

**RUSSIAN AND CHINESE SUB-NATIONAL GOVERNMENTS' TRADE AND INVESTMENT PROMOTION**

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**ABSTRACT**

This article analyzes the situation of contemporary international economic activity in the two important emerging countries: Russia and China. Its key argument is that the involvement of non-central governments in international business is in fact an important feature of global economy, even though this involvement shows different levels of engagement and of institutionalization. Some of these subnational regions face challenges when they try to keep relations abroad, mainly in countries where international trade and investment promotion's benefits are not a unanimous idea or a well spread knowledge. The article is divided into two parts. First, it's performed an overview on the international business of Russian state governments and Chinese provinces. Second, it highlights the similarities and differences between the international business activities of the subnational governments (SNGs) aforementioned.

Keywords: