

nation states and local solutions due to the uneven distribution of the benefits of global trade and the priority of national security. Regional integration, in contrast, is evolving as a response to global change, promoting economic co-operation and stability. Successful integration requires effective cost recovery mechanisms, unification of economic and social policies, and realistic goals.

The importance of the conclusions for the Republic of Belarus is due to their relevance in modern international trade. The results of this study allow us not only to check the literacy of our country's foreign trade strategy, but also points to promising areas for the development of foreign trade relations within the framework of integration associations in which Belarus participates.

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PROMOTION IN CHINA (USING FAMOUS SPORTS TEAMS AS AN EXAMPLE)

Продвижение в Китае (на примере известных спортивных команд)

Chinese companies increasingly pay attention to international sports marketing strategies and enhance the international visibility and influence of their brands by sponsoring major international events. At the same time, Chinese companies gradually focus on applying localization strategies in sports marketing overseas and formulate corresponding marketing strategies and promotion plans based on the cultural characteristics and market needs of different countries and regions.

Online media provide a broad platform for promoting sports teams. Some online sports magazines, e-books, etc. introduce the history, achievements, culture and other aspects of sports teams through detailed reports and analysis, so as to help readers better understand sports teams. For example, some sports media websites publish special reports

and exclusive interviews about sports teams. Such content can not only attract the attention of sports fans, but also build a good image of the sports team.

TV programs are one of the important channels for promoting sports teams. Professional sports TV channels such as CCTV Sports Channel will broadcast various sports events, sports news, special sports programs, etc., providing sports teams with extensive coverage. For example, programs such as «Sports World», «Sports News» and «Basketball Park» will cover and analyze domestic and foreign sports events and sports teams, attracting a large number of viewers. In addition, some sports variety shows are gradually emerging, such as «It!», «Slam». Dunk, «Supernova Games» and others.

Different sports teams have their own special promotion tools. For example, among the most private platforms for advertising the Chinese men's national football team, it is necessary to highlight stadiums (for football matches, they are one of the most frequently advertised places for showing the Chinese men's national football team); TV broadcasts (this has a wide coverage and high ratings), online media.

For the Chinese women's volleyball team, the characteristic advertising means are competition uniforms; training base; charity activities. The advertising methods of the China National Table Tennis Team are different from the two sports teams described above. The distinctive marketing tools for this team are: Table tennis equipment; event promotion on event posters, tickets, brochures; Personal image of athletes.

The effectiveness of advertising activities is confirmed by statistics. Thus, the popularity of the teams has grown significantly recently, mainly in the following aspects: the number of fans has increased significantly (among the athletes of the Chinese national team, 377 athletes opened Weibo accounts with an occupancy rate of 93.1 % and a total of 230 million fans. During the Olympic Games, the total number of fans increased by 83.32 million. The number of fans is 71.28 million); personal influence of athletes (winning some key competitions led to a sharp increase in the number of fans of athletes, up to almost 15 million); popularity and discussion of topics; increasing the commercial value of athletes.

The promotion of sports teams in China currently shows a diversified trend. The development of intellectual property independence, digital marketing, industry integration, parent-child sports, and the support of overseas sports stars and brands have brought new opportunities and challenges to the promotion of sports teams. Mass media such as online publications and TV programs play an important role in the promotion of sports teams, providing a broad platform for the publicity and promotion of sports teams. At the same time, different sports teams also have their own characteristics and advantages in advertising promotion, and they need to choose appropriate advertising channels and methods according to their own circumstances. In the future, China Sports Team Promotion will continue to innovate, develop, and make greater contributions to the prosperity of China's sports industry.