

The nature of Belarus has great potential for tourism. The country has many picturesque places, beautiful natural landscapes and nature reserves that attract tourists. Lakes, rivers and forests of Belarus create favourable conditions for eco-tourism, hiking and cycling, hunting, fishing and other types of outdoor activities. The advantages for this type of business are easy attraction of investments, absence of language barriers and doing business within one country, which simplifies juridical aspects.

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## **COUNTERACTION OF THE REPUBLIC OF BELARUS TO THE SANCTIONS PRESSURE OF WESTERN COUNTRIES**

Like any other country, the Republic of Belarus considers sanctions policy a negative phenomenon that interferes with the free development of the economy and violates international law. However, sanctions are not only damage, but also an opportunity to strengthen cooperation with allies. More coordinated activities of the Union State, the EAEU, and the CIS will help deepen cooperation and neutralize the risks of oversaturation of similar products and tougher competition in the domestic market.

The purpose of this paper is to study and analyze the effectiveness of the counteraction of Belarus to the sanctions pressure.

To overcome the consequences of sanctions, the Republic of Belarus is taking a number of measures. Among them [1]:

– Development of economic relations with other countries within the framework of the Eurasian Economic Union, the CIS, the Union State of Belarus and Russia, as well

as other international organizations (SCO, BRICS). The Republic of Belarus actively cooperates with China, Turkey, India, Iran, the United Arab Emirates and other countries that have not joined Western sanctions.

- Advancement and implementation of measures to strengthen the economic security of the country, including the development of domestic production, increasing exports, supporting small and medium-sized businesses.

- Introduction of measures to reduce dependence on imports, in particular, the development of the agricultural sector, expanding the share of domestic producers in the market, and reducing energy imports.

- Search for new markets for products, such as active promotion of goods at international exhibitions, negotiations with partners.

- Development of the country's financial system, increasing the share of domestic resources in financing the economy.

- Ensuring national security, among others, measures to strengthen defense capabilities and reduce the vulnerability of cyber-attacks.

- Interaction with countries that have imposed sanctions on the possibility of their gradual lifting, taking into account the resolution of the conflict.

One of the measures that the Republic of Belarus is taking to combat sanctions is the development of international tourism. This industry is an important source of income for the country's economy and allows it to attract investment and develop regional economic interaction. The Republic of Belarus actively promotes its tourism potential at the international level, participates in international tourism exhibitions and holds events to attract tourists.

The Republic of Belarus is developing the IT sector and high-tech sectors of the economy. This allows us to increase the share of high-tech enterprises in the country's economy and increase the export of high-tech products.

One more measure to combat sanctions is to search for friendly states and new partners. The Republic of Belarus is actively developing diplomatic and economic relations with other countries that do not impose sanctions against the Republic of Belarus, such as China, the Russian Federation, India, Iran, Zimbabwe, Nigeria, Kenya, South Africa, and Egypt. This allows the Republic of Belarus to expand the geography of its economic ties and reduce dependence on certain groups of countries.

Another anti-sanction measure is the creation of conditions for attracting investment. To achieve this aim, the country's government has simplified the business registration procedure, reduced tax rates on certain types of businesses, and continues to develop free economic activity zones. In addition, the Republic of Belarus continues improving infrastructure, which allows increasing interest from foreign investors.

An important measure to combat sanctions has been the development of local production and import substitution with domestic ones. This allows the country to improve the trade balance and increase the export of domestic products to other markets. As part of this strategy, the government of the Republic of Belarus supports the development of small and medium-sized businesses and local producers who can substitute imported goods with domestic ones.

Thus, we can conclude that the Republic of Belarus was able to adapt its economy under the conditions of sanctions and this process has not stopped, it is only gaining

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.