Astana EXPO-2017» has not only political, economic and environmental backgrounds, but also the ambition of Kazakhstan for the development of effective energy. International specialized exhibition «Astana EXPO-2017» is an opportunity of transition to «green» economy, which in turn allows us to achieve the strategic goal of Kazakhstan i.e. to become one of 30 countries with the most developed economy.

The exhibition «EXPO-2017» will create additional incentives for this and will be a huge step in the implementation of «Green Bridge» Partnership Program, presented at the Seventh Ministerial Conference «Environment for Europe» in Astana, Kazakhstan dated 21–23 September 2011.

The main objectives for the implementation of Partnership Program are strengthening of inter-regional cooperation for the promotion of environmentally sustainable economic growth, or «green» growth as a prerequisite for achieving Millennium Development Goals. Inducement of collaborative research in the development and application of strategies and tools for «green» growth, including environmentally sound technologies and access to them. Promotion of networks for knowledge, experiences and results, as well as lessons learned in projects related to sustainable development exchange. Increase of technical assistance and infor-

mation and experience exchange in the field of «green» economy and international trade; implementation of Astana initiative «Green Bridge» and low-carbon development, including «green» growth in the context of global trends, the development of agreements on climate change; eco-efficient use of natural resources and investment in ecosystem services. Promotion of «green» growth principles and the process of «Bridges to the Future» as part of Astana «Green Bridge» Partnership Program [3].

Every region of the Republic will receive benefits from holding the International specialized exhibition EXPO-2017 in Astana as the president of Kazakhstan Nursultan Nazarbayev has it: «For us EXPO has to become a mega-project which will provide a benefit for every region. This will give a powerful impetus to innovative development of the country. This will be a turning point for Kazakhstan in starting an entirely new chapter of economic development. «He explained that everything that will be built in Astana for EXPO 2017 will become a laboratory, a science park, for the introduction of new technologies in Kazakhstan.

For the organization of «EXPO-2017» in Astana, Kazakhstan has proposed the theme «Future Energy». It is aimed at finding ways of qualitative changes in the energy sector, including, above all, the development of alternative energy sources and new ways of its transportation [4].

In connection with the transition of Kazakhstan to the principles of «green economy», the theme of the exhibition — «Future Energy» — is an expression of the real needs of the country in gaining experience and knowledge in optimal usage of renewable forms of energy, for the introduction of modern technologies and research promotion in this direction.

The project «Future Energy» has clearly defined goals: exploration of the strategies, programs and technologies aimed at the development of sustainable energy sources, reliability and efficiency of energy supply improvement, the use of renewable energy sources promotion and showing visitors the need for their active participation in the development and implementation of the plan of energy-efficient production and efficient use of energy resources.

In the conception of «Future Energy» project there is a necessary condition for sustainable development — a concept that involves adoption, implementation and application of the most advanced methods of energy use in the nearest future.

«Future Energy» is also aimed at drawing attention to such an inalienable heritage of mankind as energy resources — resources that should be used responsibly and rationally.

Goals and objectives of «Future Energy» project are calling for a sense of responsibility of the international community by means of a variety of agencies, organizations, corporations and individuals, in order to stimulate thoughts and knowledge creation on the decisive influence that planning and control of energy consumption has on the lives of people and all life on the planet.

The idea of «Future Energy» project is to draw public attention to the solutions and methods for providing sustainable energy source management, which can be seen in all the regions of the Republic of Kazakhstan.

These methods are directed to:

- combating climate change and carbon emissions reduction;
- promotion of alternative energy sources usage - in particular, renewable energy sources and introduction of energy efficiency programs;
- ensuring energy supply security;
- control over energy production, conservation and usage;
- ensuring universal access to sustainable energy sources.

These decisions affect social, economic and environmentally sustainable development of the regions and identify ways of solving the most complex problems. Development of socio-economic sphere, in accordance with the project provides:

- promotion of renewable energy and other alternative energy sources usage;
- efficient use and management of energy consumption;
- transportation electrification;
- clean energy accessibility;
- energy supply;
- Inseparability of energy and matter, life and man.

Regarding the environment:

- fossil energy sources, limited and heavily polluting when used as the main source of electric power;
- global warming and climate change;

- environmental pollution and health risk;
- reduction of fossil fuel consumption and carbon dioxide emissions [5].

Among the first results changes in the legislation of Kazakhstan for the transition to «green economy» can be seen.

In the first place, there is the Decree of the President of the Republic of Kazakhstan on the Concept of transition to «green economy» dated May 30, 2013 № 577. This Concept presents a vision of the transition to «green economy», including analysis of the current situation, and statement of the Concept adoption need is given as well as goals and objectives are set. The concept considers the basic principles of transition to «green economy» and offers common approaches to the transition to «green economy». Among the common approaches for transition to «green economy» social and regional development, need for investment, a common approach to the transition to «green economy» sector by sector are considered. The staffing for the transition to «green economy» and the formation of ecological culture of the population, the creation of the Council for the transition to «green economy», steps in implementing the transition to «green economy» are considered. The list of legal and other acts by which it is supposed to implement the Concept is mentioned.

