



Kazakhstan Institute  
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# Central Asia's AFFAIRS

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**Emerging Dynamics of Asia and Central  
Asia: Innovation, Logistics, and  
Regional Stability**

**The Effectiveness of Kazakhstan's  
Current Positioning and Branding on the  
International Arena**

**Treaty on Allied Relations: Practical  
Aspects of Security Cooperation  
Between Kazakhstan and Uzbekistan**

**Regional Dimension of Digital  
Transformation: the Interests of the  
European Union in the Countries of  
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**Practices of Cultural Diplomacy  
Development in Kazakhstan and Its Role  
in the Arena of International Relations**

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**Address:**

Kazakhstan Institute  
for Strategic Studies under the President  
of the Republic of Kazakhstan  
4, Beybitshilik St.  
Astana, 010000,  
Republic of Kazakhstan

Phone: (7172) 75 20 20

Fax: (7172) 75 20 21

E-mail: office@kisi.kz

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Казахстанский институт стратегических  
исследований при Президенте  
Республики Казахстан  
010000, Республика Казахстан,  
Астана, ул. Бейбитшилик, 4

Телефон: (7172) 75 20 20

Факс: (7172) 75 20 21

E-mail: office@kisi.kz

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# EMERGING DYNAMICS OF ASIA AND CENTRAL ASIA: INNOVATION, LOGISTICS, AND REGIONAL STABILITY

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**Yerkin Tukumov**

Director of Kazakhstan Institute for Strategic Studies  
under the President of the Republic of Kazakhstan

**Abstract.** This academic article delves into the multifaceted aspects of Asia's ascendance as a global economic powerhouse and the pivotal role of Central Asia, with a specific focus on Kazakhstan, in shaping regional logistics and stability. Through an in-depth exploration of economic data, infrastructure development, and geopolitical collaboration, this article analyzes the transformative forces at play in the Eurasian continent.

**Keywords:** *Central Asia, regional stability, infrastructure projects, digitalization*

## АЗИЯ МЕН ОРТАЛЫҚ АЗИЯНЫҢ ДАМУШЫ ДИНАМИКАСЫ: ИННОВАЦИЯЛАР, ЛОГИСТИКА ЖӘНЕ АЙМАҚТЫҚ ТҰРАҚТЫЛЫҚ

**Еркін Тұқымов**

**Андатпа.** Бұл академиялық мақала Азияның жаһандық экономикалық қуат орталығы ретінде өрлеуінің көп қырлы аспектілерін және аймақтық логистика мен тұрақтылықты қалыптастырудағы Қазақстанға ерекше назар аудара отырып, Орталық Азияның маңызды рөлін зерттеуге арналған. Экономикалық деректерді, инфрақұрылымды дамытуды және геосаяси ынтымақтастықты терең зерттеу арқылы бұл мақала Еуразия континентінде әрекет ететін трансформациялық күштерді талдайды.

**Түйін сөздер:** *Орталық Азия, аймақтық тұрақтылық, инфрақұрылымдық жобалар, цифрландыру.*



# РАЗВИВАЮЩАЯСЯ ДИНАМИКА АЗИИ И ЦЕНТРАЛЬНОЙ АЗИИ: ИННОВАЦИИ, ЛОГИСТИКА И РЕГИОНАЛЬНАЯ СТАБИЛЬНОСТЬ

**Еркин Тукумов**

**Аннотация.** В этой академической статье рассматриваются многогранные аспекты восхождения Азии в качестве глобальной экономической силы, а также ключевая роль Центральной Азии, с особым акцентом на Казахстан, в формировании региональной логистики и стабильности. Посредством углубленного исследования экономических данных, развития инфраструктуры и геополитического сотрудничества в этой статье анализируются преобразующие силы, действующие на Евразийском континенте.

**Ключевые слова:** *Центральная Азия, региональная стабильность, инфраструктурные проекты, цифровизация*

## **Introduction**

Asia's growing prominence in global affairs, marked by its innovation and economic prowess, sets the stage for this examination. With its overwhelming majority in population and a substantial share of the global Gross Domestic Product (GDP), the region stands as the veritable epicenter of contemporary global economic power. This scholarly endeavor is dedicated to the meticulous deconstruction of the principal driving forces behind this ascendancy, with a keen eye on the potential ramifications for regional collaborative efforts and the underpinning stability.

Transforming transit routes into robust logistical and economic arteries is vital for the region. Investments in transport corridors have great impact on the sustainability of regional development in Central Asia which is strategically positioned to play a vital role in Eurasian logistics. Initiatives like the Middle Corridor, supported by the Belt and Road

Initiative, have reduced transit times and increased cargo transport, demonstrating the potential of this region. Notably, in the case of Kazakhstan, this pursuit extends beyond mere fortification of the nation's transit potential; it is, in fact, an ambitious endeavor to catalyze regional development, with the explicit objective of benefiting no less than 30% of the country's populace, including the myriad inhabitants of approximately 200 settlements that lie astride the corridor's path [1].

It should be acknowledged that the conceptualization of sustainable transport extends well beyond the confines of a mere logistical endeavor; it serves as a pivotal catalyst for nurturing a sustainable economy. Together, sustainable transport and trade pave the way for sustainable logistics and economic development by boosting an innovative business environment, ultimately decreasing the dependence of the regional economy on mining and export of commodity goods.

## Methods

Within the context of this comprehensive examination, there is an endeavor to illuminate the multifaceted dynamics that underpin the ascendance of Asia and the central role played by Central Asia in the evolving landscape of the Eurasian continent.

The author's analytical approach is predicated upon the judicious employment of a methodological framework that encompasses the systematic acquisition of data and insights gleaned from a diverse array of sources. These sources provide crucial insights into the domains of Asia's economic expansion, the burgeoning e-commerce sector, and the ever-evolving landscape of industrial robotics utilization. Additionally, qualitative data from speeches and official statements are included to provide a comprehensive understanding of Asia's evolving landscape and the indispensable role of Central Asia plays in global transit system.

## Discussion

The contextual analysis of the Asian economic landscape and the role of Central Asia in it can be divided into three important points.

### I. Asia's Economic Dominance: A Decade of Growth

The past ten years have borne witness to an extraordinary trajectory in Asian economies, characterized by remarkable and sustained growth. A cohort of Asian nations has successfully transitioned into the echelons of medium and high-income countries, a feat emblematic of the enduring processes of industrialization,

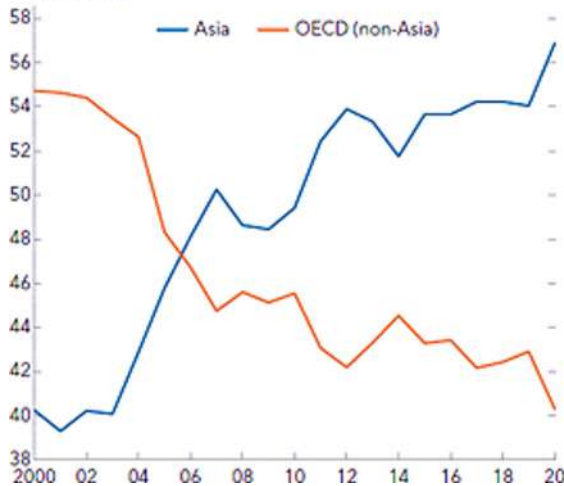
urbanization, a steady ascent in labor productivity, and the robust expansion of the corporate sector.

This narrative finds substantiation in the augmentation of Asia's share of the global Gross Domestic Product (GDP), surging from 38% to an impressive 45%, eclipsing the collective contribution of Europe and North America, which, combined, now account for a comparatively modest 36%. It is indeed noteworthy that prognostications portend Asia's impending dominance, with expectations that it will assert authority over more than half of the world's GDP by 2030 [2].

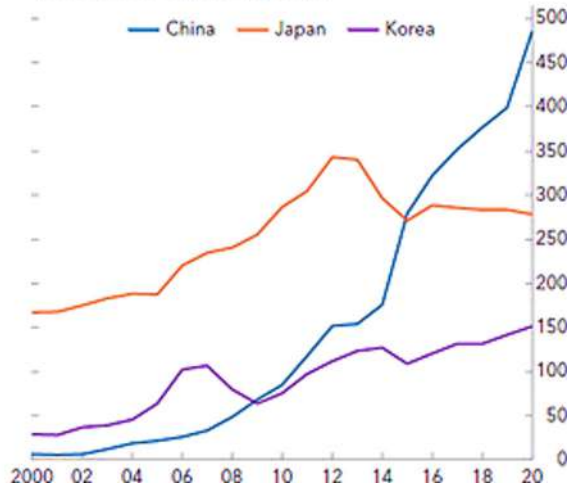
To buttress these prophesied outcomes, a salient observation comes to the fore: Asia stands as the vanguard of innovation, boasting ownership of over half of the world's patents. This preponderance of patents can be primarily attributed to a select triumvirate of countries, with China, Japan, and Korea emerging as patent powerhouses. The precipitous ascent of China in this sphere over the preceding decade is especially noteworthy.

Moreover, the crucible of the COVID-19 pandemic has served to catalyze the evolution of Asia's e-commerce sector, which, by 2022, accounted for a commanding 51% of global online retail sales revenue.

1. Share of World Patents (Percent)



2. Patents in Select Economies in Asia (Thousands of patent grants)



Source: International Monetary Fund [3].

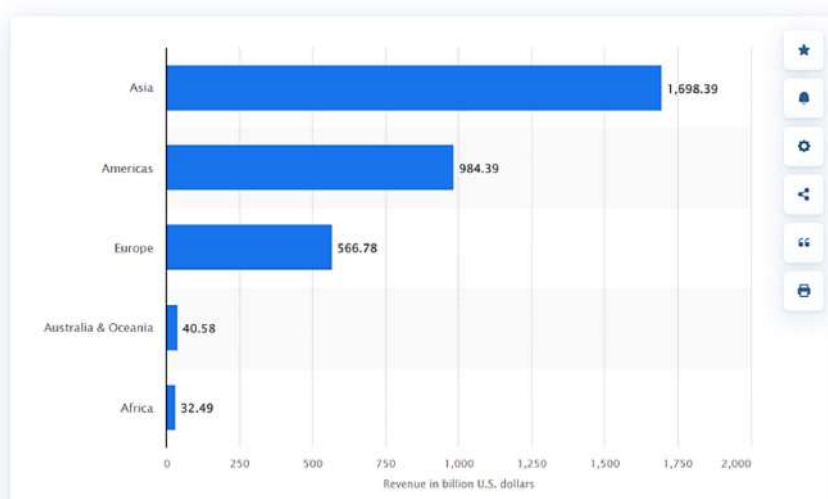
As of the Fortune Global 500 data for 2023, a staggering 201 major corporations have established their headquarters within Asian territories, thereby consolidating the region's position as the global "production center." [4]

In consonance with its economic ascendancy, Asia also stands resolute in its technological supremacy, as

it commands the deployment of approximately two-thirds of the world's industrial robots, notably concentrated in China. This technological hegemony is irrefutable, underscoring Asia's pivotal role in shaping the contemporary global technological landscape.

Scholarly analyses highlight the profound impact of Asia's integration

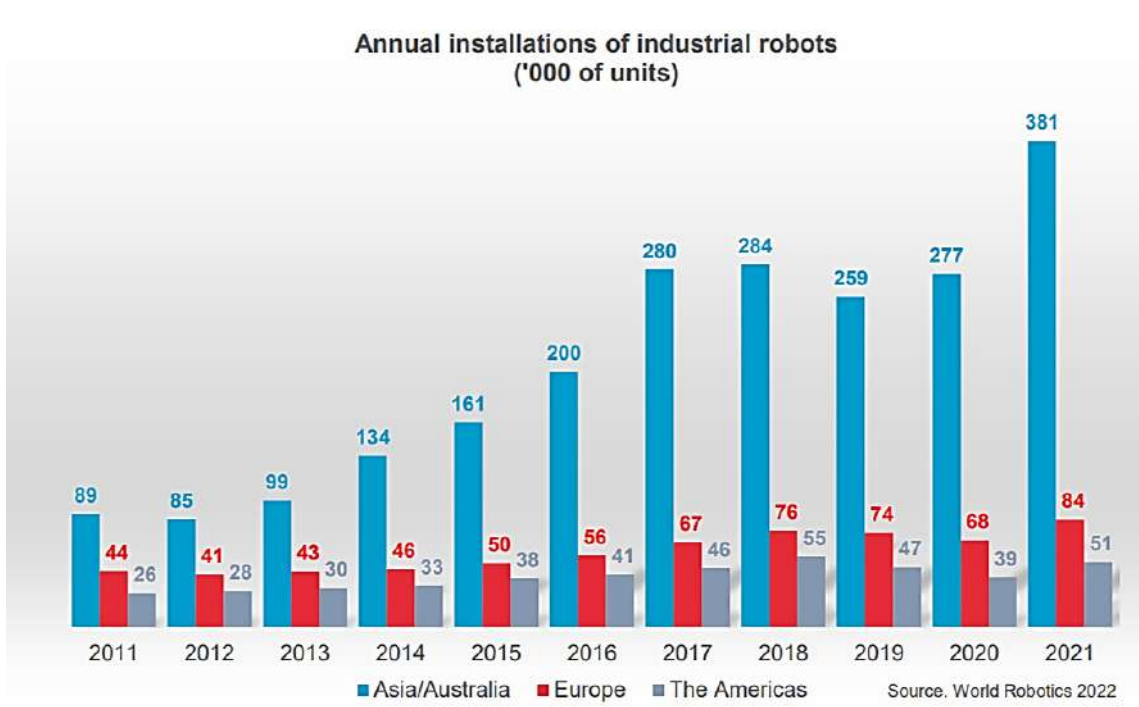
Total retail e-commerce revenue worldwide in 2022, by region (in billion U.S. dollars)



Source: Statista.com [5]

into the world economy and its adoption of free trade policies as critical drivers of its success. In the period spanning 1970 to 2005, Asia's share in global

trade exhibited an exponential twofold increase, in stark contrast to Latin America's declining share. However, it is essential to note that inter-regional



**Source:** World Robotics 2022 – Industrial Robots [6]

disparities are discernible in terms of participation in world trade, with China's rise, despite a belated entry with a lower economic base, placing it at the forefront of global trade dynamics. These economic transformations underscore the intricate interplay of policies and economic integration, elucidating Asia's impressive trajectory on the global stage [7].

## II. Central Asia's Role in Eurasian Logistics

The geopolitical and geographical features of Central Asia's territory have assumed pivotal importance in the context of contemporary international politics. In the aftermath of the dissolution of the former Soviet Union, the countries in this region have transformed into full-fledged subjects of international law,

actively engaging in diverse integration initiatives on the global stage. Central Asia stands out as a crucial link connecting the vast regions of China, India, Russia, and the Middle East, endowed with abundant population, a formidable labor force, expansive terrain, substantial natural resources, intricate transport logistics, and cutting-edge scientific and technological capabilities. When amalgamated with Afghanistan, this expansive region encompasses 4.5 million square kilometers and sustains a populace of over eighty million people.

Since attaining sovereignty, the landlocked Central Asian nations have diligently sought to attract investments by propelling the development of transport corridors. They have proposed innovative adaptations of the historic Silk Road routes, with the aim of re-

establishing the linkage between Europe and Asia. The endeavor to enhance territorial connectivity is a recurrent objective for countries at various stages of economic and social development. The development of well-structured transport corridors is universally acknowledged as a cornerstone for promoting sustainable trade and economic diversification, primarily owing to their capacity to facilitate the mobility of goods and people across regions [8].<sup>8</sup> Consequently, it is unsurprising that transport corridors have evolved into a strategic tool for propelling regional development.

Notably, Central Asia, under the stewardship of Kazakhstan, has assumed the mantle of a formidable driving force within the domain of Eurasian logistics. The Middle Corridor, synergizing with the Belt and Road Initiative, has effectuated significant reductions in transit times and a marked augmentation in cargo transport. Within a remarkably brief timeframe, the transit duration from China to Europe has plummeted by at least threefold, shrinking from an arduous 53 days to a significantly expedited 19-23 days, through collective endeavors. Simultaneously, the transit period through Kazakhstan has been halved, dwindling from 12 to a mere 6 days, with plans to further truncate this figure to 5 days by year's end. Noteworthy is the fact that container shipments burgeoned by a third over the preceding year, tallying up to an impressive 33,000 twenty-foot containers. The volume of cargo traversing the Middle Corridor from January to June 2023 swelled to 1.3 million tons, marking a 1.8-fold increase compared to the first half of the previous year. Anticipations are set on a trajectory where cargo transportation along the Middle Corridor will ascend to an annual

volume of 10 million tons in the medium term [9].

Kazakhstan's corridor development roadmap with Georgia, Turkey, and Azerbaijan, coupled with joint logistics companies, exemplifies a strategic push towards robust logistical and economic arteries. Now the main goal of Kazakhstan authorities is to transform these corridors from mere transit routes into robust logistical and economic arteries. This transformation entails the creation of export-oriented joint ventures that target European and Middle Eastern markets.

The region's conspicuous emphasis on e-commerce, particularly in the domain of agricultural products, infuses a dynamic dimension into the evolving logistics landscape. Recent fluctuations in the global food market underscore the compelling need for collaborative efforts within this sector. Kazakhstan is unwavering in its commitment to both broaden and diversify its agricultural exports to neighboring nations. Aligned with this vision, President K. Tokayev has proffered a proposition to establish a shared food hub with China, centered around the Khorgos International Trade Center [10].

### **III. Kazakhstan-China Partnership: A Pillar of Regional Stability**

The cooperation between Kazakhstan and China, grounded in mutual respect and non-interference principles, assume a paramount role in upholding regional stability. Active engagement within key organizations such as the Shanghai Cooperation Organization (SCO) and the Conference on Interaction and Confidence-Building Measures in Asia (CICA) serves to cultivate trust and delineate a shared regional security



agenda. Joint projects, especially in transport and logistics, contribute to economic interdependence and regional balance [11].

The Belt and Road Initiative (BRI) plays an important role in the development of independent Kazakhstan. It presents an opportune platform that could be strategically reimagined and fortified to serve as an "accelerator" for realizing the Sustainable Development Goals (SDGs), a priority in partner countries. This entails a dual imperative of elucidating and expanding the BRI's articulated approach within China, to render it more explicit and proactive in yielding the desired outcomes characterized by sustainable transformations. In particular, projects and investments endorsed by the BRI should be oriented towards the alleviation of poverty, the promotion of environmental sustainability, and the advancement of inclusive development objectives. It is essential for the BRI to transcend its prevailing perception as a mere facilitator of transportation routes and, instead, metamorphose into an instrument for the construction of comprehensive and multidimensional regional economic corridors [1].

