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THE "SILK ROAD" AS A FAVORABLE FACTOR FOR ARMENIAN-CHINESE JOINT VENTURE

Ancient „Silk Road“ started from China through Armenia to Europe. Armenia as a „bridge“ connected Asia and Europe. The new „Silk Road“ means „one belt one road“ which will be favorable for the Armenian-Chinese joint venture.

Keywords: „Silk Road“, one belt one road, joint venture

„Silk Road“ started in ancient China which was one way connecting Asia, Africa and Europe and ancient road commercial trade routes.

„Silk Road“ connecting China and the European hinterland with all commercial trade passages was formed between the second century BC and the 1st century AD. Until the 16th century it still retained the road which was the main one between East and West for economic, political and cultural exchanges.¹ The Han Dynasty sent Zhang Qian to form their basic roads. It was the starting point of the Western Han Dynasty Chang'an (the Eastern Han Dynasty Luoyang), the Hexi Corridor to Dunhuang. Starting from Dunhuang, the „Silk Road“ was divided into north and south. The North road from Dunhuang crossed the river, Edwards, Shule, Congling to Dawan. The West road was at Daqin.² Its first role was to transport the production of silk from ancient China.

¹ [四项文化遗产被新添入世界遗产名录](#) . 联合国教科文组织 [引用日期 2015-02-17] (Heritage has been inserted four new World Heritage List from UNESCO 2015-02-17)

² [中国记忆项目-丝绸之路](#) . 中国国家图书馆 [引用日期 2015-03-27] (Chinese Memory Project - Silk Road. National Library of China , date 2015-03-27)

Therefore, when the German geographer Ferdinand Freiherr von Richthofen first in the 1870s named it as the „Silk Road“, it was then widely accepted.

„Marine Silk Road “ was the ancient Chinese and foreign transportation of trade and cultural exchanges in the South China Sea as the center of the main road, so called „South China Sea Silk Road“. Maritime Silk Road was formed in the Qin and Han period, the development in the Three Kingdoms to the Sui Dynasty period of prosperity in the Tang and Song dynasties, changes in the Ming and Qing Dynasties. It is the oldest known sea route.

Armenia is an important stopover on the ancient Silk Road. According to scholars of Armenian Academy of Sciences, the first commercial contract between China and Armenia dates back to the 2nd century AD. After the 13th century, the industrious and talented Armenian immigrant community established churches and businesses in Guangzhou, Harbin and other places. Armenians were engaged with Chinese craftsmen, doctors, architects and other professionals along with the local people, inserting wisdom into the local economic and social development. In the anti-fascist war, more than 6,000 Armenia soldiers took part within the Soviet Red Army's battle in the northeast of China. They gave their lives for the liberation of the Chinese people. Armenia has been a crossroad of Europe and Asia thousands of years. It has been playing the role of a bridge connecting the two continents and a meeting place of western values. Armenia is a part of the Great Silk Road in history.

„One Belt One Road“ means new silk road economic belt (also referred to as the Belt and Road Initiative) (figure 1) which is a Chinese framework for organizing multinational economic development through two component plans, the land-based Silk Road Economic Belt (SREB) and oceangoing Maritime Silk Road (MSR).



Figure 1. New silk road „one belt and one road“³

³ ST GRAPHICS ADAPTED FROM REUTERS

Mr. Sargsyan, President of Armenia visited China on March 24–28, 2015. Same documents were signed during the visit, including a joint declaration about „Further development of friendly relations and cooperation between Armenia and China”.

The Chinese new silk road program was created by the joint economic zone- „one belt one road”. The economic zone of the Silk Road is the Chinese initiative, the Chinese president announced about it in 2013. There are more than 60 countries which have the desire to join the project including Armenia. „One belt one road” is the importance of the strategy. Silk Road of the 21st century maritime and the Silk Road mean one land and one sea to each other and meet the new era of China's domestic development and opening-up strategy, reflecting the large layout of China's diplomatic strategy. Silk Road to the west of the open economic zone is to further strengthen economic cooperation with Central Asia, This „one belt one road” will greatly expand the space to China's economic development strategy, providing strategic support for the sustained and stable development of China's economy, as well as to promote economic and social development along the country's huge development for China and the interested countries. It also connects other infrastructures such as oil, electric power, gas, transportation, etc. It is an idea for developing economic cooperation between China and other countries.

