

COMPETITIVE ADVANTAGES OF THE REPUBLIC OF BELARUS

A country's competitive advantage is a country's ability to demonstrate and maintain its competitiveness on the world stage by providing unique and significant factors that encourage investment, trade and economic development.

The country's competitiveness at the international level has become one of the central concerns of governments and industry in each country.

The purpose of this paper is to determine the competitive advantages of the Republic of Belarus on the world stage.

Key factors contributing to the formation and strengthening of a country's competitive advantage may include:

1. Innovation and research: The development of new technologies, highly qualified personnel, innovative production methods and other innovations that give the country a competitive advantage in the global economy.
2. Quality and accessibility of education: An educated and skilled workforce contributes to increased productivity and innovative development, which ensures the competitive advantages of the country.
3. Infrastructure and technology level: Well-developed transport and communication infrastructure, access to advanced technologies, and a high level of digitalization play an important role in shaping competitive advantage.
4. Efficiency of public administration: High-quality management, transparency, and low level of corruption contribute to strengthening the country's competitive advantages.
5. Trade and economic relations: Active participation in international trade, flexible market policy, and investment promotion contribute to the formation of a competitive advantage of the mill on the world stage.

It is also important to keep in mind that the nature of competitiveness varies from country to country. No country can or will be competitive in all or even most sectors of the economy [1].

The key competitive advantages of the Republic of Belarus on the world stage are as follows:

The first and main advantage is a high-quality workforce. Belarus offers qualified specialists in various fields. This advantage manifests itself in several aspects. The first aspect is education. Higher education institutions in Belarus offer a wide range of specialties and programs, providing a high level of training for specialists. At the moment, Belarusian universities provide education in 3D- technologies, robotics, IT medicine, biometrical engineering, etc. The second aspect is adaptability and flexibility. The Belarusian workforce is often characterized by adaptability and flexibility. The flexibility of specialists from Belarus is manifested in their ability to respond effectively to various challenges and tasks, as well as in their readiness for changes in the work process. Specialists can quickly adapt to new conditions and technologies, which allows them to effectively respond to changes in the market. The third aspect is that workers in Belarus

are often characterized by high motivation and dedication to their work. The fourth aspect is the knowledge of foreign languages. Belarus took the 33rd place, which corresponds to the Moderate proficiency level, in the ranking of countries in terms of English proficiency, according to the EF English Proficiency Index (EPI) rating for 2023. This facilitates communication and cooperation with foreign partners [2]. However, in order to maintain these advantages, it is necessary to ensure the continuous development of the education and training system, as well as maintain high standards of work quality and employee motivation.

The second advantage is the development of scientific, technical, innovative activities. In recent years, Belarus has been actively developing information technologies and software, which can become the basis for competitive advantages in the IT field on the world stage. So, for example, in 2024, the republican budget provides 633.1 million rubles for financing scientific, scientific, technical, and innovative activities [3].

The third advantage is the geographical location. Belarus is located at the intersection of important transport routes between Europe and Asia, which contributes to the development of transit and logistics services. To develop this and other advantages, the Belarusian-Chinese Industrial Park "Great Stone" was created, which offers various benefits (tax, customs, etc.) [4].

The fourth advantage is industry: Belarus has a developed production of agricultural and industrial products, including tractors, agricultural machinery, and chemical products. These industries can provide competitive advantages in the global market.

Focusing on the development and increasing the effectiveness of these competitive advantages can further strengthen Belarus' position on the world stage and ensure sustainable economic growth. However, for further development and successful competition at the global level, it is necessary to pay attention to such aspects as innovation, improving the business climate, infrastructure development, support for foreign investment and cooperation with international partners. Only under the condition of continuous improvement and adaptation of development strategies Belarus will be able to confidently continue to participate in the global economy.

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