Furthermore, the example set by China's industrial economy stands as a beacon of inspiration for Kazakhstan. The commitment of Kazakhstan to the economic transformation is underscored by the visionary initiatives championed by President K. Tokayev. A fundamental shift is underway, disengaging the nation from its historically prevalent reliance on raw materials and pivoting towards the ascendancy of the processing industry as the linchpin of this transformative trajectory. To fortify this transformation, both domestic and foreign investors will be granted a three-year reprieve

from tax burdens and other obligatory financial contributions, underscoring Kazakhstan's dedication to fostering a burgeoning industrial economy.

Moreover, Kazakhstan's abundant reservoirs of essential raw materials and resources, crucial for the production of electric vehicles, mobile devices, household appliances, drones, robots, and other technological equipment, underpin its aspirations to cultivate a 21st-century industrial economy. The nation evinces a keen interest in collaborative ventures in the realms of information technology and artificial intelligence. This transition towards an industrial economy, augmented by the provision of tax exemptions to domestic and foreign investors, seamlessly aligns with the prevailing global trends witnessed in the domains of electric vehicles, mobile technology, and artificial intelligence. China's spectacular progress in the automotive sector, marked by the burgeoning global popularity of Chinese vehicles, is an illuminating exemplar that reverberates both internationally and within the precincts of our nation.

## Conclusion

The approaches employed by states with vested interests in Central Asia and their involvement in the ongoing integration processes are grounded in a set of guiding principles, with "geopolitical regionalism" emerging as a salient one. This principle affords a perspective that regards the Central Asian region as a unified geopolitical domain characterized by shared political and economic interests. An examination of geopolitical developments within the Central Asian region yields the following suggestions and conclusions:

**First**, it is discernible that Asia is

exerting a transformative influence on the global stage. Collaborative initiatives between Central Asia and China represent strategic investments in regional stability. China, as the anchor economy of Asia, assumes a pivotal role in this transformative process. Expanding the scope of the Belt and Road Initiative within our region serves to cultivate interdependence between Central Asia and China. The ultimate outcomes of China's investments are contingent on public policies and safeguarding mechanisms implemented within the partner countries, as well as the extent of their engagement with the Belt and Road Initiative. This collaboration extends to the alignment of mutual interests and the coalescence of a shared vision for the future across an array of sectors, encompassing but not limited to the realms of economics and infrastructure development.

**Second**, large-scale international cooperation is the best guarantee for sustainable

development of the region. Contributing to the development of transport and logistics routes is the main direction that can give the necessary impetus for our countries' social and economic development. This necessitates the adoption of regional and transboundary approaches that transcend

national borders, particularly in light of the extensive magnitude and multifaceted repercussions of Belt and Road Initiative projects. This dimension assumes paramount significance in contexts where neighboring nations share vital resources such as water and critical habitats for wildlife.

**Third**, under the broad framework of regional connectivity BRI projects should strive to build human capital. This entails a comprehensive spectrum of exchanges across various levels, encompassing academic interactions, people-to-people engagements, and the active involvement of not only scholars but also decision-makers and policymakers. The objective is to promote the sharing of knowledge and the formulation of context-specific solutions that yield mutual benefits. The expansion of interactions between scientific and expert communities is proposed as a means to effectively comprehend and address prevailing challenges. A robust dialogue among experts, particularly among leading analytical institutions, stands as a formidable catalyst for economic progress and the enhancement of interstate relations, contributing to a holistic comprehension of the ever-evolving regional dynamics.

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# THE EFFECTIVENESS OF KAZAKHSTAN'S CURRENT POSITIONING AND BRANDING ON THE INTERNATIONAL ARENA

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**Aigerim Tassilova**<sup>1</sup>

PhD, Lecturer, Al-Farabi Kazakh National University,  
Kazakhstan, Almaty.

**Nazia Tassilova**

Candidate of Historical Sciences, Associate professor  
Al-Farabi Kazakh National University, Kazakhstan,

**Zharilkasyn Zhappasov**

Candidate of Historical Sciences, Associate professor  
International Engineering Technological University  
Kazakhstan, Almaty

**Aigerim Ussembayeva**

Master degree, Al-Farabi Kazakh National University  
Kazakhstan, Almaty. E-mail: [ussembayeva@gmail.com](mailto:ussembayeva@gmail.com)

**Abstract.** As a result of many years of studying "public diplomacy", the term "mediated public diplomacy" appeared in science. After conducting a survey, we found out that there are very few works on public diplomacy of Kazakhstan in the sphere of media communications, and mediated public diplomacy has not been considered by Kazakhstani researchers. Even in the Western world, MPD began to be seriously studied only in 2008. The world of press and TV channels, as well as the Internet are undoubtedly the first means of increasing popularity abroad. Also the urgency of the work is evidenced by the lack of real expert monitoring of the world media, determining the image of Kazakhstan in foreign publications.

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<sup>1</sup> E-mail: [taika9183@gmail.com](mailto:taika9183@gmail.com)

*Keywords: MDP, Kazakhstan, image, Mass media, world stage.*

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## ҚАЗАҚСТАННЫҢ ХАЛЫҚАРАЛЫҚ АРЕНАДАҒЫ АҒЫМДАҒЫ ТАНЫМАЛДЫҒЫ МЕН БРЕНДИНГІНІҢ ТИІМДІЛІГІ

**Айгерим Тасилова, Назия Тасилова, Жарылқасын Жаппасов, Айгерим Усенбаева**

**Андатпа.** Ұзақ жылдар бойы «қоғамдық дипломатияны» зерттеудің арқасында Медиалық қоғамдық дипломатия (Mediated Public Diplomacy) термині ғылымда пайда болды. Шолу жасау арқылы медиакоммуникация саласы шеңберінде Қазақстанның қоғамдық дипломатиясы туралы еңбектер өте аз, ал Медиалық қоғамдық дипломатия қазақстандық зерттеушілермен мүлдем қарастырылмағанын анықтадық және оны нық сеніммен айта аламыз. Тіпті батыстың өзінде МРД-ға 2008 жылдан бастап ғана шынайы ден қойып, зерттеле бастаған. Сөзсіз баспасөз әлемі және телеарналар мен ғаламтор шетелде танымалдықты арттыратын бірінші құрал. Сондай-ақ Қазақстанның шетел басылымдарындағы бейнесін анықтайтын әлемдік БАҚ –на шынайы сараптамалық мониторинг жасалған сүбелі еңбектің болмауы жұмыстың өзектілігін көрсетеді.

*Түйін сөздер: MDP, Қазақстан, имидж, БАҚ, шетел аренасы.*

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## ЭФФЕКТИВНОСТЬ ТЕКУЩЕГО ПОЗИЦИОНИРОВАНИЯ И БРЕНДИРОВАНИЯ КАЗАХСТАНА НА МЕЖДУНАРОДНОЙ АРЕНЕ

**Айгерим Тасилова, Назия Тасилова, Жарылқасын Жаппасов, Айгерим Усембаева**

**Аннотация.** Благодаря многолетнему изучению «публичной дипломатии» в науке появился термин «опосредованная публичная дипломатия». Проведя опрос, мы выяснили, что работ по публичной дипломатии Казахстана в сфере медиакоммуникаций очень мало, а медийная публичная дипломатия не рассма-тривалась казахстанскими исследователями. Даже на западе МРД начали серьез-но изучать только в 2008 году. Несомненно, мир прессы и телеканалов, а также Интернет являются первыми средствами повышения популярности за рубежом. Также об актуальности работы свидетельствует отсутствие реального экспертно-го мониторинга мировых СМИ, определяющего имидж Казахстана в зарубежных изданиях.

*Ключевые слова: MDP, Казахстан, имидж, СМИ, международная арена.*

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### Introduction

In a world marked by intricate interconnections and rapid information

dissemination, the perception of nations is significantly shaped by media narratives. Among the many countries that bear the

imprint of these narratives, Kazakhstan stands as an intriguing case study. The international consciousness of Kazakhstan is often colored by preconceived notions influenced by its name's suffix, historical associations, and geopolitical context. The "stan" suffix, prevalent in several Central Asian countries, has inadvertently cast shadows of misconceptions, leading many, particularly in the Western world, to conjure images of conflict and underdevelopment. However, beneath the surface of these stereotypes lies a complex nation with a rich history, diverse culture, and significant contributions to various fields.

Present study seeks to delve beyond the clichés and directives, to dissect Kazakhstan's image in the global media landscape. While the International Information Committee of Kazakhstan's Ministry of Foreign Affairs actively endeavors to foster positive portrayals of the country, this study aims to explore the genuine, unadulterated perceptions that arise organically from international media sources. It acknowledges that Kazakhstan's image is not solely the product of state-driven efforts, but is a confluence of factors that include historical contexts, cultural interactions, economic growth, and geopolitical dynamics. The beginning of the 1990s marked a transformative era for countries worldwide, as traditional print media underwent a profound shift towards digitization. In this period, the dissemination of information underwent a remarkable simplification, reshaping the way societies accessed and absorbed knowledge. A pervasive concern at the time was the scarcity of information, reflecting a global landscape where information flows were still in their infancy. During this epoch, both citizens of Kazakhstan and individuals from other nations encountered limited exposure

to each other's realities. However, as the XXI century unfolded, a technological revolution rapidly swept across the globe, birthing a new era defined by emerging digital technologies. The advent of the internet and the widespread adoption of digitalization mechanisms catalyzed an unprecedented acceleration of change across various facets of life. The impact was far-reaching, not only in terms of technological advancements but also in the fundamental reconfiguration of human aspirations and lifestyles. Boundaries between disciplines blurred, and the contours of established sciences and professions transformed in tandem with the rapid pace of technological innovation.

Building a brand nowadays is more than just a business venture. Both politics and public service have made image construction an interesting topic. The term "country branding" is now commonly used in research, public relations, and communication. "National identity" is often used in relation to country branding. Any country must be viewed positively by the rest of the world in order to have a distinct "national identity" of its own.

In certain aspects, Mediated Public Diplomacy (MPD) differs from "soft power." Soft power is not the same as mediated public diplomacy. According to Golan [1,] many public diplomacy professionals (people-to-people) regard science-knowledge exchange and cultural dialogue as powerful means of "soft power." However, vast majority of foreign citizens believe that "soft power" does not provide them with as much information about another country as the media does. If the state is frequently covered in the media, it helps to attract investment [5]. And now information has become more accessible when media distribution was digitized. Entaman believes that state presidents and their subordinates use the

MPD to keep the American framework under control and to withstand it as much as possible [2]. It is also plausible, given the power of the American press. There is a popular assumption that the media is the Fourth Estate.

Poland as an example of the use of media monitoring. The Polish Foreign Ministry and embassies around the world monitor global media to create the image that Poles did not commit atrocities alongside the Nazis during World War II, and embassies embed information that concentration camps remain on Polish soil as a result of the war, and Poland is peaceful and tolerant [4]. Moreover, the Russian Embassy in London used to tag British media for each Twitter post [4,1]. Because the most logical method to frame is through local media. According to Gilboa's [6] description, the MPD's function is different from public diplomacy and media diplomacy. The use of the media in conjunction with interpersonal, and other means (courses, cultural exchanges) in long term constitutes public diplomacy. And media diplomacy is when leaders use the media to establish trust and partnerships. MPD is used to gain support from mass communication (including the Internet) and conduct foreign policy outside the country [7].

Since there are few research articles about Kazakhstan's image, the present study seeks to find out how Kazakhstan is portrayed in international English-language media.

## METHODOLOGY

The research focuses on examining Kazakhstan's media public diplomacy and determining its present popularity and image in global media. Data is primarily collected from the LexisNexis database, specifically utilizing the Nexis Uni platform. This database provides access

to an extensive array of media sources, including print and electronic media, news agency channels, websites, blogs, and transcripts of TV and radio news. This approach ensures a comprehensive and diverse dataset, offering a holistic view of global media coverage.

The collected materials related to Kazakhstan undergo both quantitative and qualitative content analysis. Quantitative analysis aids in identifying trends and patterns across the media landscape. Qualitative text analysis delves deeper into the contextual nuances, tones, and underlying narratives within the media content. This combined approach enables a thorough understanding of how Kazakhstan is portrayed and perceived internationally.

To enrich the analysis, expert insights are integrated into the research. Expert opinions from individuals knowledgeable about Kazakhstan's international image are solicited. These experts provide valuable context, nuanced interpretations, and real-world perspectives, contributing to a holistic analysis.

## RESEARCH RESULTS

Kazakhstan is considered by Western countries as a point of contact with Turkic-speaking Muslims. In Central Asia, Kazakhstan is regarded as a pioneer in attracting foreign investment. Attracting investors is one of the most important image markers. And one of the highest image indicators is getting investment. A study of the current popularity of Kazakhstan reveals these advantages and disadvantages. [8] According to The Times of Central Asia, published on February 15, 2022, the European Union is happy to

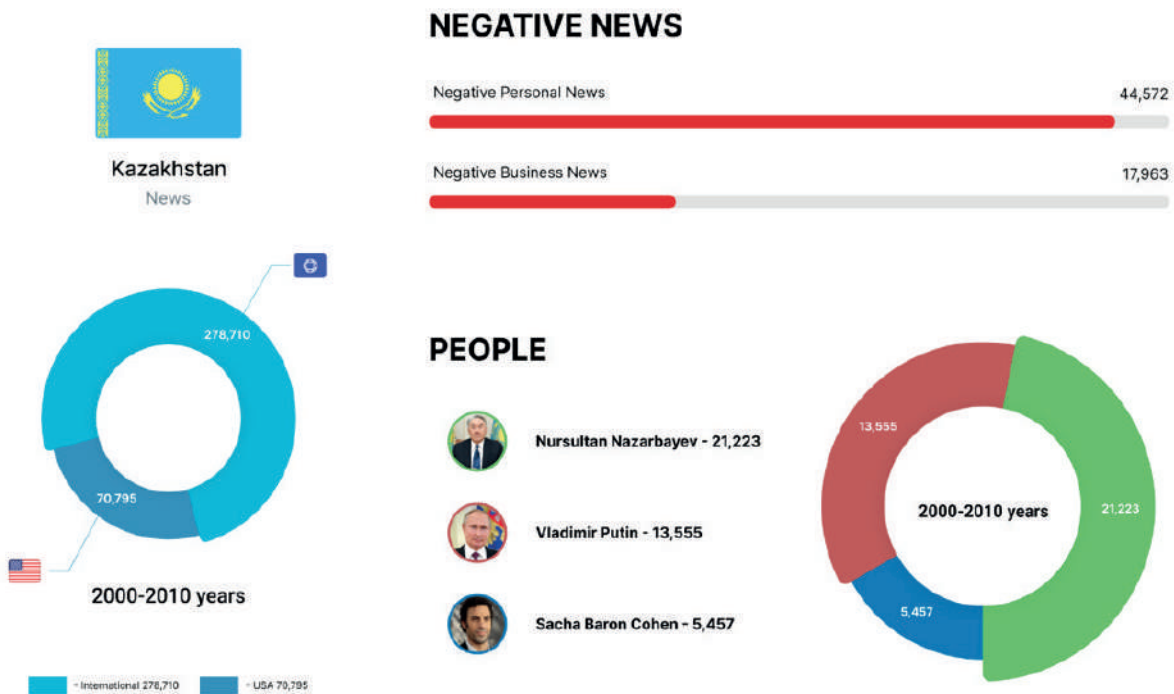


support the "New Kazakhstan" initiative. In addition, referring to the words of French Ambassador Didier Canesse, "France's presidency of the European Union Council (the first half of 2022) is aimed at strengthening cooperation with Kazakhstan, which is the main partner in Central Asia." If we compare with the information of the previous 10 years, we notice that the current flow of information about Kazakhstan is in a positive direction. On the contrary, the world seems to be waiting for good news from Kazakhstan. Another informational process has started in the campaign to hold a referendum on amendments and additions to the Constitution of the Republic of Kazakhstan. SeeNews Southeast Europe's business-analytical database published news (British lawyers positively assess constitutional reform in Kazakhstan), which says "British legal experts positively assessed the reforms aimed at creating the "New Kazakhstan" and emphasized their importance." "We were happy to hear that you are carrying out constitutional reforms and that a referendum will be held. We hope to see good results in a few days," said Felicity Cullen, Chairwoman of the British Bar and Solicitors Association. On March 25, 2022, an article entitled "A New and Modern Kazakhstan" was published in the Pakistani Daily Times. The voluminous article provides some information about Kazakhstan. On March 16, the European EU Reporter portal wrote the President's address to the people in a positive sense. "Turning Kazakhstan into a Competitive, Merit-Based Political System" Pope Francis' state visit to Kazakhstan last year undoubtedly attracted the attention of the people of Catholic countries. Despite being ill, the Pope's visit to Kazakhstan is highly appreciated by local experts as "diplomatic success". The most important

thing that can be gained here is that Francis, a God figure for Catholics, speaks publicly about the main theme of the XXI century-the war "Russia-Ukraine" on the Kazakh land and calls for peace. His opinion is dear to Catholics and creates an image of Kazakhstan as peace-loving. The fact that the country holds large-scale meetings and mutual dialogues at a time of such global imbalances is a clear sign that Kazakhstan wants to play the role of a "mediator". According to the NexisUni international information base, in September 2022, 1,891 pieces of information about Kazakhstan, which were connected with the name of Francis, were distributed. EurActive pan-European media network senior editor Georgy Gotev (Analyst: Kazakhstan comfortable as 'bridge between West and East') in his article written on September 19 describes Kazakhstan as a country with high ambitions that wants to be in the world's attention. He received an opinion from expert at KISI (Kazakhstan Institute for Strategic Studies under the President of The Republic of Kazakhstan) Anastasiya Reshetnyak, and her answer was: "It is very important for Kazakhstan to be active in this time of instability, to continue the country's multi-vector policy and to be in the role of a peacekeeper during conflicts." Since 2003, Kazakhstan has been organizing a congress of world and traditional religious leaders every three years in order to develop spiritual diplomacy with other countries. Here is an excerpt from President K. Tokayev's speech at the VII Congress of world and traditional religious leaders held this year: "Kazakhstan always insists on solving any controversial issue only through the negotiation table in accordance with the UN Charter. We are sure that it is impossible to settle the conflicts that have arisen by force, intimidation or sanctions." The head of state also presented several

theses on the fight against radicalism. Neighboring countries that are acquainted with Kazakhstan well know it as a hospitable, tolerant, peace-loving country. On September 13, Al-Jazeera's newstex blogs ("Kazakhstan approves proposal to restore capital's old name Astana"), in an article about returning the old name of the country's capital, described President K. Tokayev as "loyal". "Loyal" is a positive word for K. Tokayev's personality, which depicts him as a leader who wants only peace and democracy for his people and country. This is how K. Tokayev is described in many foreign publications. The flow of information about Kazakhstan is diverse. If we focus

on thoughts, opinions, expert opinions and quantitative indicators, we cannot say that there is only one threat or problem. If we look at the sources of information for two decades since 2000, the popularity of Kazakhstan has increased in the second decade. The information base selected for the purpose of the research can not only show the distribution of the brand in the world media, but also determine which persons are associated with it. We typed "Kazakhstan" in the search of NexisUni international information base. We preferred to present the received information through infographics. The first chart shows the information spread around the world in 2000-2010.