There is traditional friendship between China and Armenia. „One belt one road” policy provides broad opportunities for the cooperation between the two countries in the sphere of joint ventures.

Under the „one belt one road”, there will be benefits for JVs ⁴ between Armenia and China:

1. China and Armenia's diplomatic discourse system should be more clear as soon as possible. Under the new Silk Road construction, China and Armenia should try to show their confidence and complement their advantages and disadvantages. The joint venture can work in favorable conditions and avoid the disadvantages in cooperation.

2. „One belt and one road” should be a pragmatic economic cooperation for JVs. It should be a pragmatic economic cooperation in China and Armenia so that the resources, capital and technology as well as in other countries and the region become JVs new economic growth point.

3. It should expand cultural influence in Armenia and China. Most of the Armenians speak Russia. It is widely used in Central Asia. How to make the JVs easy to communicate with each other? The answer is the same language, culture and communication. China is ready to strengthen cultural transmission in Central Asia, including support for Central Asian students to study in China, supporting local Chinese teaching. so that they become messengers of cooperation and exchange.

4. To take part in network construction. „One belt one road” is crucial to establish a network-connected infrastructure, which is the construction of railways, highways and air routes. Such a network can be related with the normal operation of the entire economy. JVs in China and Armenia will have more chance for the establishment of the infrastructure network. „One belt one

⁴ JV means joint venture, the same as following in the article.

road” is a platform to create the new era of JVs gateway, so that the two counties, resources can work together and improve the cooperation in the future.

As the world economic integration and regional economic groupings to deepen the international business have become an unstoppable boom, Armenian-Chinese Joint Ventures have the challenges to face in the „one belt one road” economic zone. JVs use resources on a global scale, capital, technology, management skills, market linkages for the research and development of locally owned human resources, natural resources combining the advantages of market size to expand cross-border operations, which will certainly encounter unprecedented opportunities and challenges in the future.

So it is very important that Armenian-Chinese joint ventures act in the „one belt one road” new silk road economic zone. It will not only improve the relationship between China and Armenia, meanwhile it will enhance the cooperation in economy, technology and culture, but also it will offer more opportunities for investment and employment.

ՔԻԱՆԳ ՀՈՒԱՆԳ

ՀՊՏՀ միկրոէկոնոմիկայի և ձեռնարկատիրական գործունեության կազմակերպման ամբիոնի ասպիրանտ

«Մետաքսի ճանապարհը» որպես հայ-չինական համատեղ ձեռնարկատիրության բարենպաստ գործոն.– Անտիկ դարաշրջանի «Մետաքսի ճանապարհը» սկիզբ է առել Չինաստանից, հասել մինչև Հայաստան, այնուհետև՝ Եվրոպա: Նոր «Մետաքսի ճանապարհը» բնորոշվում է որպես «մեկ գոտի, մեկ ճանապարհ»: Հայաստանը կարևոր դերակատարություն ունի ինչպես այս, այնպես էլ հայ-չինական համատեղ ձեռնարկատիրական գործունեության զարգացման ասպարեզում:

Հիմնաբառեր. «Մետաքսի ճանապարհ», «մեկ գոտի, մեկ ճանապարհ», համատեղ ձեռնարկություն:

КИАНГ ХУАНГ

Аспирант кафедры “Микроэкономики и организации предпринимательской деятельности” АГЭУ

"Шелковый путь" как благоприятный фактор армяно-китайского совместного предпринимательства.– "Шелковый путь" античной эпохи возник в Китае, дойдя до Армении, а следом и до Европы. Новый "Шелковый путь" характеризуется как "один пояс, одна дорога". Армения играет важную роль как в этой, так и в сфере развития совместной армяно-китайской предпринимательской деятельности.

Ключевые слова: "Шелковый путь", "один пояс, одна дорога", совместное предприятие.