

over 40 years old. The majority are women – 68%. Most contracts were signed in the Minsk region – 36% [5].

In conclusion it should be stated that the programme of additional pension insurance is aimed at improving the wellbeing of pensioners. The popularity of the programme directly depends on the reduction of limiting factors. In the case of economic growth, the level of salaries will increase, inflation will decrease, and, consequently, confidence in the state will strengthen. Accordingly, interest in the programme of additional cumulative pension insurance will grow.

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MUSIC INDUSTRY WITHIN THE FRAMEWORK OF INTERNATIONAL ECONOMIC RELATIONS OF THE REPUBLIC OF BELARUS

The purpose of this work is to study the contribution of the music industry to the economy of the Republic of Belarus, as well as to assess the possibility of using music

projects within the framework of international cultural programs to stimulate the development of economic relations between Belarus and other countries.

The music industry makes a significant contribution to the country's economy and has the potential for further growth and development. Belarusian musicians, performers, composers, sound engineers, producers and other music industry professionals create musical products that are in demand not only within the country, but also abroad.

In addition, the music industry is an important tool for promoting Belarusian culture and creating a positive image of the Republic of Belarus abroad. Music projects, concerts, festivals and other events can attract the attention and interest of cultural figures, businessmen, tourists and other representatives of the international community, which can stimulate economic growth and development of the country as a whole.

The export of musical products, including recordings, concerts, festivals and other events, can become an important source of income for musicians and companies working in this field [2].

Music exports can also contribute to an increase in the number of tourists visiting the country, which can increase tourism revenues and attract more investment. In addition, the export of musical products can increase the popularity of Belarus in the international arena and improve its reputation in cultural and economic terms [1].

In order to realize the potential of exporting music products, it is necessary to develop effective promotion and marketing strategies, as well as improve the quality of music recordings and the organization of concerts and festivals. In addition, it is necessary to create conditions for attracting foreign investors and partners for cooperation with Belarusian musicians and companies in this area.

In order for the music industry in the Republic of Belarus to reach new heights, it is necessary to improve the infrastructure that provides musicians with access to high-quality equipment and recording studios. It is also necessary to develop technologies that can help musicians create and promote their music, such as software for recording and mixing music, social networks and music platforms.

In addition, it is also necessary to invest in talented musicians, providing them with access to professional educational programs and master classes, as well as providing financial support for creating new music and organizing concerts [2].

Cooperating with foreign companies helps Belarusian musicians reach new audiences, access new technologies, and resources. Adapting to foreign markets' cultural and linguistic features is crucial for success. Partnership exchanges can improve industry knowledge and stimulate its growth. The government's financial programs and specialized centers can support infrastructure and creative potential. Legislative amendments can improve intellectual property rights, licensing, and government subsidies, creating a stable environment for music industry investment.

Digital technology and the Internet have changed the way music is distributed and consumed. Currently, music consumers are increasingly using digital platforms to search, purchase and consume music. This opens up new opportunities for musicians and music companies to promote their music and reach a wide audience [3].

In the Republic of Belarus there are some problems with the availability of digital platforms for the sale and consumption of music, but they can be solved. For example,

music companies can enter into deals with international digital platforms to distribute their music internationally. Musicians can also use social media and online platforms to promote their music.

Music festivals and concert venues are one of the most important aspects of the development of the music industry, which contributes to its importance and attracts more attention from people who can become potential consumers of music products.

Music is an important component of culture, and the development of the music industry can become a powerful tool for attracting the attention of the international community to the culture and art of the Republic of Belarus. For example, the organization of music festivals and concerts can attract foreign tourists, which in turn will create new opportunities for tourism development and strengthening ties with other countries [3].

In addition, strengthening cultural ties can contribute to the development of economic relations between countries. The development of the music industry can become a bridge for cooperation between Belarusian and foreign musicians, producers and companies. Such contacts and partnerships can become a starting point for the development of other spheres of economic activity, which in turn can enhance the country's image in the international arena.

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THE DIRECTIONS OF SMALL BUSINESS IN THE REPUBLIC OF BELARUS IN COMPARISON WITH THE ECONOMY OF POLAND AND RUSSIA

World economic experience shows that a market economy cannot develop normally without an optimal combination of large, medium and small businesses. In