**Table 1.** All information were retrieved from LexisNexis.com (NexisUni) Nexis Uni® - Sign In | LexisNexis. Source: author's elaboration

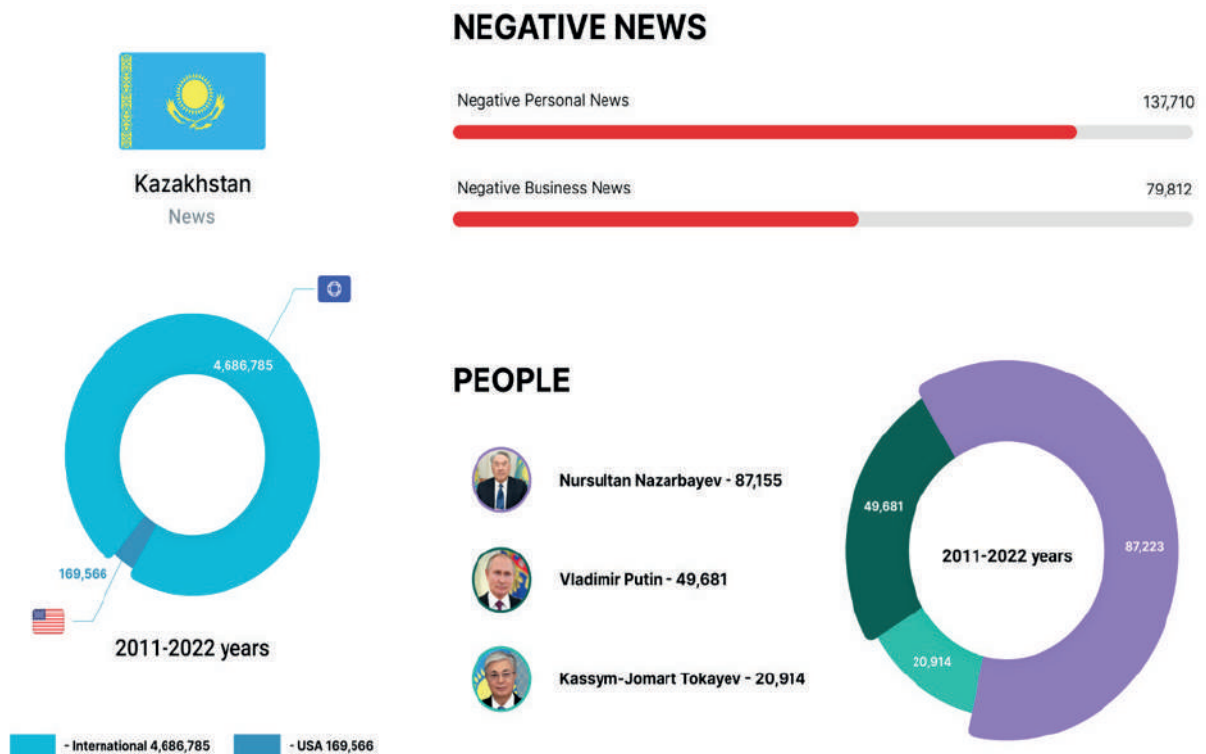
In total, the number of information published regarding Kazakhstan in 10 years is 379,505. According to the database, the first place is N. Nazarbayev, the second place is V. Putin, and the third place is the actor of the film "Borat", which

caused a negative resonance at that time. Last year, second parts of this film was shot. Later, on American Newstex blogs, journalist Zach Scharf wrote a journalistic article titled "Kazakh Organization Urges Oscars, Golden Globes, and More to Ban



'Borat 2' from Competing" was published. In it, it is said that "The actor lowered the position of the Kazakh people through his racist actions." Because of this film, many Kazakhs were exposed to sexual and street violence abroad. Although this franchise creates a negative image, foreigners who have come to Kazakhstan and seen it with their own eyes do not agree with film content. Since NexisUni is an American base, it lists information about Kazakhstan in any US state. There

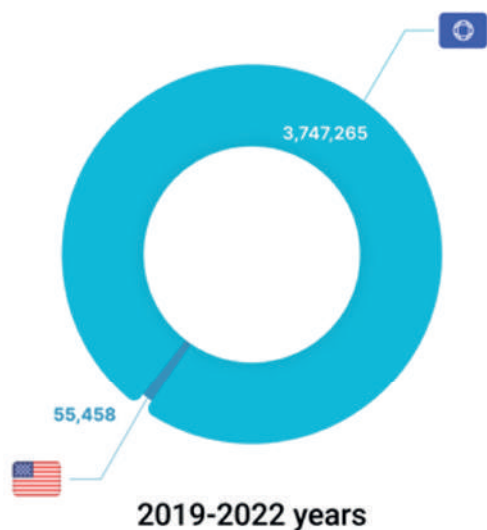
was information about Kazakhstan in the states of Wyoming, Connecticut, and Utah. However, most of them are written in connection with the business of other countries. And the names of the cities are not shown in the global information servers. At the same time, this base does not show "Positive news". Therefore, we compare the number of negative information with the general information and group the rest as positive or neutral.



**Table 2.** All information were retrieved from LexisNexis.com (NexisUni) Nexis Uni® - Sign In | LexisNexis. Source: author’s elaboration

In the second decade, the number of information does not reach 5 million. There is a lot of meaning behind these numbers. If we list the top three names of Kazakhstan's most mentioned people in this decade, the first place is taken by N. Nazarbayev, the second place by

V. Putin, and the third place by the current president K. Tokaev. According to experts, since 2019, the popularity of Kazakhstan has increased both in terms of politics and tourism. For that, we selected the index for 2019-2022 from the database:



## PEOPLE



**Nursultan Nazarbayev - 43,145**



**Vladimir Putin - 23,931**



**Kassym-Jomart Tokayev - 20,545**

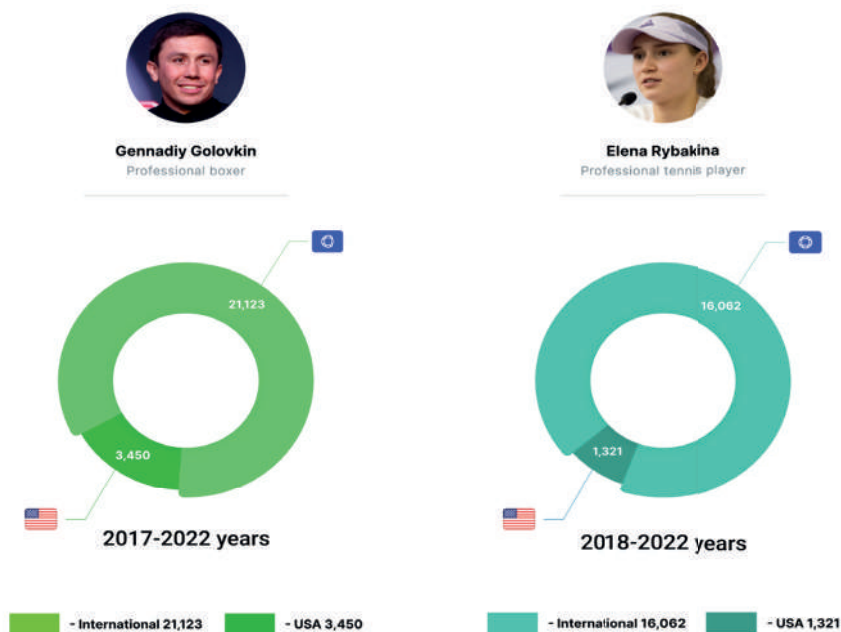
**Table 3.** All information were retrieved from LexisNexis.com (NexisUni) Nexis Uni® - Sign In | LexisNexis. Source: author's elaboration

The number of materials published in 2019-2022 exceeded the indicator of all years. Indeed, we can see that the popularity has increased in these years. Let's turn to the world of sports. Another big information flow connecting Kazakhstan with neighboring Russia is Yelena Rybakina's triumphant victory at Wimbledon. E.Rybakina's victory undoubtedly surprised the world. The article published in the British newspaper TheObserver on July 9 (Elena Rybakina's victory puts Kazakhstan on the map of world tennis) is very rationally written. In it, of course, it is mentioned that Rybakina is Russian. But the general meaning of the information is "positive". Kim Clijsters, the former world number one racketeer who worked as a presenter and commentator for the BBC during the game, said that "after Rybakina's victory, there will be a tennis boom in Kazakhstan". In other words, it is a good prediction that the interest in tennis in Kazakhstan will increase sharply and new winners will be trained. The British Internet publication The Independent also wrote that Rybakina answered "tough to say" to the

question about whether she feels Kazakh or Russian. The investigative agency Insider, which distributes information from 10 countries around the world, wrote an article entitled "What do we know about the rising Kazakh star Elena Rybakina, who defeated former champion Simona Halep?". The agency wrote only that she was born in Russia, and all other information was devoted to Elena's athletic skills and how she achieved them. It was beneficial that she was described not as Kazakhstani citizen, but as "Kazakh Star" (Here's everything you need to know about the fast-rising Kazakh star). It can be called a free image article. "Honestly, I like Rybakina, I believed that she will win, because she plays tennis very well." -Austrian tennis player Barbara Schett told Eurosport. The main headline that attracted the attention of all media is as follows: in the year when Russians were banned from participating in the match, E.Rybakina, a native of Russia, not only participated in the famous Wimbledon competition, but became its winner. Some experts have criticized the fact that in a sport like tennis, an athlete is not allowed

to participate in the competition because of his origin and nationality. They accused heads of not understanding tennis. For example, the Indian news agency Indian Express criticized this situation in its article about E. Rybakina. They think it is wrong that famous Russian tennis players Rublev and Medvedev, despite being against the war, did not participate in this year's tennis competition. Also, "the Russian media criticizes the fact that the Russian Tennis Federation attributed the victory of E. Rybakina to them and called it the victory of Russia." In addition, it is said that E. Rybakina received real support only from Kazakhstan. Information about Kazakhstan is always very relevant. Foreigners, who did not know where Kazakhstan was before, got to know a little about it through tennis. Now it is impossible not to mention the famous professional boxer Gennady Golovkin, who contributed to the creation of the "Kazakh image" while writing about Kazakhstan's popularity in sports. The

world media likes to write, film and talk about this athlete who owns the brand "Triple G". The media of Latin America and Mexico describe him as "Kazakh Boxer". For example: according to CE Noticias Financieras English agency in the article "Who is Gennady Golovkin and how is he coming to the rematch against 'Canelo' Álvarez?" he is referred as "Kazakh boxer". Even the fact that during the fight with Alvarez, President K. Tokayev called and supported him was written. This is a good image information for countries that do not know much about Kazakhstan. Fans of G. Golovkin will definitely be aware of his origin. They may come to Kazakhstan as tourists in the future. Because foreign fans flocked to see Dimash Kudaibergen, another bright star on the world stage, and attend his concert. At this point, let's focus on the image created by Dimash. If we look at the information base of NexisUni about Dimash, it turns out that more than 214 sources of information were distributed

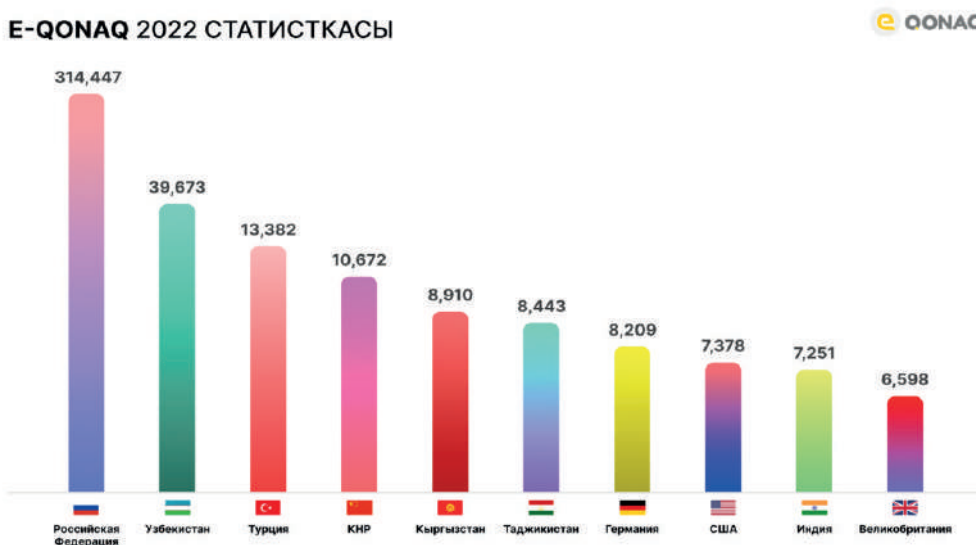


**Table 4.** All information were retrieved from LexisNexis.com (NexisUni) Nexis Uni® - Sign In | LexisNexis. Source: author's elaboration

between 2017 and 2022. A lot of information about Dimash Kudaibergen is written in connection with China. Some sites have already written about him in a negative sense regarding his singing in G. Golovkin's fight. D. Kudaibergen's contribution to the world recognition of Kazakh art is great. He is the only singer who has become a favorite of famous Hollywood actors. An artist recognized by world experts. However, Dimash alone is not capable of creating a positive image of the whole country. In any case, information about "Kazakh star", "Kazakhstan's Rybakina", "Kazakhstan's Golovkin" is circulating on the pages of the world media. Below is an infographic of two athletes.

Another image advantage that introduced Kazakhstan to the world is tourism. The country's tourism is not without shortcomings. However, the tourism popularity of Kazakhstan, which is developed in Central Asia, economy is second only to Russia, and occupies the 9th place on the world map, is rapidly increasing. In connection with the tourism image of Kazakhstan, we

conducted an extensive interview with Yernur Kenzhebekov, the press secretary of JSC NC "Kazakh Tourism". From the information provided regarding domestic tourism, we heard that Kazakhstan's tourism has been developing well in recent years. Until 2019, the country's domestic tourism increased by 13-14 percent. In addition, sectoral state programs have been launched since that year. In its framework, various large-scale infrastructural works are being carried out. By infrastructure, we mean building roads to old tourist places, carrying out various repair works, and creating favorable conditions for tourists. According to the expert, compared to 2017, the number of places of accommodation in Kazakhstan has increased (hotels, hostels, green camps). There were 2,700-2,800 placements that year, and 3,700 placements this year. Therefore, it has increased to 1000 places within 5 years. During the interview with the expert, we learned that there are several projects in the country that have no analogues abroad, and that there is a system for monitoring domestic tourism. One of them is "e-qonaq" system and



**Table 4.** All information were retrieved from LexisNexis.com (NexisUni) Nexis Uni® - Sign In | LexisNexis. Source: author's elaboration

National portal "Kazakhstan Travel". For example, the "e-qonaq" system can scan passports of 190 countries in one second. This "electronic guest" system is a system that works together with the National Security Agency and the Ministry of Internal Affairs. The advantage of the system is that it has the ability to track guests coming to the country from abroad. "That is, it is a very suitable system for statistical examination to determine the number of foreign tourists and from which country they came," experts say. The countries of Georgia and Azerbaijan showed great interest in this system and made offers to buy it. At this point, we present an infographic of the data obtained through the "e-qonaq" system.

As the graph shows, the largest number of guests came from Russia, and the least number of guests came from Great Britain. The number of tourists from European countries is small. Foreign guests are very important for Kazakhstan. Because they bring foreign currency to the country. It is huge revenue boost. The tourism image in Europe is weak. This is the reason why experts are concerned. There are very few advertisement. National portal "Kazakhstan Travel" is second after e-guest. It distributes information about all tourist areas and objects of Kazakhstan in 8 languages. A person entering the portal will be satisfied with detailed information about all tourist facilities. Find answers to questions like climate, best time to travel and more. All this contributes to the development of Kazakhstani tourism. Tourism of Kazakhstan is often compared with Uzbekistan. The stereotype that the tourism of the neighboring and fraternal Uzbek country is stronger than that of Kazakhstan has been formed, even among Kazakhstani citizens. Two neighboring countries gained independence at the same time. And today, despite the total number

of domestic tourist places of Uzbekistan being 28, the annual income is 30%, and in Kazakhstan, even though Almaty has more than 30 tourist objects, the income is 3%. We asked Ernur Kenzhebekov to clarify this indicator, and his answer was as follows: (important answer) "During the USSR, all the countries of the Union recognized Uzbekistan as "Zvezda Vostoka". They were interested in the grand old palaces of the place, made films and promoted them strongly. They formed the concept that "if you want to see the wonders of the East, you should go to Uzbekistan." During the USSR, no one considered Kazakhstan a country for tourism. They probably only knew Medeu in Almaty as "You can go skating". But there was no advertisement like Uzbekistan. This means that it started early. There is a rivalry between the two brother states. That competition revolves around who owns and how the big projects are progressing. Their advantage is that they developed historical ethnotourism well. And we have many types of tourism. We have extreme tourism, beach tourism, eco- and ethno-tourism, sanatorium tourism, everything. However, all this requires attention. We wish that everything will develop. And all they have is ethno, historical, gastrotourism. Everything is ready in one line. And we still have a lot of tourism that needs a lot of attention. But they are interested in us, because one traveler's check in Uzbekistan costs \$300, while one traveler's check with us costs \$1,500. This means that we earn more from tourists. Although the number of tourists in Uzbekistan is large, they leave 5 times less in terms of money. Another advantage is that tourists who visit Uzbekistan will see everything they can see in 2-3 days. And in our country, there are many places to see and relax even if it is only 1 week. That is, tourists stay



for a long time. Another interesting thing is that tourists who come to Uzbekistan necessarily come to Kazakhstan or vice versa. Here is a sign that we are a brother countries." According to the expert, the state is doing everything to improve the domestic tourism situation. For example, if any businessman builds a hotel for tourists or some kind of recreation center, the state will pay him 10% interest. That is, if an object is built for 200 million, 20 million will be returned to him as cashback. Ernur Kenzhebekov: "There are many types of subsidies provided by the state, and there is also state support. In terms of taxation, infrastructure construction, and sewerage construction benefits are provided by the state. And for new entrepreneur, the information on benefits and subsidies is not freely available, therefore they keep going without it". If you look at it, there is support from the state for tourism and there are many types of it. It seems that many entrepreneurs do not know that the state provides such conditions and supports. The biggest problem here is the state's inability to provide information to entrepreneurs. Entrepreneurs do not have enough information at their level. It is mentioned in the media only once, and then it is forgotten. Young entrepreneurs, who have just started a business, do not know who, what and how to ask, and complain that there is no support, no help. This inhibits the development of tourist places. In turn, it can damage the image of the country and the mechanisms of bringing in money.

