**Sino-Russian Economic Cooperation and Retail Competition Dynamics in East Asian Markets**

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Abstract: Anchored in energy, trade, and infrastructure, Sino-Russian economic cooperation is evolving toward high-tech integration, financial collaboration, and regional connectivity. Despite geopolitical pressures, both nations are advancing a resilient partnership through strategic alignment, such as expanding renewable energy projects and cross-border digital infrastructure.

As a global leader in light industry, China dominates in scale and supply chain integrity. However, in the Russian retail market, its products face structural challenges: Korean goods (e.g., Lotte snacks, Amore Pacific cosmetics) occupy dedicated shelves with strong cultural branding, while Chinese goods (3C accessories, hardware) remain fragmented in marginal zones such as the "Asian Food Section." This spatial disparity reflects divergent trade strategies—South Korea leverages cultural exports for premium pricing, Japan focuses on niche markets, and China’s cost advantages lack cohesive brand narratives.

Critical questions emerge: How do Chinese price-driven goods reshape Russia’s import hierarchy? Which country’s daily necessities dominate consumer preferences? Why do Korean shelves symbolize cultural resonance, while Chinese products struggle for visibility? These issues underscore the necessity of analyzing micro-level retail dynamics, beyond macro-focused studies on energy (e.g., [1]) or technology investments.

Existing literature primarily focuses on Sino-Russian energy cooperation (e.g., [1]) and Japanese-South Korean technological investments (e.g., [2]), with limited attention to micro-level competition in consumer goods. Chinese scholars emphasize trade facilitation under the "Belt and Road" initiative (e.g., [3]), while South Korean research highlights the role of the "Korean Wave (K-culture)" in market penetration (e.g., [5]). However, systematic comparisons of strategies across China, Japan, and South Korea are lacking. This study integrates retail terminal observations with trade data to reveal the dual "economic-cultural" logic of East Asian goods competition in the Russian market.

Keywords:

Sino-Russian cooperation; retail competition; brand strategy; cultural exports; supply chain

**Reference**

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