

momentum. The means of production at enterprises are being updated, new jobs are being created, and the search for sales markets in Africa and Latin America continues. Not only did sanctions fail to destroy the economy, they strengthened it. Moreover, if the sanction pressure of western countries continues, the Republic of Belarus will resist it using the system of retaliatory measures (counter-sanctions), and bypass (parallel import).

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#### **SANCTIONS AGAINST BELARUSIAN POTASH INDUSTRY AND PROPOSED ROLE OF PAKISTAN'S BALOCHISTAN AS A BELARUSIAN POTASH HUB**

The purpose of this research paper is to develop a proposed potash hub facility to enhance the global food security and achieve the United nation's sustainable development goals and jointly improve the economic security of Belarus and Pakistan.

Sanctions affect the global business trends and its reflections on Belarusian economic security are disturbing. Sanctions are called double edged sword because it hurts the economies of the nations who imposed sanctions and the sanctioned country. In addition, multiple nations of the world are also affected from European Union (EU) sanctions against landlocked Belarus and banned the use of the Lithuanian port of Klaipėda which exported 90% of Belarusian goods including potash fertilizers. Ban on the use of European Union and Lithuanian soils create an obstacle for the supply chain routes of Belarusian potash fertilizers. The United States of America, United Kingdom, Canada and European Union sanctioned the state owned potash company named Belarusian Potash Company. As a result, the right to adequate food and global food security is declined [1]. In addition, prices of potash fertilizers are increased and it leads the path to increase the food prices.

Potash reserves of Belarus are 22.73% in global share, and it ranks second in the world [2]. Third biggest potash producer is Belarus after Canada and Russia in the world but sanctions affect Belarus potash supplies [3]. Belarusian potash deposits are in three potash fields: (i) Starobinskoye, (ii) Davydovskoye, (iii) Mozyrskoye.

Pakistan is the fifth most populous country in the world. Pakistan's potash fertilizers consumption is increasing. Pakistan imported 34 million United States dollars of potash fertilizers in 2019 [4].

There are a number of applications of potash but it is 95% used in agriculture. Other applications of potash include pharmaceuticals, explosives, animal feed, water softening, glassmaking, food production, ceramics, water conditioners etc.

Kech district (old name Turbat District) of Pakistan's Balochistan is the good economic location to construct the large handling and storage facility of potash for the Belarus government by applying the business model of build, own, operate (BOO). The proposed facility will be the "Potash hub" of Belarus in Pakistan's Balochistan, and it is aligned with the vision of Belarusian President Aleksandr Lukashenko to find new markets. Belarus requires less road/ railway transportation time and an easy route to transport the potash fertilizer to its potash hub in Pakistan's Balochistan. Already operational road / railway transportation corridors of the Russian Federation, Republic of Azerbaijan, Iran and Pakistan can be used. Belarus potash entrepreneurs can use the already operational Balochistan's Gwadar Port (GPS coordinates 25.1105°N 62.3396°E) located on Arabian Sea and it is near to Kech district.

Local labour and technical people need to recruit from Kech and Gwadar because they are hard worker, low paid and hospitable to foreigners. Key management and professionals for the potash hub facility needs to recruit from Belarus.

#### **Why does Belarus need to erect a "Potash hub" in Pakistan's Balochistan?**

(i) Potash hub facility will make speedy potash fertilizer deliveries to the South Asian Association for Regional Cooperation (SAARC) countries and other Asian nations. Population of the European Union is 448 million. South Asian Association for Regional Cooperation (SAARC) has 1.93 billion people. SAARC is a much bigger potash market as compared to the European Union.

(ii) Potash hub facility will make quick road transportation potash deliveries to China through China-Pakistan Economic Corridor (CPEC).

(iii) Potash hub facility in Pakistan's Balochistan will make speedy access to the markets of African countries where Belarusian potash share is decreased from 41.7% to 2.8% in 2022 [5].

(iv) Potash hub facility will make speedy access to the markets of South American countries.

(v) Shipment routes, shipping time and shipment cost will be significantly declined from the potash hub facility to multiple countries of the globe.

(vi) Potash hub facility will contribute to the global food security and economic security of Belarus, Pakistan and other nations of the world.

(vii) Potash hub facility will significantly contribute the united nation's sustainable development goal No.1 (no poverty), SDG No.2 (Zero hunger) and SDG No.3 (Good health and well-being).

Conclusion is that natural resource sharing of Belarus potash sharing and trade in the area of potash will not only benefit the economies of Belarus and Pakistan but multiple other nations of the world.

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## KOSHER PRODUCTS MARKET IN THE REPUBLIC OF BELARUS

People are becoming more health conscious in today's world. As a result, there is an increasing demand for wholesome and allergen-free food products, which is thought to be the primary factor driving the growth of kosher food products. Furthermore, rising demand for high-quality natural food products that also provide a gluten-free diet is expected to drive demand for kosher foods market growth. The growing tendency for ethically produced and locally sourced ingredients is a key trend driving kosher food demand [1].

The purpose of our research is to analyze the state of the Belarusian market of kosher products and the demand for them. In addition, we will consider the specifics of the kosher products market in the Republic of Belarus, as well as analyze the opportunities for its further development.

Specialists classify the world market of kosher products into four categories depending on the types of products: kosher pareve, kosher meat, kosher dairy products, others.

Kosher is emerging as a new food industry trend that is not limited to the Jewish community but has been accepted by consumers of all religious communities. The number of potential consumers is large and therefore the kosher market is a perspective