## Discussion

The study of the current popularity and effectiveness of Kazakhstani branding helped to define the main image of the country. After studying, we concluded that there is still a lot of work to be done. In the global information

space, there is very little articles related to science and education, technology, robotics or digitization in the country. In terms of industrial image, it was found that our popularity is only around oil and uranium raw materials. In the process of interviewing five experts, searching foreign media, and writing about image and popularity, we proved that we are mostly recognized only from a political point of view. We realized that if the world media wants to spread information about Kazakhstan, it will be only with political content. In fact, foreigners consider Kazakhstan to be a country that plays an important role in Central Asia. On July 2, 2022, Kazakhstan celebrated the 30th anniversary of diplomatic service. President K. Tokayev announced that the state will conduct constructive and balanced diplomacy in the international arena for the national interest. The country's achievements, successes and failures in these three decades have formed a certain image in foreign media. Before considering foreign information about Kazakhstan, the first thing expected was to fight the information about "autocratic country". We took these factors into account to determine the exact image. We sorted out sources of information that the general public does not know about in the country. Among them, we even looked at the media of the African continent, distant Latin America, and Mexico. The indicated countries first receive news from "news agencies". "Associated Press", a giant American agency, is the first to distribute news to the English-language world media. Many mass media write news based on this agency. Kazakhstan is intensively working to create a positive frame in the world. It is not just an image article consisting of praise. According to our research, news about the country in Kazakh media agencies, such as English-

language Newline Kazakhstan, which writes about Central Asia, is often used by European media, that is, it is often referenced. Based on that, they make a decision and write an opinion. That is, the first source is Kazakhstani media. Therefore, the Kazakh mass media should spread a lot of competent information and expert articles in English.

### Conclusion

Summarizing the research, we came to the decision that it is necessary to start promoting all the mentioned areas through periodical press and media. Today, "New Kazakhstan" has become a very interesting topic for the world. If we look at the statistics from the beginning of 2022 until today, about 2 million pieces of information have been distributed. This is the indicator within 1 year. There is growing evidence for the opinion that interest in Kazakhstan has increased. And 90% of those millions of information

are political. Above, we mentioned that there was great hope and praise for the new reforms in the country. If in the next 7 years the country becomes one of the fully democratized, corruption-free, free speech and open states, then in 2030 we may join the ranks of developed countries. It is worth trying to become a leader in information dissemination. It is better to create news agencies in English, support them at the state level, hire competent journalists, give them freedom of speech, and conduct public media diplomacy. It is necessary to increase the amount of work on making PR videos and various feature films that shape the image of the country. There is no better way to create an image in the 21st century. We have a saying that a country with strong media is also strong.

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# TREATY ON ALLIED RELATIONS: PRACTICAL ASPECTS OF SECURITY COOPERATION BETWEEN KAZAKHSTAN AND UZBEKISTAN

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## **Dauren Zhailin**

PhD student at the Institute of Diplomacy of the Academy of Public Administration under the President of the Republic of Kazakhstan (Astana, Kazakhstan)

## **Kakhramon Khakberdiev**

Director of the Research and Analysis Center of the Eastern Countries Development at the Tashkent State University of Oriental Studies, PhD in Economics, Associate Professor (Tashkent, Uzbekistan)

**Abstract.** The article discusses the state and prospects of practical cooperation between Kazakhstan and Uzbekistan to ensure regional security in the context of the Treaty on Allied Relations (December 22, 2022).

It is noted that the observed difficult geopolitical situation in the world and its impact on Central Asia contributes to close interstate cooperation between Astana and Tashkent in the field of security. Thus, unlike the Declaration on Allied Relations (December 6, 2021), the Treaty highlights substantive provisions related to strengthening interaction between states in the areas of defense and security, mutual assistance in the event of direct threats.

The relevance of the study is due to the fact that this topic has not yet found a proper comprehensive analysis in the publications of Central Asian and foreign authors.

**Keywords:** *Kazakhstan, Uzbekistan, allied relations, Central Asia, regional security.*

## ОДАҚТАСТЫҚ ҚАТЫНАСТАР ТУРАЛЫ ШАРТ: ҚАЗАҚСТАН МЕН ӨЗБЕКСТАН АРАСЫНДАҒЫ ҚАУІПСІЗДІК САЛАСЫНДАҒЫ ЫНТЫМАҚТАСТЫҚТЫҢ ПРАКТИКАЛЫҚ АСПЕКТИЛЕРІ

Дәурен Жайлин, Кахрамон Хакбердиев

**Аңдатпа.** Мақалада Одақтастық қатынастар туралы шарт (2022 жылғы 22 желтоқсан) контекстінде өңірлік қауіпсіздікті қамтамасыз ету бойынша Қазақстан мен Өзбекстан арасындағы практикалық ынтымақтастықтың жағдайы мен келешегі талқыланады.

Әлемде байқалып отырған күрделі геосаяси жағдай және оның Орталық Азияға әсері Астана мен Ташкенттің қауіпсіздік саласындағы тығыз мемлекетаралық ынтымақтастығына ықпал ететіні атап өтілді. Осылайша, Одақтастық қатынастар туралы Декларациядан (2021 жылғы 6 желтоқсан) айырмашылығы, Шартта қорғаныс және қауіпсіздік салаларындағы мемлекеттердің өзара іс-қимылын нығайтуға, тікелей қауіп-қатер туындаған жағдайда өзара көмек көрсетуге қатысты мазмұнды ережелер көрсетілген.

Зерттеудің өзектілігі бұл тақырыптың Орталық Азия және шетел авторларының еңбектерінде әлі де дұрыс жан-жақты талдауын таппағандығымен түсіндіріледі.

**Түйін сөздер:** Қазақстан, Өзбекстан, одақтастық қатынастар, Орталық Азия, аймақтық қауіпсіздік

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## ДОГОВОР О СОЮЗНИЧЕСКИХ ОТНОШЕНИЯХ: ПРАКТИЧЕСКИЕ АСПЕКТЫ СОТРУДНИЧЕСТВА КАЗАХСТАНА И УЗБЕКИСТАНА ПО ОБЕСПЕЧЕНИЮ БЕЗОПАСНОСТИ

Дәурен Жайлин, Кахрамон Хакбердиев

**Аннотация.** В статье рассматриваются состояние и перспективы практического сотрудничества Казахстана и Узбекистана по обеспечению региональной безопасности в контексте Договора о союзнических отношениях (22 декабря 2022 года).

Отмечается, что наблюдаемая сложная геополитическая ситуация в мире и ее влияние на Центральную Азию способствует тесному межгосударственному сотрудничеству Астаны и Ташкента в области безопасности. Так, в отличие от Декларации о союзнических отношениях (6 декабря 2021 года), в Договоре выделены содержательные положения, касающиеся укрепления взаимодействия государств в сферах обороны и безопасности, взаимопомощи в случае возникновения прямых угроз.

Актуальность исследования обусловлена тем, что эта тема еще не нашла должного комплексного анализа в работах центральноазиатских и зарубежных авторов.

*Ключевые слова: Казахстан, Узбекистан, союзнические отношения, Центральная Азия, региональная безопасность.*

## **Introduction**

At the end of December 2022, a significant event occurred that revitalized the deepening of regional partnerships. It was the first foreign state visit paid by President of Kazakhstan Kassym-Jomart Tokayev to Uzbekistan after his swearing-in ceremony. This visit to Tashkent clearly reaffirmed Kazakhstan's foreign policy focus on mutually beneficial cooperation with Central Asian countries.

A clear indication of the strong potential in Kazakh-Uzbek relations is the growth of mutual trade. This is also favored by the complementarity of the economies of the two states. In recent years, there has been a significant rise in collaborative projects across key economic sectors. As a result, the bilateral trade between our nations has grown from \$2 billion in 2017 to \$5 billion at the end of 2022 [2]. In accordance with the objectives outlined by the two country leaders, measures are being taken to increase this value to \$10 billion in the medium term.

According to statistics covering the period from January to April 2023, Kazakhstan ranks as Uzbekistan's third most important foreign trade partner, following China and Russia, accounting for 7.7% of the total trade volume [3].

With this in view, a pivotal moment in the visit agenda was the interregional business forum held in Tashkent. The forum welcomed leaders from industry sectors, trade and industry chambers, holding companies, and 400 representatives from the business communities of both nations. During the event, the parties signed the Agreement to advance cooperation in trade, economics,

and cultural-humanitarian areas between Samarkand and Turkestan, the "Roadmap" encompassing the agricultural investment projects and trade agreements, as well as the package of agreements outlining the plans to enhance business interactions between Kazakhstan and Uzbekistan, with a total value exceeding \$2.5 billion.

The logical extension of the forum involved the active participation of President Kassym-Jomart Tokayev and President Shavkat Mirziyoyev in a ceremony marking the commencement of several joint investment projects aimed at reinforcement of the industrial cooperation.

In general, President Tokayev of Kazakhstan held fruitful discussion with President of Uzbekistan dedicated to a wide range of topics related to bilateral cooperation, including the development of trade and economic relations, the potential for transportation and transit, energy sector collaboration, and the co-utilization of cross-border water resources.

These discussions resulted in the signing of 15 documents, including agreements related to the Central Asia Industrial Cooperation Center, collaborative efforts in higher education and postgraduate studies, as well as environmental conservation. The parties approved the Roadmaps for expanding cooperation between various regions such as Turkistan and Tashkent, Turkistan and Jizzakh, Kyzylorda and Navoiy regions. Additionally, agreements were reached for projects related to energy, the chemical industry, transportation, and logistics. In total, the visit resulted in the signing

of investment contracts and bilateral agreements amounting to over \$8 billion.

The key agreements achieved during the visit included those related to allied relations and the delimitation of state borders and poised to enhance stability and security in the Central Asian region, fully unlocking its economic potential.

In this context, the full-fledged Treaty on allied relations (TAR) has ushered in a new era in the history of the relationship between our two neighboring nations. This document marks the further deepening of cooperation across various spheres, including politics, economics, investment, science and technology, culture, and humanities between Kazakhstan and Uzbekistan.

Emphasizing the importance of the signed agreements, Kassym-Jomart Tokayev underlined that they "will be etched in the annals of two nations' cooperative and brotherly ties in golden letters" [4].

Shavkat Mirziyoyev, in particular, stressed that "alliance represents the highest and most trusted level of interstate partnership. According to him "we are committed to shape a common future" [5].

Given the growing global geopolitical tensions, it is vital to pay attention to specific TAR provisions that hold practical significance in strengthening the bilateral cooperation between Astana and Tashkent in terms of security. It's important to note that cooperation in this dimension directly impacts the economic aspects of interregional partnership of the countries.

President Tokayev addressed the current challenges facing our region due to unprecedented geopolitical conflicts during a meeting with the Central Asian leaders and the President of the European

Council held in Astana on October 27, 2022 [6].

During the "Central Asia-China" summit held in Xi'an on May 19, 2023, President of Uzbekistan pointed out that, despite overcoming the trials posed by the COVID-19 pandemic, our region now faces the adverse consequences of a global credibility gap. According to Shavkat Mirziyoyev, this situation disrupts transportation and logistics networks, threatens food and energy security, and presents other complications [7].

Therefore, issues of enhancing close coordination and practical cooperation in ensuring security between Kazakhstan and Uzbekistan, as the two largest and most developed countries in the region, rise to the fore.

Notably, Article 1 of TRA solidifies the principle of considering each other's national interests, respecting independence, sovereignty, territorial integrity, and the inviolability of state borders [8].

Article 2 stipulates that "in the event of a situation which, in the opinion of either party, constitutes a threat of aggression from third countries, the parties shall promptly hold relevant consultations with each other, both bilaterally and within international organizations to which they are parties, with the aim of facilitating its peaceful resolution" [8]. Moreover, the parties undertake not to align with any blocs or alliances in a way that will compromise the interests of either partner and refrain from participating in actions directed against each other.

It's important to underline that in the current global geopolitical climate characterized by instability, turbulence, and the erosion of international law, TRA is intended to bolster collaboration between the nations in countering

terrorism, extremism, separatism, transnational crime, drug trafficking, cybercrime, illegal migration, human trafficking, and other imminent threats.

Expanding communication in the field of protection against hybrid threats and ensuring information security is highly relevant. During the IV Consultative Meeting of the Heads of Central Asian States, which took place on July 21, 2022, in Cholpon-Ata, the President of Kazakhstan urged his counterparts to intensify their cooperation in preventing detrimental informational occurrences that could detrimentally affect the region [9].

Reinforcement of military cooperation to fortify the defense capabilities of both nations is becoming a focus. A striking example of Kazakhstan and Uzbekistan's collaboration in this sphere includes joint military exercises involving Special Forces units from both countries, such as "Kalkan-2021" held in the Zhambyl region, Kazakhstan, "Hamkorlik-2021" held at the Termez training ground and "Kalkon-2023" held at the Angren training ground in the Tashkent region, Uzbekistan.

Furthermore, TRA contains provisions aimed at deepening ecological security ties, including mutual support in the prevention and resolution of natural and man-made emergencies. Another objective of this practical alliance is the advancement of cooperation in the field of food security.

High-level interactions play a substantial role in the multifaceted development of the Kazakhstan-Uzbekistan cooperation. In this context, to enhance the strategic coordination for the execution of agreed commitments and the timely resolution of pressing issues between Astana and Tashkent, the Supreme Interstate Council

led by the heads of the two nations, has been established.

Additionally, TRA envisions the mechanism enabling the work of Special Representatives of the Heads of States, promoting bilateral trade and economic interactions, and enhancing the efficiency of the Joint Intergovernmental Commission and Regional Cooperation Forums between our countries.

In this context, during a conference held on December 27, 2022, in Tashkent, which focused on the outcomes of the President of Kazakhstan's visit to Uzbekistan, experts from both Kazakhstan and Uzbekistan highlighted the evolving dynamics of their bilateral relations across all spheres. Of particular attention was the cooperation in strengthening regional security.

For instance, Yerkin Tukumov, Director of the Kazakhstan Institute for Strategic Studies under the President of the Republic of Kazakhstan, pointed that Kazakhstan and Uzbekistan stand as the two largest economies in the region with a combined GDP exceeding \$260 billion. To put this in perspective, the total GDP of Central Asia hovers around \$350 billion. Consequently, both nations shoulder a considerable responsibility in upholding economic regional stability and security [10].

During the same event, Eldor Aripov, Director of the Institute for Strategic and Regional Studies under the President of Uzbekistan, emphasized that "the signing of the Treaty on allied relations is a response to the contemporary challenges and threats confronting both countries" [11].

When discussing the significance of the close political and economic ties between Kazakhstan and Uzbekistan, it becomes crucial to grasp the logic and practice associated with the evolution of allied



relations in the science of international affairs.

The studies of allied relations and military-political alliances primarily include applied research domains within the field of international relations. According to the American realist scholar George Liska, one cannot discuss the international politics without acknowledging the role of alliances [12]. G. Liska's research, in particular, focused on various sources of threats to national security as motives driving the formation of alliances.

It should be noted that a widely accepted explanation of the formation of alliances between countries in the field of international relations theory is centered on collective national security and building military capabilities. In simpler terms, nations create alliances to effectively address anticipated security challenges and threats.

As outlined by political analysts Alexander Groth and Richard Randall from the University of California, "States enter into alliances to become stronger, more secure, and wealthier than they would be individually" [13, p. 109].

Brett Leeds from Rice University, along with various other American political scholars, provides the following description of alliances: "The alliances are written agreements signed by official representatives of at least two independent states, encompassing commitments to provide assistance to a partner in the event of armed conflicts, remain neutral in the face of conflicts, abstain from engaging in armed conflicts with one another, or hold consultation and cooperate in the case of international crises that pose a risk of an armed conflict" [14, p. 238]. Hence, according to this definition, verbal agreements or formal statements

fall short of establishing formalized, equitable alliances.

As highlighted by Professor Douglas Gibler, a professor of political science at the University of Alabama, empirical research reveals that the interpretation of the alliance concept amenable to empirical verification, hinges on two key factors. Firstly, alliance members must be independent and sovereign nations-participants of the international system. For example, alliances formed by the international terrorist organizations cannot be included when operationalization of this concept. Secondly, it is mandatory to prepare the legally formalized treaty text that outlines a military commitment, defense-focused military-political collaboration, or a neutrality agreement [15].

Hence, the objective of this study is to examine the prevalent opinions of Kazakh and Uzbek experts concerning the practical importance of the status of allied relations for the future enhancing cooperation between our countries in the field of regional security.

### **Research methods**

Utilizing discourse analysis of expert community evaluations, situational, content and event analyses, the authors delve into the possibilities of bilateral regional security collaboration between Kazakhstan and Uzbekistan, all within the context of the Treaty on Allied Relations.

Furthermore, the article employs a method that scrutinizes official documents, including interstate treaties, agreements, statements, public addresses, and media conferences materials issued by officials and organizations of both nations.

## Research results

Factoring in that the treaties governing allied relations and the state border demarcation, as signed by the Presidents of Kazakhstan and Uzbekistan, not only align with the long-term national interests of both countries but also signify a fresh dynamic in the regional intergovernmental relations, [16] experts draw attention to several vital aspects of the ongoing bilateral interaction in the field of security.

Firstly, a necessity for the development of shared strategies and mechanisms for interstate cooperation aimed at upholding regional security remains relevant.

In this context, experts pointed out that Central Asia has become the world's pioneer region in developing a Joint Action Plan to implement the United Nations Global Counter-Terrorism Strategy [17]. Under the Treaty on Allied Relations, the parties also coordinate their joint efforts to address contemporary challenges and threats, including terrorism, religious extremism, and separatism.

Overall, in recent years, our countries have successfully established operational cooperation at the level of defense ministries, intelligence agencies, and law enforcement authorities. All of these endeavors align with the mutual goals of both Astana and Tashkent in regional policy, aiming to maintain order and stability in the Central Asia [18]. This positive synergy generated by the mutually advantageous partnership of Astana and Tashkent serves as a promising model for enhancing regional collaboration.

Secondly, one of the primary directions of bilateral cooperation, requiring joint efforts, is the sphere of water and ecological security.

According to experts, the ongoing global warming in Central Asia has

resulted in adverse effects, such as a shortage of water resources, land degradation, and an increased occurrence of natural disasters. Over the last 50 years, the amount of lands affected by desertification in our countries has increased by 15-20%. Furthermore, some Central Asian states are among the 30 countries grappling with a severe water deficit [19]. Concurrently, the utilization rate of regional water resources surpasses global averages, reaching over 80% [20].

Nevertheless, experts noted the increasing cooperation between Astana and Tashkent on water security issues, significantly contributing to the sustainable development of the entire Central Asia, which is home to over 70 million people [21].

For instance, since 2016, a bilateral working group has been operational, focusing on searching for the solution to resolve water-related issues. In 2018, a joint Kazakh-Uzbek working group was established to address environmental protection and water quality in the Syr Darya River basin. In 2020, both parties adopted a roadmap for cooperation in water-related issues. Additionally, Astana and Tashkent maintain a close working relationship within the framework of the International Fund for Saving the Aral Sea.

Concerning the mitigation of the Aral Sea's drying effects, the stewardship of water resources, and environment preservation, Uzbek experts highlight the importance of implementing the "Green Agenda" adopted by the Fourth Consultative Meeting of the Central Asian Heads of State on July 21, 2022, in Cholpon-Ata [21].

Kazakhstan voiced the idea of establishing the Water-Energy Consortium of Central Asian States [22]



and increasing cooperation through river basin associations like "Syr Darya" and "Amu Darya" [23].

Thirdly, another key vector of bilateral cooperation under TRA is the development of close collaboration to ensure food security.

Kazakhstan and Uzbekistan have actively engaged in the agricultural sector activities, in line with the "Roadmap" signed in February 2022. This collaboration includes several key areas: crop cultivation; marketing early varieties of potatoes, greens; and the processing of Kazakh grain in Uzbekistan [24].

Additionally, a significant component of our bilateral relationship involves formulating a practical strategy regarding Afghanistan, including the ongoing provision of humanitarian aid to the Afghan people.

Experts emphasize the strong interest of both Astana and Tashkent in stabilizing the Afghan situation. The parties maintain consistent communication with the new Afghan administration, extend comprehensive assistance, and discuss the implementation of economic and infrastructure projects [25].

Therefore, in the court of public opinion, there is a growing need for developing a unified, region-wide approach to practical collaboration with the new Afghan administration [26]. Kazakhstan and Uzbekistan consistently contribute to efforts supporting the Afghan economy and delivering humanitarian aid.

For example, on April 16, 2023, Kazakhstan dispatched 5,000 tons of food aid to Afghanistan, including dairy products, vegetable oil, flour, and buckwheat [27]. Similarly, on April 19, 2023, Uzbekistan transported 185 tons of food products to Afghanistan, comprising flour, wheat, vegetable oil, pasta, canned

goods, and sugar [28].

Fifthly, the parties address issues of cooperation in the field of information security. In this regard, a paramount objective is the establishment of the basis of regional identity, chiefly through media channels.

According to the Uzbek analysts, the President of Uzbekistan proposed the essential tenet of this approach: "Central Asia - a common future stemming from a shared past." Consequently, our neighboring countries should join forces to build a regional identity grounded in cultural heritage and history. Experts contend that this kind of expanded collaboration proves significantly more effective in battling the shared challenges and threats, serving as a catalyst for regional cooperation [29].

Additionally, a similar viewpoint is espoused by experts concerning the reinforcement of regional collaboration related to the information sphere. This tool can enhance mutual trust among neighboring nations, facilitate collaborative information projects, and direct information exchange without reliance on "information intermediaries" from other nations. For instance, Kazakhstan's initiative to create a cross-regional television channel or news website serves as a spectacular example of endeavor in this field [30].

### **Discussion of the results**

In this context, expert evaluations indicate that the period from 2021 to 2023 has been marked not only by an enhancement of political and economic collaboration between Kazakhstan and Uzbekistan but also by a noticeable intensification of their joint efforts towards security.

To begin with, this is evidenced by

the convergence of Kazakhstan and Uzbekistan approaches to regional security. Both Astana and Tashkent adopt a principled stance on issues related to the independence, sovereignty, and territorial integrity of their nations.

In addition, they engage in fruitful cooperation on specific regional matters within the framework of international organizations such as the UN, Organization of Turkic States, OSCE, CICMA, SCO, and other multifaceted establishments.

Furthermore, there is a growing importance attached to the experience gained in maintaining inter-agency contacts related to the defense and security.

Over the past few years, significant achievements have been reached, including the finalization of legal documentation concerning the Kazakhstan-Uzbekistan state borders and cooperation in defense, law enforcement, as well as emergency prevention and management.

All this suggests that, at this stage, the mutual approaches of Astana and Tashkent in ensuring security can be characterized as fiducial. Currently, we are witnessing an expansion of such cooperation over the medium term. In this context, it's worth

noting that the research topic holds a long-term outlook.

At the same time, it is required to conduct comprehensive and systematic examination of the relevant factors in the entire spectrum of practical security collaboration between Kazakhstan and Uzbekistan, encompassing both bilateral initiatives and their broader regional implications.

## Conclusion

Summarizing the above, it's important to mention the consensus reached by experts that the signing of treaties on allied relations and state border demarcation between Kazakhstan and Uzbekistan on December 22, 2022, has significantly bolstered their practical cooperation across various domains and had a positive impact on regional stability as a whole.

It's evident that in the official political and expert discourse of both Kazakhstan and Uzbekistan, the substantive aspects of security cooperation hold a prominent position and are increasingly crucial, contributing to the establishment of a more extensive regional security initiative.

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# REGIONAL DIMENSION OF DIGITAL TRANSFORMATION: THE INTERESTS OF THE EUROPEAN UNION IN THE COUNTRIES OF CENTRAL ASIA

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**Arsen Maltabarov,**  
Ph.D., student at Al-Farabi Kazakh National University,  
Almaty, Kazakhstan

**Meiram Sarybayev**  
Associate professor at KazNTU Satbayev University,  
PhD in History, Almaty, Kazakhstan

**Yermek Chukubayev,**  
Candidate of historical sciences, associate professor  
of Al-Farabi Kazakh National University Almaty,  
Kazakhstan

**Abstract.** Today, digital transformation leads to the acceleration of processes and at the same time to the complication of relations between actors in world politics. The countries of the Central Asian region (CAR) in today's geopolitical realities are faced with a new challenge - the timely introduction of digital solutions to the dynamics of these conditions. In this context, the purpose of this study is to identify the main directions, problems and prospects of digital transformation of the CAR countries in the new geopolitical conditions.

In this study, the method of game theory is used in the context of international relations on the example of the interaction of the CAR countries and the EU. The authors have carried out work on finding compromise strategies of interaction between the parties leading to certain Nash equilibrium. The results of the study showed that the implementation of joint projects of the CAR and the EU on digital transformation will make it possible not only to update outdated digital platforms,



but also create conditions for increasing the competitiveness of transport hubs on the world market. This is especially relevant in today's unstable political and socio-economic conditions.

The results revealed the problems of interregional cooperation based on game theory strategies in the field of digital transformation. The application of the game theory method helped to analyze the possibilities of regulating the state's position in the international arena. As a result, the authors managed to find a solution to the conflict of interests between the players and establish the optimality of their strategies.

**Keywords:** *digital transformation, game theory, European Union, actor, integration, digital diplomacy.*

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## ЦИФРЛЫҚ ТРАНСФОРМАЦИЯНЫҢ АЙМАҚТЫҚ ӨЛШЕМІ: ОРТАЛЫҚ АЗИЯ ЕЛДЕРІНДЕГІ ЕУРОПАЛЫҚ ОДАҚТЫҢ МҮДДЕЛЕРІ

**Арсен Малтабаров, Мейрам Сарыбаев, Ермек Чукубаев**

**Андатпа.** Бүгінгі таңда цифрлық трансформация процестердің жеделдеуіне және сонымен бірге әлемдік саясаттағы актерлер арасындағы қатынастардың күрделенуіне әкеледі. Орталық Азия аймағының (ОАА) елдері геосаяси жаңа сын-қатерге – осы жағдайлардың динамикасына цифрлық шешімдерді уақтылы енгізуге тап болды. Осы тұрғыда осы зерттеудің мақсаты-жаңа геосаяси жағдайларда ОАА елдерінің цифрлық трансформациясының негізгі бағыттарын, проблемалары мен перспективаларын анықтау болып табылады.

Бұл зерттеуде ойын теориясы әдісі қолданылды. Бұл әдіс Орталық Азия мен ЕО елдерінің өзара іс-қимылы мысалында халықаралық қатынастар контекстінде қолданылады. Авторлар Нэштің белгілі бір тепе-теңдігіне әкелетін тараптар арасындағы өзара іс-қимыл стратегияларын іздеу бойынша жұмыс жүргізді. Зерттеу нәтижелері ОА және ЕО-ның цифрлық трансформация жөніндегі бірлескен жобаларын іске асыру ескірген цифрлық платформаларды жаңартып қана қоймай, әлемдік нарықта көлік тораптарының бәсекеге қабілеттілігін арттыру үшін жағдай жасайтынын көрсетті. Бұл әсіресе қазіргі тұрақсыз саяси және әлеуметтік-экономикалық жағдайларға қатысты.

Нәтижесінде цифрлық трансформация саласындағы ойын теориясының стратегиялары негізінде аймақаралық ынтымақтастық мәселелерін анықтады. Ойын теориясы әдісін қолдану мемлекеттің халықаралық аренадағы жағдайын реттеу мүмкіндіктерін талдауға көмектесті. Авторлар ойыншылар арасындағы мүдделер қақтығысының шешімін және олардың стратегияларының оңтайлылығын таба алды.

**Түйін сөздер:** *цифрлық трансформация, ойын теориясы, Еуропалық Одақ, актор, интеграция, цифрлық дипломатия.*



# РЕГИОНАЛЬНОЕ ИЗМЕРЕНИЕ ЦИФРОВОЙ ТРАНСФОРМАЦИИ: ИНТЕРЕСЫ ЕВРОПЕЙСКОГО СОЮЗА В СФЕРЕ ЦИФРОВИЗАЦИИ СТРАН ЦЕНТРАЛЬНОЙ АЗИИ

Арсен Малтабаров, Мейрам Сарыбаев, Ермек Чукубаев

**Аннотация.** На сегодняшний день цифровая трансформация приводит к ускорению процессов и одновременно к усложнению отношений между субъектами в мировой политике. Страны Центрально-азиатского региона (ЦАР) в сегодняшних геополитических реалиях столкнулись с новым вызовом – своевременным внедрением цифровых решений под динамику этих условий. В этом контексте цель данного исследования – выявить основные направления, проблемы и перспективы цифровой трансформации стран ЦАР в новых геополитических условиях.

В данном исследовании был использован метод теории игр. Данный метод применяется в контексте международных отношений на примере взаимодействия стран ЦАР и ЕС. Авторами проведена работа по поиску компромиссных стратегий взаимодействия между сторонами, приводящих к определенным равновесиям Нэша. Результаты исследования показали, что реализация совместных проектов ЦАР и ЕС по цифровой трансформации даст возможность не только обновить устаревшие цифровые платформы, но и создаст условия для повышения конкурентоспособности транспортных узлов на мировом рынке. Это особенно актуально в современных нестабильных политических и социально-экономических условиях.

Полученные результаты выявили проблемы межрегионального сотрудничества на основе стратегий теории игр в сфере цифровой трансформации. Применение метода теории игр помогло проанализировать возможности регулирования положения государства на международной арене. В результате авторам удалось найти решение конфликта интересов между игроками и установить оптимальность их стратегий.

**Ключевые слова:** цифровая трансформация, теория игр, Европейский союз, актор, интеграция, цифровая дипломатия.

## Introduction

The Fourth Industrial Revolution or Industry 4.0 (I40) has truly become a challenge for the CAR countries. Although a number of modern authors evaluate new technologies as an opportunity to eliminate technological dependence and increase productivity [1]. We believe that such conclusions are quite justified. The countries of the CAR, like other countries of the world, are rapidly moving towards a new socio-economic, political formation.

Digitalization is becoming the main tool of its formation.

The dynamics of the last five years shows that the leaders of the Central Asian states (CA) and representatives of the European Union (EU) show great interest not only in the development of economic, cultural and humanitarian cooperation, the parties often note an increase in interaction in the field of digitalization [2].

The issues of digitalization

development in trade between the EU and the CAR countries have now become relevant due to the difficulties of transit through regional transport corridors. As a result, the countries of the CAR and the EU are looking for ways to expand trade and economic cooperation, including through the digitalization of transport and logistics infrastructure.

In this regard, we consider it important to analyze in detail the regional cooperation between the EU and the CAR, in particular with Kazakhstan, as the leader of the region. It is also necessary to investigate the degree of readiness of the parties to carry out digital transformation in various areas of the economy, especially in trade, transport logistics, water conservation and mining.

### **Literature review**

According to data from the World Bank (WB), the United Nations (UN), and national statistical agencies, almost all the CAR countries are dynamically expanding the role of information technology in the work of the private and public sectors. The governments of such countries of the region as Kazakhstan, Uzbekistan, Kyrgyzstan managed to create a basis for the transition to a digital state.

Nevertheless, today the role of digital transformation in replacing old growth drivers with new ones is being evaluated in scientific circles [3],[4]. A number of authors are deeply studying the value chain model used in terms of the prospects for value creation and value management, taking into account digital technologies and social media platforms [5]. Kazakh authors raise the issues of increasing the role of digital diplomacy as a new actively developing tool of public diplomacy [6].

As the data show, Kazakhstan was the first among the Central Asian countries to express interest in the development

of these areas. The country's leadership has set a strategic goal - to become one of the largest digital hubs in the region. Such ambitions of Kazakhstan are quite justified, given the fact that in 2022 Kazakhstan ranked 28th in the UN E-Government Development Index [7]. This is the highest indicator in the region and among the CIS countries.

To understand the agenda of the topic of digital transformation in the Central Asian region and, in particular, in Kazakhstan, we consider it important to consider the period before the coronavirus pandemic (conditionally from 2017). At that time, the Russian side was very interested in the issue of actively increasing joint digital development with the Central Asian countries. As a result, joint work within the framework of the digital agenda of the EAEU led to joint work of IT companies and the introduction of products of the state program «Digital Kazakhstan». Later, the other countries of the Central Asian region will begin to adopt the experience of Kazakhstan.

The analysis carried out within the framework of the study showed that today the process of digital transformation in the Central Asian countries is already undergoing the stage of modernization of online public services systems. As world practice shows, the use of digital technologies by public sector employees is already a significant barrier to development [8]. This issue has become especially relevant for Kazakhstan and Uzbekistan. In particular, in the case of Kazakhstan, we are talking about considering the possibility of upgrading eGov online public services systems. As a result, it became necessary for the country to transfer them to one large platform. Indeed, as experts note, the platform is outdated and needs to be upgraded. And the country's authorities considered

many options for a flexible and smooth transition, rather than choosing a new platform and building everything from scratch.

The issue of further modernization of Kazakhstan's digital platform was raised in September 2021. Then the Minister of Digital Development, Innovation and Aerospace Industry of the Republic of Kazakhstan, B. Musin, said that the platform from «Sber» (Сбербанк - a Russian company) is «the most suitable» for the country and meets the «requirements» of the National Security Committee. Prime Minister of the Republic of Kazakhstan A.Mamin noted that «only the Sber platform allows us to deposit codes in the national security agencies...». As a result, within the framework of the Eastern Economic Forum (September 3, 2021), A.Mamin and the head of the group of companies «Sber» G.Gref signed a memorandum of cooperation in the implementation of projects on digital transformation of the Republic of Kazakhstan. The question also concerned the transition to a platform model of digitalization and the concept of Data-Driven Government.

As a result, it followed from the text of the memorandum that the parties had agreed on a deal. The authorities identified «BTS Digital» LLP as a strategic partner on the part of Kazakhstan, and the ministry entrusted the provision of the GovTech platform service for a three-year period with subsequent prolongation to «НИТ» JSC. As a result, the Russian side was determined that a corresponding contract would be signed between Kazakhstan and the Sber.

However, at the time of the escalation of the conflict between Russia and Ukraine, the issue of further development of relations in this area remained unfinished. In this regard, the prospects for the development

of the sphere of digital transformation are of particular interest. Who can claim the status of a strategic partner of the region in this area? And what barriers can arise as a result of the conflict of interests of various actors?

### **The policy of multi-vector digital transformation of Kazakhstan**

Almost six months after the signing of the memorandum of cooperation in the field of digital transformation (March 25, 2022), the Ministry of Digital Development, Innovation and Aerospace Industry of the Republic of Kazakhstan reported that the signing of an agreement between the government of the country and Sberbank, stipulated by the memorandum, is no longer on the agenda. In addition, the publication of the department noted that «in connection with the current situation in the world, the Ministry is considering the development of several scenarios and is preparing for each of them».

Although this statement did not specify which scenarios were being considered and who could be Kazakhstan's partner in digital transformation, there were clear trends in the country's cooperation with other stakeholders. For example, the countries of the region had long-standing ties within the framework of the «Digital Strategy of CAREC 2030» of the Asian Development Bank (ADB). It provided an approach to scaling digital technologies in the region. It is worth noting that in 2021 The ministers of the CAREC member countries approved the «Digital Strategy of CAREC 2030», which defines the areas of cooperation for expanding digitalization in the region.

However, the policy documents of the governments of the Central Asian countries indicate that the priority of the development of digital technologies is gaining experience, technologies of

a number of successful technological countries of the world and training specialists on their experience. According to the program documents, one of the main issues of digital transformation for the CAR countries is the digitalization of transport corridors. In particular, we are talking about solving scientific, technical and organizational problems of logistics, the introduction of UN standards in cargo transportation.

This direction is currently being studied by the authors from the point of view of the impact of digitalization on the logistics sector. In particular, the aspect of the introduction of sustainable logistics practices, preparation of companies for the transition to digital technologies is considered [9]. The current state of technological development in the field of digitalization and physicalization of supply chains is analyzed [10]. Scientific works concerning the issues of digital transformation of the procurement process are presented in a large volume [11]. As practice shows, all these issues somehow affect the optimization of business processes in the CAR countries [12].

In general, as the analysis shows, major international players are actively working in the Central Asian region due to the growing need to increase markets. Thus, China is seeking to expand its presence in Central Asia by promoting its «Digital Silk Road» strategy. The World Bank (WB) is working to expand Internet connectivity and create an integrated digital infrastructure through the implementation of the Digital CASA regional program [13]. Within the framework of the Eurasian Economic Union, a single digital economy is being created between the member states in order to expand sectoral and intersectoral digital transformation. Thus, at the last

forums in 2023, the leaders of the EAEU countries focused on the development of digital infrastructure and management of integration processes within the framework of the «Digital Agenda until 2025».

