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**ASSESSMENT OF THE POTENTIAL FOR FOREIGN TRADE
COOPERATION OF NEW BRICS COUNTRIES (2023)**

**Оценка потенциала внешнеторгового сотрудничества
новых стран БРИКС (2023 г.)**

As a result of the Johannesburg Summit, six new countries were admitted to the BRICS. Egypt, Ethiopia, Iran, Saudi Arabia, the UAE, Argentina are expected to become full members of the association as of January 1, 2024. The purpose of the work – on the basis of the comparison of indicators of socio-economic development of new BRICS countries to assess the potential of foreign trade cooperation of the organization.

Saudi Arabia and the UAE, located in south-west Asia, have access to the Red Sea, the Persian Gulf and the Indian Ocean. The BRICS countries will control the Strait of Hormuz, not to mention the Suez Canal, which supplies oil to Western Europe. Argentina is the largest country, followed by Saudi Arabia, Iran, Egypt and the UAE. A country as vast as Argentina, the eighth largest in the world and with large reserves of untapped shale gas, will be the pillar of the organization in South America. Ethiopia, apart from having the fastest-growing economy in Africa, has great potential for agricultural development.

Arabic is the official language of almost all countries except Ethiopia (Amharic) and Iran (Persian). The greatest influence of the Arabic language is found in Egypt and Saudi Arabia. Most of the region's population is Muslim, with significant Christian influence in Argentina and Ethiopia.

Ethiopia has the largest population of 123,380,000 followed by Egypt, Argentina, Saudi Arabia and the UAE. In terms of life expectancy among men, the United Arab Emirates is the leading country (77 years), as is the longevity of women (81 years). Ethiopia has the lowest life expectancy: 62 years for men and 68 years for women. But the birth rate is highest in Ethiopia. The mortality rate is higher in Argentina – 8.96 , with 1.87 in the UAE. Iran has the highest cost of living. Iran also has the highest unemployment rate. The highest average income in the UAE is \$48,950. All new BRICS countries have low migration rates, only Iran has 0.32.

Saudi Arabia and Argentina have the highest GDP per 1,000 inhabitants. While Saudi Arabia's GDP per 1,000 inhabitants is \$30.44 million, Ethiopia's is only \$1.03 million. But even lower are Egypt and Iran. Ethiopia has the lowest share of exports per 1,000 inhabitants, at 0.08 million, while the UAE has \$32.68 million. In terms of

the length of ordinary roads per 1,000 inhabitants, Saudi Arabia is significantly ahead of other new BRICS countries, and the UAE is in last place – 0.43 km per 1,000 inhabitants. In terms of railway length, Argentina leads – 0.15 km per 100 inhabitants. But by the number of airports, as expected, the dominance belongs to Argentina – 47. Iran is in second place (43 airports), indicating the openness of the country's economy.

Ethiopia has the lowest energy consumption among the countries analysed. Ethiopia is predominantly energy importing per 1,000 inhabitants, making it dependent on its neighbours. Egypt is more independent in this regard [1].

Thus, the potential for foreign trade cooperation of the new BRICS countries is determined by the level of socio-economic development achieved by each country. The achievement of sustainable macroeconomic development objectives will not only strengthen forms of cooperation among major States, but will also contribute to the expansion of BRICS.

Reference

1. Country comparison: Argentina, Egypt, Ethiopia, Iran, United Arab Emirates, Saudi Arabia, South Africa [Electronic resource] // Worlddata.info. – Mode of access: <https://www.worlddata.info/country-comparison.php>. – Date of access 22.10.2023.

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THE INFLUENCE OF REPUTATION ON THE DEVELOPMENT OF A COMPANY

Влияние репутации на развитие компании

The aims of the report are to identify the role of reputation in the company's development and factors that contribute to the formation and maintenance of a positive image, to identify modern trends that can affect the reputation of a company, and to define strategies and methods, that can help companies manage their reputation in today's world.

Reputation is an interested person's opinion about a product, company or brand. It is closely related to all elements of successful business development: its competitiveness, attractiveness to potential investors and partners, demand among consumers, and so on. A positive reputation can attract new customers, increase the