In particular, in paragraph 2.2 of the Regional Development of the Republic of Kazakhstan President said: «Economic development of Kazakhstan is centered around the main towns and mining industries. The concept will reduce regional imbalances. Firstly, the introduction of modern farming methods and the use of «green» technologies will significantly increase productivity of the agricultural sector, on which the economy of a number of regions heavily depends. Secondly, power saving in remote areas at the expense of renewable sources with the insurance of low electricity prices will create new industries, such as greenhouse farming and transhumance, and enhance the competitiveness of the regions. Third, with the increase of the effectiveness of the water and land resources conservation such activities as fish farming and animal husbandry will receive new impetus for the development in the regions» [2].

On December 3, 2013 the head of state signed the Law «On introducing amendments and addenda to some legislative acts of the Republic of Kazakhstan on the organization and conduction of the International specialized exhibition EXPO-2017 in Astana». This document makes it possible to resolve the questions of procedure and organization of EXPO-2017, and also gives the legal framework for the construction of facilities and infrastructure for the exhibition.

Changes relate to the budget (strategic funding of the national company «Astana EXPO-2017» from the state budget in the form of the purpose-oriented contribution), and the tax code (national company «Astana EXPO-2017» has an exemption from corporate tax, income tax, land tax, property tax). Changes relate to the Law «On Migration» (simplified procedure for obtaining visas for individuals arriving in the organization and conduction of EXPO-2017), the Law «On architecture, urban planning and construction» (design and project documentation in relation to EXPO-2017 objects), the law «On regulation of commerce» (definitions of «International Specialized Exhibition», «objects of the International exhibition», «member of the International exhibition» consolidation of functions and rights of the national company «Astana EXPO-2017»), the Law «On Technical Regulation» (simplification of the conditions for the use within the organization and holding of the exhibition of foreign certificates in respect of goods, works and services), the law «On special economic zones» (the status of Special Economic Zone for the participating organizations carrying out the construction of exhibition), the Law «on Employment» (attracting foreign specialists with the knowledge of energy saving technologies and experience in design and construction out of quotas and permits) [6].

One of the important aspects of the International specialized exhibition EXPO-2017 is the regional development.

Regions are actively preparing for participation in «EXPO-2017» exhibition. For example, in Oskemen a plant for production of solar cells is opened. In Shymkent a new generation of fuel-efficient and friendly light bulbs — Led lamps — is produced. There is an obvious work on the environment preservation.

The use of renewable energy sources is also a confirmation of EXPO-2017 effect in regions, for example, solar panels and Led lamps are used in Kokshetau [7].

Yereymentau is implementing a wind farm project, which will supply facilities of EXPO-2017, according to the memorandum with the organizing committee of the International exhibition. Similar projects in the south of the country are called upon not only to participate in the upcoming exhibition, but also to improve modes of water use, water supply and contribute to the development of agriculture in their areas, for instance, wind parks in Shelek corridor, construction of HPP in Kerbulak. Expecting the exhibition, JSC «Samruk Energo» is actively working on these projects [8].

Positive effect in the preparation for the exhibition is the attraction of domestic companies working in the construction sector, which correspond to the level of quality: building materials, as well as direct construction according to the latest technologies. And also attraction of the professionals and companies from all the regions of Kazakhstan [9].

Implementation of EXPO-2017, according to preliminary data, will create about 20,000 jobs and attract participation of small and medium businesses [10].

JSC «Samruk-Kazyna» is actively working on investment projects within EXPO-2017, and simultaneously implementing the State Program on Forced Industrial-Innovative Development of Kazakhstan for 2010–2014: output to full capacity of the investment project «Construction of railways Uzen — state border with Turkmenistan» and «Zhetygen – Korgas», «Construction and Electricity Transmission of Moinak hydro-electric power plant», «Construction of the North-Caspian ecological base operating on oil spill response» [11].

According to the Department of Energy and Public Utilities, the amount of private investment in the construction of renewable energy accounts up to 1.9 billion tenge in Zhambyl region.

Within the program akimat is conducting a work on the creation of additional sources of electric power using renewable energy sources. In Merkensky region Merkenskaya TPP-3 is brought into use, the first wind turbine in Kazakhstan is brought into use in Kordaisky region. It is planned to bring into use Karakystaksky 2.1 MW hydropower plant in Turar Ryskulov region, Tas-Otkelskaya 9.2 MW hydropower plant in Shu district and the first stage of Kordai wind-farm -21 with 4 MW.

In the coming years wind power plants should appear near Shokpar settlement in Shu District, in the so-called windy passages of Muzbel and Kordai in Kordai region.

The investment project for the construction of wind energy complex «Baidibek» that is four wind farms with total capacity of 623 MW is being implemented.

In the future, more than 200 wind farms will be built. This will be possible thanks to a memorandum of cooperation in the field of renewable energy, signed between akimat of Zhambyl region, JSC «KEGOK», LLP «Zhambyl electrical networks» and the investor — a group of companies «Central Asia Green Power» [12].

A special role in this process is given to the development of tourism in the country. EXPO-2017 gives some promises for the development of tourism in the regions — Karkaralinsk, Bayanaul, Borovskaya resort area, Korgalyzhsky National Park will be used.