### **Digital transformation – democratization of digital solutions**

At first glance, several reasons contributed to the decision of the CAR countries, and in particular Kazakhstan, on the independent development of digital transformation:

Firstly, the conflict in Ukraine was crucial in the development of the Sber platform in Kazakhstan, which had a negative impact on Russia's image in the international arena;

Secondly, public criticism of the transfer of digital independence to another country was increasingly heard;

Thirdly, it is possible that the country's authorities were afraid of falling under Western sanctions if they were imposed against the Sber.

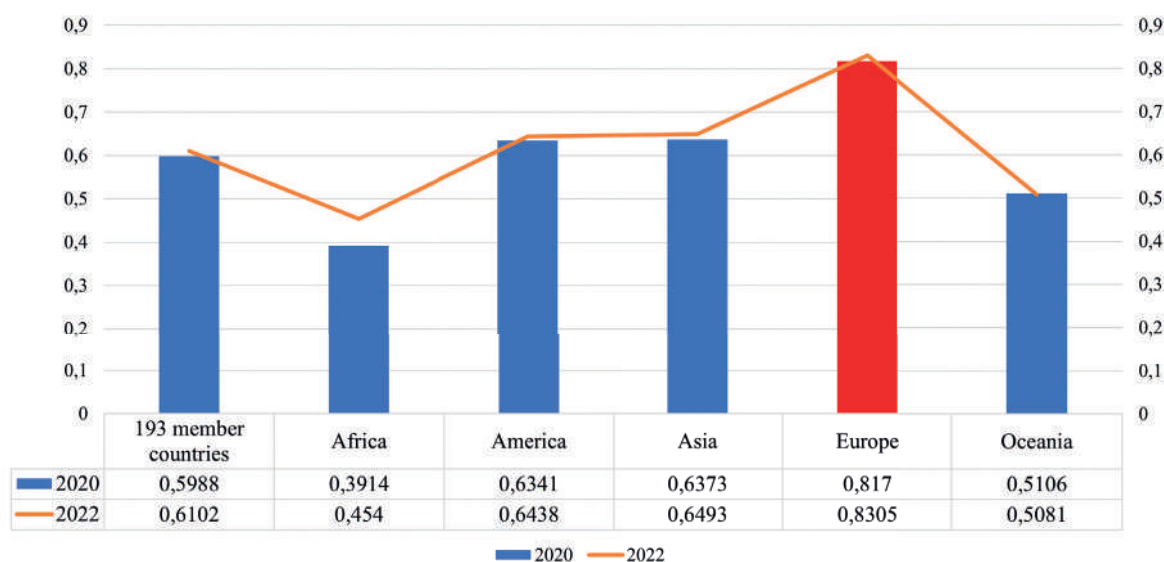
Nevertheless, we consider it important to note that in matters of the development of digital transformation, the CAR countries, especially Kazakhstan, intend to develop digital technologies according to the principles of «transparency and accountability». To date, not always, and not all citizens of the countries of the region have access to platforms so that governments are accountable to them for how they collect and use data. This is evidenced by statistical data.

The implementation of the main processes of digital transformation requires special implementation methods. In this context, the works of the authors are of interest, which analyze the processes of digital transformation and their impact on the attitude of local authorities (for example, on the COVID-19 pandemic) [14]. According to the studies we have studied



in the field of digital transformation, one of its main features is the democratic principles of digital platforms [15]. This aspect of digitalization has become

especially relevant after the public outrage in the CAR countries, attempts to overthrow and seize power [16].



**Figure 1.** Comparison of world regions by EGDI levels, in 2020 and 2022 [7].

Source: author’s elaboration.

According to the global and regional averages of the UNEGDI, the EU countries are leading in terms of availability and provision of online services in certain sectors.

According to the UN, 1/3 of the leading countries in the development of e-government are European. Countries such as Denmark, Finland lead the first places in the world ranking.

It should be recalled that since independence, the CAR countries have tried to introduce democratic principles to varying degrees and with varying success. Today, more than 30 years after gaining independence (since 1991), the CAR countries continue to adopt and implement the experience of democratic countries of the world, in particular the EU, with varying success.

Finally, the authorities of the CAR countries are interested in the issue of digital transformation not just in obtaining digital solutions, technologies or ready-made platforms from their

partners. The commitments made by the CAR governments within the framework of the open government data system still require implementation, and the work being done in this direction requires transparency and accountability. At the same time, it is important to pay attention to the fact that as of 2022 According to the e-government development index, Russia was at the level of 0.8162 (42nd place in the world), while Kazakhstan has 0.8628 (28th place), and according to the e-participation index, Russia has 0.6023 (57th place), Kazakhstan has 0.8068 (15th place). In addition, Russia ranks 42nd in the ranking of 58 European countries with the highest EGDI values.

Taking into account the above, we hypothesize that by choosing a strategy of openness of the CAR countries to the democratic principles of digital transformation development, a period of active involvement of the region in EU digital projects has begun.



EGDI rank	A country	Sub-region	Rating class	2022
1	Denmark	Northern Europe	VH	0.9717
2	Finland	Northern Europe	VH	0.9533
5	Sweden	Northern Europe	VH	0.9410
8	Estonia	Northern Europe	VH	0.9393
24	Lithuania	Northern Europe	V3	0.8745
29	Latvia	Northern Europe	V3	0.8599
34	Poland	Eastern Europe	V2	0.8437
42	Russian Federation	Eastern Europe	V2	0.8162

**Table 1.** Comparison of EGDI ranks of the countries of the subregions of Europe [7].  
Source: author's elaboration.

### Research methods

Within the framework of this article, the method of game theory was used to analyze the process of interaction in the field of digitalization. The «game» consists in the participation of two or more parties (CAR and EU countries) leading a «struggle» for the realization of their interests. Our task is to determine the goals and strategies of each of the parties that can lead to a win or loss. Before proceeding to the establishment of the strategies of the parties, we consider it important to analyze the current interaction of the parties in matters of digitalization.

Firstly, at the present stage, the EU's attitude towards the countries of the region is remarkable in that Brussels initially did not consider any special approach to this or that Central Asian republic. Rather, in their interaction, the EU proceeds from the fact that the CAR countries are part of a common region. So, for example, today the EU is building its agenda for Kazakhstan based on the EU Strategy for Central Asia adopted in 2019. In this regard, we consider it important to further study the issue of the development of relations, including in the field of digital interaction, between the

countries of Europe and Central Asia in a regional aspect.

The four-year project for the region, which is part of the trade and economic strategy of the European Union, fully corresponded to the plan for the digital transformation of the CAR countries. The CAR countries attempted to strengthen economic ties with the European Union within the framework of the Strategy. To this end, Brussels launched in 2019 three multi-year programs totaling 28 million euros, which are aimed at supporting the rule of law, trade, and investment in the region.

The most important platforms for the implementation of the CAR's tasks in relation to the EU were the annual EU-Central Asia forums (held since 2019). The last such forum was held on March 10, 2023, in Tashkent. Among the most breakthrough forums, it is worth noting the holding of the «EU-Central Asia Economic Forum: Bringing two Regions Closer» #EUCA21 (Bishkek, 2021). Just the same, the Forum provided participants with a platform to coordinate measures in three main areas of the event: «green» recovery, improving the business

environment and digitalization.

In October 2022, at the initiative of Kazakhstan, the first meeting of the heads of State of Central Asia and the European Union in the C5+ format was organized. And according to the results of the visit, it became known that Sh. Michel expressed support for the large-scale reforms carried out within the framework of building a «just Kazakhstan». It is obvious that the dialogue on democracy, human rights, and the rule of law is important not only for the EU, but also for the CAR countries.

A week after the visit of Sh. Michel to Astana, the capital of Kazakhstan was visited by German Foreign Minister A. Baerbock. We consider it important to note the fact that A. Baerbock arrived with a large delegation of businessmen and specialists in the field of infrastructure. World practice shows that strategies and technologies are recognized as the key driving forces of digital transformation in business [17]. It is also important to pay attention to the fact that one of the topics of the negotiations in Astana was the supply of rare earth metals, which are extremely necessary for the new technological economy of Germany and the EU as a whole. It should be noted that digital transformation is related to the use of rare earth metals. Now China is the main supplier, and dependence on China has become critically dangerous for the European Union. In this regard, the CAR countries, in particular Kazakhstan, may well be considered as an alternative.

At the high-level session of the second Economic Forum «European Union - Central Asia» (May 18-19, 2023), A.Smailov said that Kazakhstan plans to reduce the transit time from China to Europe through its territory to five days. During his speech, Deputy Prime Minister of Uzbekistan Zh.Khodjaev proposed the use of measures to ensure faster and

safer movement of goods. As he noted, «in this direction, we propose to develop joint approaches in the digitalization of trade, including the involvement of expert and technical support from the EU for the unification of legislation in the field of e-commerce in Central Asian countries». The study of the program materials suggests that Tashkent attaches particular importance to the simplification of international trade procedures. As for the representatives of the other countries of the region, the Head of the Cabinet of Ministers of Kyrgyzstan A.Zhaparov, the Prime Minister of Tajikistan K.Rasulzoda, Minister of Finance and Economy of Turkmenistan S.Joraev, were united in the relevance of the issues under consideration to improve the business climate, stimulate the transition to digital technologies, strengthen trade and transport ties between the EU and Central Asia [18].

Thus, the study of the materials allowed us to consider the relationship between the CAR countries and the EU) in the development of digital transformation) conditionally in 3 stages:

- the stage of preparation for the EU Strategy (period up to 2019). It is important to understand that the EU, as an international actor, has not previously considered the CAR countries as a partner in the field of digitalization;
- the stage of declaring digital connectivity and supporting the development of the digital economy (2019-2021);
- the stage of implementing agreements (from 2021).

It is obvious that the mutual exchange of positions /opinions leads to a clash of interests of the conditional two parties. In this case, we believe that it is of particular scientific interest to analyze the simulated interaction of the CAR and the EU in the issue of carrying out the «correct» digital transformation.

Today, models of conflict situations between the two sides are usually given, which in mathematical terms can be represented through the method of game theory. The application of the game theory method is due to the interest in understanding the decision-making strategies of game participants in conditions of uncertainty. Various authors propose models of cooperative competition as a reference. The most interesting is an attempt to develop a tool that, based on the principles of classical game theory, would allow scientists to determine which games can be played in response to various conflict situations [19].

As noted in the World Bank research, in many countries of the region there are still no centralized web portals where citizens can leave feedback and comments or discuss their problems on forums. In the position of the EU leaders, the CAR countries are at the stage of «testing for an in-depth partnership». So, for example, officials in Brussels, as well as a number of authors, have a question about the possibility of the CAR countries to continue modernization and reforms, to get away from their authoritarian past [20].

A game is modeled in which the CAR authorities (player 1) and EU partners (player 2) can give preference to one of two forms of cooperation in the field of digitalization: through «existing

agreements» or «deepening cooperation». Thus, player 1 in his argumentation, possibly under the influence of a third party, may focus on the negative consequences of further deepening cooperation. Or, within the power structures of both sides, in the issue of interaction in the field of digital development (built on the principles of maximum transparency, accessibility and mass participation, as well as direct contact between society and the authorities), an opinion may arise about prematurity.

So, each of the players has two conditional strategies: leave everything as it is and move on to the latest forms of cooperation. The goal of each of the players is to maximize their own winnings. In general, if you look at the root of the issue, then the interests of the players are not opposite. There are two Nash equilibrium situations in this bimatrix game. However, the players' winnings in these situations are different, with the first situation beneficial to player 1, and the second to player 2. As a result, within the framework of this example, the following assessment is given: the winnings of each player are determined by the usefulness of the chosen form (on a scale from 0 to 5). The corresponding winnings of the players are indicated in the table (first the winnings of player 1 are indicated, then player 2).

Player Strategies		CAR Authorities - Player 2	
		The format of cooperation according to the existing agreements	Format of in-depth cooperation
EU authorities - Player 1	The format of cooperation according to the existing agreements	5;1	0;0
	Format of in-depth cooperation	0;0	1;5

**Table 2.** The payment matrix of the game in two strategies for cooperation in the field of digital transformation. Source: author's elaboration.

This mathematical model of the game is projected on the relations between the EU countries and the CAR. Thus, when creating a common base, both initiators (the leading countries-initiators of the promotion of digital partnership) and partner countries (the countries that coordinate the ways of implementing projects) will come to the moment of a conflict of interests in one form or another. In other words, there is a situation of conflict of interests at the intercountry level. This assumption is justified by the fact that, naturally, the governments of the CAR and the EU countries have different directions in foreign policy priorities.

Nevertheless, we consider it important to answer a number of questions from a mathematical point of view: which of the equilibrium situations can be accepted as satisfactory to all players (the principle of optimality)? That is, what is the optimal solution? What is necessary for the CAR countries in promoting digital transformation through international cooperation with the EU?

### Research results

The situation between the countries of the CAR and the EU can be demonstrated by the example of the mathematical game presented earlier. Both equilibrium situations are not only equilibrium, but also Pareto optimal. In classic models, players do not communicate before the game starts, but make a choice simultaneously and independently of each other (as provided by the rules of the non-coalition game). In this case, we did not consider an antagonistic game of two parties whose interests are opposite. It is beneficial for players in the EU and CAR models to communicate before the start of the game and agree on a joint action plan.

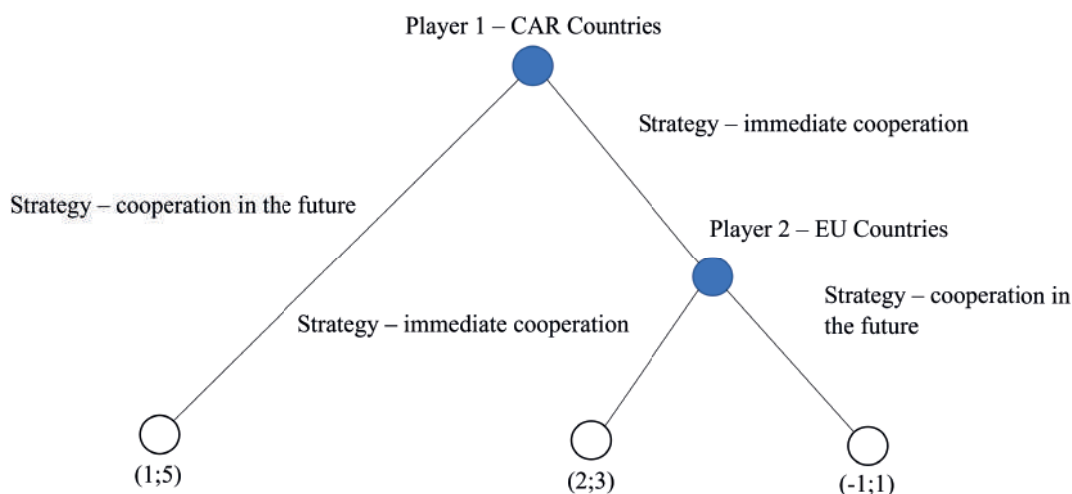
Thus, the parties would be able to come to the conditions of a cooperative

game, when players can make decisions in agreement with each other. The main task in a cooperative game is to divide the total winnings. The total win in this game in situations where one of the two forms of communication is carried out, player 1 and player 2, is 5. It would be natural to divide this winnings equally between the players, i.e. 2.5 each. At the same time, the players agree to spend half of the political events together on 1 strategy, and the second half on 2 strategies, i.e. with a probability of 1/2 to jointly choose each form of dialogue. However, it should be noted here that in this case we are talking about a non-coalition game (with the independent choice of their strategies by the players), when a set of winnings (2.5; 2.5) is unattainable.

Therefore, we will conduct the reasoning for player 1. It is beneficial for him to realize the situation (1 strategy, 1 strategy). But player 2 benefits from the situation (2 strategy, 2 strategy). Therefore, if player 1 chooses «strategy 1», then player 2 can choose «strategy 2», and they will both lose: in the situation (strategy 1, strategy 2), the winnings will be (0, 0). Then it makes sense for player 1 to choose «strategy 2», because in the situation (strategy 2, strategy 2) he gets a win of 1 (i.e. more than 0). But player 2 can reason similarly and choose «strategy 1», then in the situation (strategy 2, strategy 1) they will both lose again. The fact is that with such a development of events there will be no common and unified solution. Taking into account the specifics of the development of relations in the issue of digital transformation between the countries of the CAR and the EU, we consider it important to make a forecast regarding the further scenario of the development of this topic using the previously applied method of game theory.

A trivial example of a «dominant strategy» from the standpoint of game theory is the decision regarding the influence of the CAR countries on the decisions of the EU countries. EU countries can respond to the emergence of new requests from the CAR countries

immediately or consider in the future. Both sides enter into a two-stage game in which the first move is made by the CAR countries. The game situation with the indication of payments is shown in the form of a tree (see the figure below).



**Figure 2.** Illustration of a game about solving cooperation between the CAR and EU countries. Source: author’s elaboration.

The same game situation can be presented in another form (figure below). Two states are indicated here – «immediate cooperation» and «cooperation in the future». Obviously, the second equilibrium is untenable. It follows from the detailed form that it is impractical for EU countries to react slowly to the emergence of new requests from the CAR countries: when choosing a strategy «in the future», EU countries

receive 1 (payment), and when responding immediately to requests – 3. The CAR countries also know that it is not rational for the EU countries to start actions to ignore requests for digital transformation and democratic transformations.

An analysis of the circumstances of the interaction between the CAR countries and the EU countries shows that mutual concessions are taking place. Also, after the socio-political unrest in Kazakhstan,

Player Strategies		EU Countries - Player 2	
		Strategy – development of joint projects	Strategy – cooperation in the future
CAR countries - Player 1	Strategy – development of joint projects	2;3	-1;1
	Strategy – cooperation in the future	1;5	1;5

**Table 3.** Matrix of the compromise format of the game on the solution of cooperation between the CAR countries and the EU. Source: author’s elaboration.



Kyrgyzstan, Uzbekistan in different time periods, significant concessions on the part of the authorities are noticeable. And that is why the CAR countries decide to continue using the «cooperation in the future» strategy. The threatened losses in the amount of (-1) will not be incurred by the CAR countries.

Such a rational equilibrium is characteristic of a «partially improved» game, which obviously excludes absurd moves. It is also worth noting that within the framework of the development of the mathematical model of game theory, there are also examples when the interests of the parties clash according to an advanced scenario. This proves once again that it is useful for the parties to think about the possible reactions of their partners in the game.

Isolated calculations, even based on the theory of decision-making, are often, as in the situation described, of a limited nature. It follows from the above analysis that it is in the interests of the EU countries themselves to develop a base for accepting requests from the CAR countries and its further processing. It is obvious that a successful digital transformation, as was

shown by the example of the game theory method, will be possible with the mutual cooperation of two parties (the authorities – the people / EU countries and the CAR countries). In some ways, the presented model of «CAR countries and the EU» echoes another model of behavioral norms of «investors and the government» [21].

