

## **Russia: Getting Africa Closer With Russkiy Mir**

**By Kester Kenn Klomegah**

**MOSCOW, Sept 21, 2011 (Business Africa)** – During his presidency, Vladimir Putin thought of rebranding the image of Russia abroad through culture and established "Russkiy Mir" as an instrument to implement the cultural policy. Experts believe that cultural development plays an important role in strengthening foreign relations, helps significantly to form the image of the country abroad. Thus, strengthening the cultural influence of Russia in different parts of the world is a top priority for the further evolution of a modern and multi-polar world order.

Russia's interests on the international stage through cultural society has been on the agenda for "Russkiy Mir" since its establishment, says Vadim T. Kirsanov, African Affairs Advisor at the Regional Projects Department of Russkiy Mir Foundation in an exclusive interview with Kester Kenn Klomegah in Moscow.

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