In Pavlodar region in collaboration with the Chinese representatives wind power plant will be set up. This station is the result of preparation for EXPO-2017 in Astana. Output of the plant will be used not only during the exhibition, but also by the residents of the region.

Joint actions of the Ministry of Industry and New Technologies of the Republic of Kazakhstan and Mangistau region will focus on the development of domestic tourism, not only in the framework of the System Development Plan recreation zone «Kenderli», but also in preparation for the international exhibition EXPO-2017: special tourist products will be developed. It is expected to work in terms of the formation and improvement of tourist image, improvement of the quality of tourism products and services, investment, employee training in the field of tourism and sustainable tourism development [13].

Active measures are being taken to prepare for the exhibition — on the implementation issues of the implementation of innovative projects, new technologies — in East Kazakhstan region. This evidence established in the region in order to address the shortage of electricity in 20 wind farms. In the future it is planned to use the energy of the mountain rivers, which are more than 700 in the region [14].

The seriousness and scale of the operations indicates the Decree of the Prime Minister of the Republic of Kazakhstan dated July 31, 2013 № 120-p «On Approval of Media plan on covering the activities of EXPO-2017 inside the country and on the international markets in 2014». In accordance with the media plan training activities must cover Kazakhstani and foreign media: such TV channels as «Khabar», «Kazakhstan», «Astana», «STV», «24.KZ», «7 Channel», «Channel 31», «Eurasia + ORT», «MIR», «KTK», «Madeniet», «BBC», «CNBC», Kazakhstan print media: such newspapers as «Egemen Kazakhstan» and «Kazakhstan Today», «Liter», «Alash Ainasy», information agencies «Kazinform», «Bnews», official online resources of the government agencies, embassies of the Republic of Kazakhstan, blogging platform and information sites, website voxpopuli.kz, social networks, video-hosting radio «Kazakh», «Shalkar» and «Astana».

Among the activities that should be covered, it is planned to hold briefings and press conferences, publications of comments of Kazakhstan and foreign public and political leaders on the preparation and holding the International specialized exhibition EXPO-2017 in Astana; opening of special columns in the print media

and news agencies, as well as their content; official visits of the Presidents and Members of the International Business Exhibition, workshops on the International Trade Fair, as well as the organization of informational support of regional forums and events involving EXPO-2017, etc. [15].

In Temirtau work on the project of the plant is started, and this plant is supposed to use in the process of manufacture industrial waste products. This project offers more than three thousand new jobs, more than a hundred of which are future employees of the company. It is supposed to see much interest on the part of entrepreneurs from abroad for finished products of the plant at EXPO-2017.

According to Interfax-Kazakhstan «exhibition as a national project is about to bring a strong multiplier effect on our country and the region as a whole. Effect of the exhibition of this level will not only major economic actors, but also those industries which development is important for the capital — tourism, hotel industry, services and small and medium businesses», — concluded Ye. Idrisov.

Thus, Expo 2017 will provide a large multiplier effect on Kazakhstan and its regions. In the first place, it will have economic benefits in terms of investment [16].

The main asset of EXPO 2017 for the regions is in experience, advanced technology, jobs, scientific potential for the development of alternative and renewable energy and in the implementation of green economy.

EXPO-2017 is designed to help with the beginning of finding solutions to the problems and challenges of the safety and security of the nation's health and the environment, but also it can ensure economic and social development of the regions.

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Э.Ж.Сыздықова, Д.К.Әбілов

ЭКСПО-2017 Халықаралық арнайы көрмесіне дайындық: Қазақстан аймақтарының белсенді қатысуының алғашқы нәтижелері

Мақалада ЭКСПО-2017 Халықаралық арнайы көрмесінің Астанада өткізілуінің өзектілігі мен маңызы, сонымен қатар оған дайындық мақсатында Қазақстан Республикасының аймақтарында өткізілген шаралар жөніндегі ақпараттар келтірілген. Мақала мазмұнында ЭКСПО-2017 арнайы көрмесінің аймақтардың әлеуметтік, экономикалық және экологиялық дамуындағы маңызы айтылды. Авторлар арнайы көрмені өткізудің басты басымдығы аймақтардың тәжірибе алмасу, жаңа технологиялар, жұмыс орындары мен «жасыл экономиканы» жүзеге асыруға қолданатын ғылыми әлеуетінің анықталуы болып табылады деген ой айтты.

Э.Ж.Сыздықова, Д.К.Абилов

Подготовка к Международной специализированной выставке ЭКСПО-2017: первые результаты активного участия регионов Казахстана

В статье представлен материал об актуальности и значимости проведения Международной специализированной выставки ЭКСПО-2017 в Астане, а также о мероприятиях, проводимых в регионах Республики Казахстан, в целях подготовки к ней. Содержание статьи говорит о значении ЭКСПО-2017 в социальном, экономическом и экологическом развитии регионов. Отмечено, что главным достоянием проведения Международной специализированной выставки ЭКСПО-2017 в Астане для регионов являются опыт, передовые технологии, рабочие места и научный потенциал для использования их в реализации «зеленой экономики».

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