In general, in the context of the growing integration agenda within Central Asia, the governments of the countries demonstrate interest in the experience of indicative European integration. Due to the fact that, as part of its Strategy, the EU considers the CAR countries as part of a common region, we consider it important to consider the likelihood of how the CAR and EU countries develop the sphere of digital transformation within the framework of a mathematical model.

To come to a decision according to the rules, it is important to check whether the payment matrix has a saddle point. If yes, then we write out the solution of the game in pure strategies. We believe that player I chooses his strategy so as to get the maximum of his winnings, and player II chooses his strategy so as to minimize player I's winnings.

Players	B1	B2	a = min(Ai)
A1	5	1	1
A2	1	5	1
b = max(Bi)	5	5	

**Table 4.** Payment matrix for example. Source: author's elaboration.

We find a guaranteed win determined by the lower price of the game  $a = \max(a_i) = 1$ , which indicates the maximum net strategy A1. The top price of the game is  $b = \min(b_j) = 5$ . Which indicates the absence of a saddle point, since  $a \neq b$ , then the price of the game is within  $1 \leq y \leq 5$ .

The next step is to find a solution to the game in mixed strategies. This is explained by the fact that players cannot declare

their pure strategies to the opponent: they hide their plans of action. The game can be solved by allowing players to choose their strategies randomly (mixed pure strategies). Since the players choose their net strategies randomly, then player I's winnings will be a random value. In this case, player I must choose his mixed strategies so as to get the maximum average win. Similarly, player II must

choose his mixed strategies so as to minimize the mathematical expectation of player I.

Thus, a mathematical calculation in the case of a non-cooperative game (with the players independently choosing their strategies) will confirm that there are different preferences/interests among the players, this situation / conflict does not necessarily have to be total. The calculation shows that if one player wins, then the other is not necessarily the loser. The conflict of interest can be partial, and both players can win and lose at the same time. The advantage of game theory, as well as the relations between the CAR and the EU, is the focus on the equilibrium strategies of the players. We believe that in its strategy, the EU can be guided by the high assessment of international organizations in the CAR countries, which note the strengthening of the principles of representative democracy and free market economy [22].

### **Discussion of the results**

From the available materials, it becomes clear that international players perceive the statements of officials from Brussels (in matters of cooperation with the CAR and the European Union) as an attempt to demonstrate «the only tool for ensuring the security of the region and its development». This is somewhat confirmed by the fact that the EU intends to continue supporting the transition of Central Asia to «socially sustainable and climate-neutral growth». Seeing the trend in the development of relations between the Central Asian countries and Europe, the other players in international relations cannot be bothered by their mutual interest in each other.

But in the current geopolitical conditions, the leaders of the CAR countries also talk about equal

cooperation. At the same time, in his speech, the President of the Republic of Kazakhstan K. Tokayev noted that there is an intention to systematically increase the capacity of the Trans-Caspian International Transport Route (one of the key sections of the China– Central Asia– Europe route) through the introduction of digital solutions and infrastructure modernization.

We believe that in the issue of digital transformation, the authorities of the CAR countries are more interested than ever in obtaining the best practices of European countries. We believe that using the example of interregional cooperation between the countries of the CAR and the EU, it is necessary to develop a common Strategy for digital transformation. In this context, it is important to note the possibilities of the Astana International Financial Center, which is a platform for attracting «green» investments. It is based on British law, with an independent court and an International Arbitration Center.

### **Conclusion**

Thus, in the framework of the study, the authors presented situational models (matrices) of the actions of the parties depending on their choice of various strategies. Within the framework of the study, the authors took into account the peculiarity of the application of the game theory method, which consists in presenting possible options when making decisions. Finally, the authors show the options for choosing the optimal strategy by the parties.

It should be noted that the results obtained by data analysis were confirmed through the application of the game theory method. For example, it has been proved that the lack of consistency in the implementation of transformational processes in the CAR region significantly

reduces the potential growth of the economies of all stakeholders. It has been established that digital transformation, implemented on the principles of democracy, is capable of increasing the efficiency of economic activity in the countries of the region.

Using the example of the partnership between the CAR and the EU, we presented an optimal model of interaction, which is based on the method of game theory. In particular, the study describes and modeled game models based on the current state of interaction between the parties. Possible interaction strategies in the future are also modeled. We believe that the models will allow us to determine which strategies are acceptable in response to various situations of conflict of interest.

We believe that as a result of the study, the hypothesis has been proved that due to the choice of the strategy of openness of the CAR countries to cooperation, a period of active involvement of the EU in digital projects in the region has begun. On the other hand, it has been proven that the choice of digital initiatives strategy gives impetus to the emergence of new business opportunities, deepening relations between the parties. As a result of the study, it was found that in the development of relations between the EU and the CAR countries, it is the deepening in the field of digital transformation that can become the optimal solution to the

strategies of the parties.

Analysis of data from the UN, the World Bank and a number of other international organizations confirms the results of the game theory method. Conclusions based on the results of the use of statistical analysis and the method of game theory show that in modern realities, the progressive experience of the EU in the development of digital technologies should play an increasingly important role. For example, the issue of borrowing experience in the development of deepening regional cooperation will become relevant for the CAR countries in the near future. For the EU, the issue of global competition for markets is becoming increasingly relevant. And if we consider it from the point of view of the method of game theory, then this is the choice of the strategy of the balance of forces between the players in the region, when the question arises which game to play correctly.

We believe that the results obtained can be useful for interested government agencies in making managerial decisions and their practical application. Thus, as a result of the study, both positive and negative factors were identified in the decision-making situation for the CAR countries and, in particular, Kazakhstan. For example, the presented matrix analysis can be applied in the issues of strategic planning of digital transformation.

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# PRACTICES OF CULTURAL DIPLOMACY DEVELOPMENT IN KAZAKHSTAN AND ITS ROLE IN THE ARENA OF INTERNATIONAL RELATIONS

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**Aigerim Kozhanbergenova,**

doctoral student of the Department of International Relations at Gumilyov Eurasian National University, Astana, Kazakhstan

**Aikerim Turuntayeva,**

Associate Professor, Candidate of Historical Sciences, Lecturer of the Department of International Relations at Gumilyov Eurasian National University, Astana, Kazakhstan

**Rinat Baigondin,**

Ph.D. in International Relations, Senior Lecturer of the Department of Social and Humanitarian Disciplines at Alikhan Bokeikhanov University, Semey, Kazakhstan

**Abstract.** The article analyzes some practices of cultural diplomacy development in Kazakhstan and its current challenges. The role and aims of cultural diplomacy carried out by Kazakhstan has been identified and comprehensively analyzed. The challenging factors were defined in the development of Kazakh cultural diplomacy practice. The modern definitions and connotations of cultural diplomacy are listed; the concepts of the main theorists are considered. The connection and differences of cultural diplomacy with the concepts of "public diplomacy" and "soft power" are determined. When writing the article, works and articles on the topic of cultural



diplomacy were studied, the method of deductive analysis was used, materials available on the Internet resources were reviewed. As a result of the study, it was determined that despite the existing problems the contribution of the cultural diplomacy of Kazakhstan to the arena of international relations is significant.

**Keywords:** *Cultural diplomacy, TurKSOY, transition to Latin graphic, the Congress of Leaders of World and Traditional Religions, Assembly of People of Kazakhstan.*

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## ҚАЗАҚСТАНДА МӘДЕНИ ДИПЛОМАТИЯНЫҢ ІСКЕ АСЫРУ ЖОЛДАРЫ ЖӘНЕ ОНЫҢ ХАЛЫҚАРАЛЫҚ АРЕНАСЫНДАҒЫ РӨЛІ

Әйгерім Қожанбергенова, Әйкерім Тұрынтаева, Ринат Байгондин

**Андатпа.** Мақалада Қазақстандағы мәдени дипломатияның кейбір даму тәжірибесі мен орын алып отырған мәселелері талданған. Қазақстан мемлекеті іске асырып отырған мәдени дипломатияның рөлі ашылып, кең талдау жасалған. Мәдени дипломатияның қазіргі таңдағы қолданыстағы анықтамалық негіздері, коннотациялары тізімделіп, негізгі теоретиктердің тұжырымдамалары қарастырылған. Мәдени дипломатия ұғымының «қоғамдық дипломатия», «жұмсақ күш» деген ұғымыдарымен байланысы және ерекшеліктері анықталған. Мақаланы жазу барысында мәдени дипломатия тақырыбына арналған еңбектер мен мақалалар зерттелген, дедуктивті анализ әдісі қолданылып, интернет кеңістігінде қолжетімді материалдар сараланған. Мемлекетаралық және мәдениетаралық байланыстардың отандық және шетелдік модельдерінің ерекшеліктеріне зерттеу жүргізу қазақ қоғамының мүмкіндіктерін ұлттық сананы нығайтуда қолдануға әкеледі. Зерттеу жұмысының нәтижесі ретінде Қазақстанның халықаралық қатынастар аренасында жүзеге асырылып отырған мәдени дипломатиясының үлесі, орын алып отырған мәселерге қарамастан зор екені белгіленген, ал даму жолдары бірыңғай емес.

**Түйін сөздер:** *Мәдени дипломатия, ТюрКСОЙ, латын гарпіне көшу, Әлемдік және дәстүрлі діндер лидерлерінің Съезі, Қазақстан халқы Ассамблеясы.*

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## ПУТИ РАЗВИТИЯ КУЛЬТУРНОЙ ДИПЛОМАТИИ В КАЗАХСТАНЕ И ЕГО РОЛЬ НА АРЕНЕ МЕЖДУНАРОДНЫХ ОТНОШЕНИЙ

Айгерим Кожанбергенова, Айкерим Турунтаева, Ринат Байгондин

**Аннотация.** В статье анализируются некоторые практики развития культурной дипломатии в Казахстане и актуальные проблемы. Выявлена и всесторонне проанализирована роль культурной дипломатии, осуществляемой государством Казахстан. Перечислены современные определения и коннотации культурной дипломатии, рассмотрены концепции основных теоретиков. Определены взаимосвязь и особенности понятия культурной дипломатии с

понятиями «публичная дипломатия» и «мягкая сила». При написании статьи были изучены работы и статьи по теме культурной дипломатии, использован метод дедуктивного анализа, изучены материалы, доступные в сети Интернет. В результате исследования определено, что несмотря на существующие проблемы, вклад культурной дипломатии Казахстана в арену международных отношений значителен.

**Ключевые слова:** *Культурная дипломатия, ТюрКСОЙ, переход на латинскую графику, Съезд лидеров мировых и традиционных религий, Ассамблея народа Казахстана.*

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## Introduction

International relations with globalized and modern landscapes are becoming more and more diverse. Thus, cultural diplomacy is becoming one of the modern manifestations of these changes. According to Tewdowski, "cultural diplomacy was strongly developed by the imperial powers as early as in nineteenth century. It mainly existed in the form of cultural exchange between the elites in the colonies with the aim of influencing and developing a soft culture". He describes cultural diplomacy as a privilege of the elite of that period [1]. Studies have shown that the concept of "cultural diplomacy" in the modern sense changed in terms of neoliberal "soft power" [2] on the cultural diplomacy of Arndt. Arndt describes cultural diplomacy as shaping and channeling the natural cultural flow of relations between official diplomats to advance national interests [3]. But soon Cumming expanded it to "the exchange of ideas, information, art and other aspects of culture among nations and their peoples in order to foster mutual understanding" [4].

The "soft power" advocated by Nye is the universal appeal of mass culture embodied in cultural goods and services, as well as the international impact of the so-called "ethnic openness" lifestyle, as well as what he attributed to one of the political tools of American democracy

and the values of human rights. The "soft power" pursued by the state depends not only on culture, but also on its political values and foreign policy. Thus, the cultural tools of diplomacy can be a soft power resource provided to achieve a clear certain political goals within a well-thought-out strategy [5].

Later, with the development of mass communication technologies and with the rapid and intense interaction between the masses, cultural diplomacy has found its place as an important aspect of public diplomacy. Public diplomacy is being promoted as a citizen-centered form of diplomacy, as opposed to the standard model. Public diplomacy is now understood as a transnational process that can involve not only governments and their agencies, but also civil society and/or private sector stakeholders [6]. Since cultural diplomacy is often interpreted as a special type or measure of public diplomacy, it can be said that the difference between them is somewhat blurred.

In the US context, the goal of cultural diplomacy was revealed in The Linchpin report published in 2005 in response to the aftermath of the disastrous US invasion of Iraq. In this report, cultural diplomacy was portrayed as a key component of public diplomacy: "the cultural diplomacy played a high role in shaping concepts such as sowing

seeds that can flourish abroad- ideas and ideals; aesthetic strategies and methods; philosophical and political arguments; spiritual perceptions; view of the world.

In addition to the above definitions, cultural policy during the Cold War has been recognized as "public broadcasting, knowledge sharing, cultural programming and the flow of information or knowledge" [1].

But Tevdovsky sees this as a super modernist phenomenon, calling it "new cultural diplomacy. As a last step in the analysis of cultural diplomacy, the very concept of culture should be analyzed. Tevdovsky perceives culture as a means of dialogue. Moreover, all cultures are the product of a long internal dialogue and mutual compromise within certain communities and groups [1].

Thus, they are based more on dialogue than on conflict. Therefore, interaction and dialogue through culture are a unique tool for stigmatization, desertion-type understanding and evaluation, as well as a deeper and longer-term evaluation.

In general culture provides a unique and unifying environment for presentation and interpretation, dialogue and discussion. But as we see this practical application of cultural diplomacy has expanded greatly since that period.

Since independence Kazakhstan immediately has begun to consolidate his statehood and power in the international arena. In Kazakhstan special attention was paid to solving industrial, economic and other topical issues left after the collapse of the USSR, while US and European countries focused on the use of the modern means and types of international relations. These countries followed the interests of their states and even showed various dominance forces without the use of military forces. When

it comes to ways of development of cultural diplomacy in Kazakhstan the first thing that comes to mind is large projects carried out with developed countries, and events with a vast territory of influence. Among them first one can note the international relations developing in the cultural dimension with the member countries of the European Union and the United States. Among bilateral subjects, projects in the field of education are of great importance.

The European Union is actively implementing a project in the field of higher education called Erasmus+ in Kazakhstan. Students and teachers of Kazakh universities travel to European countries in the framework of academic mobility programs, where opportunities for training and internships are provided at the expense of the European Union. For instance, between 2014 and 2020 EU allocated €115 million for regional cooperation projects in Central Asia, including the Erasmus + program (Delegation of the European Union to the Republic of Kazakhstan, 2021). As part of the Erasmus+ program for study and internships in Europe more than 2,000 short-term scholarships were provided to Kazakhstani students and teaching staff, and for European students about 1000 scholarships to study in Kazakhstan. In addition, 137 Kazakh undergraduates received fellowships in a joint master's program in Europe.

There are almost no research papers devoted to cultural diplomacy in this area in Kazakhstan. Many local researchers discuss about bilateral cooperation in the field of education, science and culture. Such cooperation, for example, is well developed with France [7,8]. But again here, we should accept that many of the projects are held on the initiative and

in the interest of France mostly. Topics of the influence of the different local ethnic diasporas to the development of international dialogue and understanding are studied [9]. Interestingly, there are some studies devoted to the impact of culture and Islamic religion to the neighboring countries' literature and languages. Thus there were noted the impact of Islamic religion to Chinese literature and writing [10]. But still many discuss about education as the soft power of foreign policy of Kazakhstan [11]. More and more the question of cultural heritage attracts the interest of local researchers [12]. In the dimension of culture, the cooperation with China is the most widely spread practice. Here the role of the One Belt One Road project is found very important by local researchers [13,14].

However, the use of tools of cultural diplomacy used by other countries turns out to be very productive and attractive within the country. The use of such forms of diplomacy is undoubtedly increases the credibility of this state within another state, enhances its image and attracts to dialogue.

But actually all these examples refer to the instruments used by other countries, where Kazakhstan is the object of the influence. After all these considerations the authors aim to study the practices of cultural diplomacy pursued by Kazakhstan in other countries and inside the country. The objectives of the study are the following: 1) To define the role and aims of the cultural diplomacy practices in Kazakhstan; 2) To define in what areas and ways the practices of cultural diplomacy are developed in Kazakhstan; 3) To describe the current state of the cultural diplomacy in Kazakhstan by concluding the findings into the SWOT-

analysis.

### **Methods and materials.**

In the study the authors write on the topic of cultural diplomacy, analyze the findings of materials available on the Internet. An examination of information and news on the website of international and regional organizations and other international organizations of the cultural space operating on the territory of Kazakhstan was carried out. The opinions of Kazakh and foreign scientists regarding cultural diplomacy were taken into account. Since the research work devoted to cultural diplomacy topic specifically is little in scientific works of Kazakhstan, definitions and concepts given by foreign researchers of cultural diplomacy are given. Before getting acquainted with the ways of development of cultural diplomacy in Kazakhstan, the features and relationship of the concept of cultural diplomacy with the concepts of "public diplomacy", "soft power" were revealed. To achieve the findings of the study, the method of deductive analysis was used. There were also used publicly open representative comparative social survey findings from global website [www.worldvaluessurvey.org](http://www.worldvaluessurvey.org). To design the whole picture of findings there was SWOT-analysis presented.

### **Results and discussion**

Kazakhstan participates in the establishment of economic stability and security by means of cultural diplomacy in the Central Asian region and worldwide. The bulk of it is in the field of education. So, with the support of Kazakhstan on Kazakhstan territory since 2010 an educational program is being implemented to train 1,000 Afghan youth. Kazakhstan allocated 55 million



US dollars for this project. As part of this program Afghan youth study in national and state universities of Kazakhstan in the field of engineering, medical and studied agriculture [15].

According to the EU this project is very effective. This is due to the fact that about 90-100% of the youth who studied in Kazakhstan returned to Afghanistan, and three-quarters of them are employed in Afghanistan, the advantage of this project is that in Kazakhstan, where the majority of Afghan students are Muslim, they feel in the same cultural environment as at home. After this can be seen in the statistics that they are ready to return to their countries. And if you visit Europe or other Western countries, they will stay there. Thus, this program was highly appreciated by the EU (According to EU reports) [15,16]. On the one hand, the project aims to improve the well-being of Afghan youth, on the other hand, Kazakhstan put into trouble itself. Because, in fact, since the arrival of the Taliban to Afghan government, Afghan youth studying in higher educational institutions of Kazakhstan began to openly declare their intention to obtain Kazakh citizenship. This is because, according to them, it is not safe for them to return to the country. And if this is a girl then she is negatively titled "got an education abroad" [17]. It seems that there are negative views on the part of society that foreign citizens remain in Kazakhstan. For example, according to world value survey held in 2018 58,6 % in total of respondents think that government should place strict limits on the number of foreigners who can come and even prohibit people coming here from other countries [18]. Further in 2019, in response to the proposal of the Government of the Republic of Kazakhstan, the EU together with UN Women launched a

€2 million UNDP program to support the economic empowerment of Afghan women. Under this program, Afghan girls receive higher education in higher educational institutions of Kazakhstan and Uzbekistan for further professional life and is undergo training. Project aims to build stability and support the social and economic empowerment of Afghan women through education and training in Kazakhstan and Uzbekistan. With this EU project intends to strengthen cooperation and development in the region. Earlier it was reported that Uzbekistan also has extensive experience in teaching Afghan students. Since January 2018, the Termez educational center in Uzbekistan has been operating in the border city of Termez with Afghanistan. Uzbekistan considers the center an important initiative in promoting the peace process in Afghanistan and pays great attention to its development [19]. Thus, it can be said that the purpose of these projects is the establishment of economic stability, security and peace not only in the land of Afghanistan, but in general in Central Asia.

Cultural Diplomacy can be described as course of actions, which are based on and utilize the exchange of ideas, values, traditions and other aspects of culture or identity. Through this exchange, relationships between states could be strengthen, sociocultural cooperation between states may be enhanced or mutual national interests could be promoted. As implied in the explanation of Cultural Diplomacy [20]. In the development of cultural diplomacy, it is worth noting the relations of Kazakhstan with the Turkic speaking states. In Soviet times, it was Turkish President Turgyt Ozal, who intended to cooperate between Turkish speaking countries. He was the first who



made an official visit to Russia, Ukraine, Kazakhstan and Azerbaijan during his visit to the Soviet Union in March 1991. After this visit Nursultan Nazarbayev, who received Ozal's invitation, became the first President, who made an official visit to Turkey from the Soviet Turkic-speaking countries. At that time professor Turan Yazgan wrote: "the most important thing is that Turkey and the Turkic-speaking Soviet republics must first ensure the unity of language and culture." Professor Ali Karaosmanoglu noted that "to ensure lasting cooperation in the Turkic world, it is necessary that all these countries moved to a democratic system, and also carried out economic reforms. Only after this the brotherly countries be able to establish cooperation in every area, and in the future it is necessary for them to keep the door open for the Confederation of Turkic-Speaking Countries" [21]. In 1992, Ankara hosted conference of heads of countries of Turkic-speaking states. At this conference five Soviet Turkic republics that received sovereignty confirmed that they intend to strengthen the cooperation of the Turkic-speaking peoples starting from this period. First President of Kazakhstan N.A. Nazarbayev took part in all meetings of heads of states. And he writes that "the main condition for the modernization of a new type is the ability to preserve one's national code, without which modernization can become a real echo". Thus, in the words of the first president, "in a thousand-year history, our original culture for the first time will break through to all the continents of the world".

Kazakhstan occupies a special place in the development of cooperation between the Turkic speaking peoples. At a meeting of Turkic leaders held on October 3, 2009 in Nakhichevan, Azerbaijan,

the First President of Kazakhstan Nursultan Nazarbayev proposed further institutionalization of this route. Today is the day of the summit of the Turkic Council, which is considered a "birthday". As a result of this meeting, Kazakhstan, Azerbaijan, Kyrgyzstan and Turkish Presidents signed the Nakhichevan Agreement on the establishment of the Cooperation Council of Turkic Speaking States. In October 2011 in Almaty the first high-level meeting of the Cooperation Council of Turkic Speaking States was held. Resulting agreements and documents ensured the status of the Turkic Council as a full-fledged international structure.

Starting from 1993, Turksoy as an international organization creating cultural cooperation between Turkic speaking states was also implemented at the suggestion of the President of Kazakhstan. In fact, this organization can take the place of an international organization of UNESCO promoting Western values [22]. Organization TURKSOY conducts activities aimed at popularizing the culture, literature and science of the Turkish peoples on an ongoing basis. In addition, the cultural capital of the Turkic world is chosen annually, where meetings of the Turkic peoples are organized. So, in 2017, the city of Turkestan received one big breakthrough, becoming the capital of the Turkic world. Organization information service publishes the TURKSOY magazine, TV and radio broadcasting, conveys to listeners the values of the Turkic states.

In 2008, the Parliamentary Assembly of Turkic Speaking Countries (TurkPA) was founded. In 2010, at the initiative of Nursultan Nazarbayev the Turkic Academy was opened in Astana. In 2012, it received international status and

it has become the place, where scientific research is being carried out in the field of the history of the Turkic world, an assessment of the role of Turkic-speaking countries in the global space is being made. At the suggestion of the head of state, in 2011 a permanent consultative and advisory body - the Council of Elders under the Cooperation Council of Turkic Speaking States was created. In 2019 in the capital of Kazakhstan, an agreement was signed on the establishment of the Turkic Chamber of Commerce and Industry. The possibility of creating the first joint financial institution of the Turkic-speaking states - the Turkic investment integration fund is currently under discussion. The president of Kazakhstan Kassymzhomart Tokayev proposed to place its headquarter on the basis of the Astana International Financial Center. In Turkestan international Kazakh Turkic University named after Khoja Ahmed Yassawi is being known as the cradle of the entire Turkic world.

For more than ten years that have passed since the establishment of the Turkic Council, this structure has come a long way in development, playing a significant role in ensuring the real multifaceted integration of the countries of the Turkic world. In 2019, another member of the "Turkic family" Uzbekistan officially joined the Turkic Council. And in 2018, Hungary became an observer in this organization. All this suggests that the world of Turkic-speaking states has great potential in the field of international relations.

Thus, Kazakhstan here practices cultural diplomacy through the active initiation of its involvement in the formal international institutions and organizations like Turksoy. Moreover, Kazakhstan is the international platform

where these initiatives are implemented on the basis of international organizations. Therefore, playing a crucial role in the cultural cooperation and integration among other Turkic speaking states.

But there are many problems in the unification of the Turkic-speaking states. Here it is impossible not to mention the influence of Russia on the development of this trend. It can be said that Russia negatively influences the mood of its subordinate republics, which are the controlling state in the organization "Turksoy". Currently Turksoy includes the Republic of Altai, the Republic of Bashkortostan, Tatarstan, Sakha, Tuva, Khakassia. November 24, 2015 when Turkey shot down the Russian SU-24 aircraft, four of these six republics were forced to cool off their connection with the Turksoy. Certainly, it was because of the order of Russian Federation to stop all relations with the Turksoy. According to some experts, the situation with the aircraft turned out to be only the reason for Russia for the termination of cooperation within the Turksoy. Surely, Russia did not like the expansion of Turkey's influence on the territory of its subordinate Turkish countries and former Soviet states. Even Russian politicians and scientists expressed the opinion that Turkey pursues real political goals within the framework of cultural exchange. In addition, they summarize the idea that Turkey cannot transfer its remaining power to ideas such as the reconstruction of the Turkic Khaganat, as it has been omitted to the Turkic speaking countries due to the aggravation of their country's domestic and foreign policy problems [23,24].

In continuation of the goals set for this Turksoy organization, another unique tool of cultural diplomacy implemented

by Kazakhstan at present time is the transition to Latin. Since 1926, the Turkic speaking states began to solve the issue of switching to Latin. Until the end of the 1920s, when the Azerbaijanis, Uighurs, Kyrgyz and Kazakhs switched to this alphabet, the government of the Soviet Union, fearing the strengthening of the Turkic countries, moved the subordinate states into Cyrillic. The well-known linguist academician Abduali Kaydarov noted that the question of the revival of the Turkic alphabet was recalled on March 8-10, 1993 at a meeting of Turkic-speaking states in Ankara. Kaidarov notes that at the meeting in Ankara scientists have carefully studied the common Latin alphabet of Turks in 34 symbols [21]. However, Azerbaijan, Uzbekistan and Turkmenistan prepared the alphabet not according to the 34-character pattern adopted after the transition to the Latin alphabet, but in their own way in a different pattern. Therefore, today there is no common Latin alphabet for the Turkic-speaking peoples. And this is one of the main conditions for strengthening solidarity. Therefore, Kazakhstan also plans to switch to the Latin alphabet to communicate in the same language with Turkic speaking states. For Kazakhstan the transition to Latin is topical. This is due to the fact that in the age of technology and Internet, the use of the Latin alphabet in practice is acceptable. So, in 2017, Nazarbayev instructed the government to prepare the Kazakh alphabet based on the Latin font. In 2017 President of the Republic of Kazakhstan signed a decree "on the transfer of the alphabet of the Kazakh language from Cyrillic to Latin script."

By order of the Prime Minister of the Republic of Kazakhstan, the National Commission for the Translation of the

Kazakh Language Alphabet into Latin script was established. Action plan for the phased transition of the Kazakh alphabet to the Latin script developed until 2025, four working groups have been created on spelling, methodological, terminological, technical and information support. The concept of spelling rules of the Kazakh alphabet based on the Latin script has been developed. On the base of the concept scientists of Baitursynov Institute of Linguistics developed the project "New rules of spelling of the Kazakh language" [25]. However, there still has been controversy about the transition to Latin in the society. It takes a long time to bring the Latin script into the consciousness of society. There is also a Russian factor here. Because the Russians, firstly, are concerned about the status and position of the Russian language in Kazakhstan. Secondly, the transition to Latin in Kazakhstan and among the elite there are also those who believe that the presence of nationalistic, that is, anti-Russian sentiments turns the attention of Kazakhstan from Russia to Turkic countries [26]. Thirdly, they say that great attention to the status of the Kazakh language began to oust ethnic Russians from Kazakhstan. And this, in turn, can lead to interethnic conflicts. However, at present, thanks to the sound policy of the government of Kazakhstan there is no any support of these concerns inside the population.

One of the brightest examples of cultural diplomacy carried out on the initiative and with the support of the Republic of Kazakhstan, is the Congress of Leaders of World and Traditional Religions. The Congress of Leaders of World and Traditional Religions was held from 23 to 24 September 2003 for the first time on the initiative of the First President

of the Republic of Kazakhstan Nursultan Nazarbayev. The goals of the Congress are to search for universal guidelines in the structures of world and traditional religions, the implementation of the dialogue of religions and the adoption of agreed decisions to ensure the continued functioning of the international interfaith institute. The congress identified the following main priorities: affirmation of peace, harmony and tolerance as insurmountable principles of human existence; achievement of mutual respect and tolerance between religions, confessions, nations and ethnic groups; opposition to the use of religious feelings of people with the aim of inciting conflicts and military actions. In Astana between 2003-2018 leaders and prominent representatives of Islam, Christianity, Judaism, Buddhism, Shintoism, Taoism and other traditional religions took participation in six annual congresses. In October 2018, the participants of the VI Congress of Leaders of World and Traditional Religions proposed the idea of creating Nazarbayev center for the development of interfaith and intercivilizational dialogue. On April 25, 2019 Nazarbayev Center for the development of inter-confessional and inter-civilizational dialogue was created currently Center plays a huge role in strengthening interreligious, interfaith and intercultural dialogue in the Republic of Kazakhstan and the world [27]. According to the Chairman of the Board of Nazarbayev Center for the Development of Interfaith and Intercivilizational Dialogue B. Sarsenbayev, Congress of Leaders of World and Traditional Religions is a dialogue platform that has no analogues in the world. It is proved that this platform occupies a special place in the global world in the period of various information

technology and hybrid wars. With the help of religious values, it becomes more and more important to show respect and tolerance for the cultures and spiritual riches of civilizations. Preventing the transformation of religious values into religious extremism and terrorism is the task of the congress. Events implemented within the framework of the congress are highly evaluated by international politicians and representatives of world religions. This, on the other hand, testifies to the direct influence of Kazakhstan on increasing its prestige on the world stage. Also Kazakhstan has great potential and experience as an organizer of the Congress of Leaders of World and Traditional Religions, negotiations on the Syrian issue, called the Astana process in international politics [28].

The VII Congress of Leaders of World and Traditional Religions took place from 14 to 15 September 2022. The purpose of that congress was to draw attention to the problems that have welcomed humanity in post-pandemic times. During a pandemic, people realized the high relevance of spiritual and moral values. And one of the forces capable of conveying spiritual values to civilizations, peoples is religion. Even at the present stage, religion becomes an institution capable of building a dialogue between the people and the state. The VII Congress was held in the age of geopolitical tensions to move into a period of escalation. The calendar of this congress was not easy, since the Russian-Ukrainian and Israeli-Palestinian crises actively escalated. Nevertheless, at all stages of the work of the congress, it is considered not just a platform for religious issues, but rather a dialogue platform for issues that concern all of humanity. All topics in the program of the upcoming congress are of great importance. Since



gaining independence, Kazakhstan has been one of the states adhering to inter-ethnic inter-confessional harmony. That is why Kazakhstan, skillfully fulfilled the goals set before the Congress of Leaders of World and Traditional Religions and became an example for the world in exchange for an inter-ethnic and inter-confessional common language. According to Sarsenbayev the organization and the holding of the VII Congress of the Leaders of World and Traditional Religions in Kazakhstan in 2022 and the arrival and participation of the high-level guests once again highlighted the Kazakhstan's respected position in the international community and great trust. He notes that the VII Congress received a large number of positive responses from international experts, political observers and aroused considerable interest in local and world mass [29,30] Experts claim that Kazakhstan, which has such an honor, is currently involved in solving world-class problems [29].

One of the organizations in Kazakhstan that aims to strengthen interethnic harmony, is the Assembly of the People of Kazakhstan. Assembly of the People of Kazakhstan was created on the initiative of the First President of Kazakhstan N.A. Nazarbayev in 1995. During its history, the Assembly has grown from a consultative and advisory body under the President of the Republic of Kazakhstan to a constitutional body with a solid legal basis and socio-political status.

The main purpose of the assembly is the preservation and development of peace and cooperation between peoples and ethnic groups within the country. Based on the assembly events and holidays dedicated to the culture and values of many ethnic groups living on the land of Kazakhstan in the regions and territories are organized. Despite numerous measures and projects undertaken over almost 30 years, in recent years, the activities of the Assembly were criticized both within society and among some public figures. Such sentiments were especially aggravated after the new president came to power and the "January events". According to these critics much attention is paid to the implementation of political decisions rather than establishing unity within the country, even there were those who insisted on the dissolution of the Assembly. According to them the commonwealth and brotherhood among the peoples of the Kazakh land is the success of the Kazakh people, and the Assembly does not influence it in anyway. In addition, it is noted that full-fledged work to prevent interethnic conflicts occurring in the country, is not carried out. However, despite many criticisms, we hope that the Assembly has managed to bring into the consciousness of society a strong ideology of peace in the multinational Kazakh land. The main findings in the development of cultural diplomacy in Kazakhstan are shown in Table 1 in SWOT- analysis.

Strengths	Weaknesses
Partially formally institutionalized Dialogue platform High assessment of activities of Kazakhstan in CD Active player in Central Asia High prestige of Kazakhstan Multinational ideology	Unstructured, there is no particular model Focused on worldwide interests Highly interconnected with international actors There is no common language in cooperation (Turksoy) Slow change of people's minds



Opportunities	Threats
Focus more on national interests Explore and develop modern tools of CD Develop fundamental and applied research in CD Develop strong cooperation among Turkic speaking states Explore the opportunities of using Latin alphabet in CD	Interethnic conflicts Impact of Russian factor World geopolitical influence

**Table 1.** SWOT- analysis of development of cultural diplomacy in Kazakhstan

**Conclusion.**

In conclusion, cultural diplomacy in Kazakhstan is very difficult to assess, even though it is reflected as a policy area. Kazakh cultural diplomacy is aimed at establishment of economic stability, security and peace in the Central Asian region and worldwide, solving or preventing cultural, religious, inter-ethnic and inter-confessional problems in establishing relations both internally and externally and strengthening integration and cooperation with brotherly states.

Practice of cultural diplomacy in Kazakhstan is developed by means and areas of education, language, religion, culture and ideology. Manifestation of cultural diplomacy in Kazakhstan is determined by the following actors such as international and national organizations, councils, congresses, constitutional bodies and other institutions. The practice of cultural diplomacy in Kazakhstan is being formally institutionalized by involvement in the multilateral cooperation and international organizations. Kazakhstan is known both as an initiator of some projects in cultural diplomacy and the part of other states initiatives itself. The most productive and highly assessed ways of practices of cultural diplomacy in Kazakhstan are educational projects,

cooperation with the Turkic speaking states, the transition to Latin, the Congress of Leaders of World and Traditional Religions and the Assembly of the People of Kazakhstan. Activities of cultural diplomacy held in Kazakhstan, in general, were highly appreciated by world experts. However, almost all of these forms of cultural diplomacy face various problems. As a result of the study, as an obstacle to the development of some kind of cultural diplomacy, one can unequivocally recognize the "Russian factor". And some which are developing within the country and hinder the development of cultural diplomacy (consciousness of society, political games, risk of interethnic conflicts).

It can be said that in the development of certain types of cultural diplomacy, there is also a lack of own internal experience of the Kazakh state. This shows that it is necessary to develop fundamental scientific and practical recommendations for the development of cultural diplomacy.

And at the same time it must be remembered that the role of cultural diplomacy in the international arena and within the country is enormous. Cultural diplomacy is the most efficient and easiest way, requiring the least resources of all diplomacy tools. However, Kazakhstan

can serve as an example for other countries in establishing cultural diplomacy. Kazakhstan being a dialogue platform for the whole world is using culture as a policy tool, pursues an equal policy within the framework of cultural diplomacy initiated by other states. Summarizing the results of the authors' research, it can be assessed that the development of cultural diplomacy in Kazakhstan is not unified and has an unstructured forms of development. Kazakhstan is exposed to the forces of external power of cultural diplomacy instead of internal self-power exposed to other states. And the nature of cultural diplomacy is different from those countries, where mainly national interests are pursued. Although we can see some sustainable trend in the development of some forms of cultural diplomacy developed mainly with the involvement of state actors.

Based on the findings of the study the authors recommend the further exploration of the development of modern tools of cultural diplomacy, usage of fundamental and applied research in cultural diplomacy in protecting and pursuing national interests and developing the foreign policy of state. One of the possible successful ways of the further development of cultural diplomacy can be seen in strong cooperation among Turkic speaking states through the development and support of Latin alphabet. Success in cultural diplomacy to Kazakhstan is actually predetermined having a high prestige in a world arena, being a dialogue platform and active player in Central Asia and worldwide. High assessment of activities of Kazakhstan in cultural diplomacy is also a great advantage in development of this part of foreign policy.

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