

INNOVATIVE DEVELOPMENT OF ZASLAVL

Инновационное развитие г. Заславль

Innovations play a key role in the modern world, as they contribute to the development of the economy, science and technology. Innovations can transform society by improving people's quality of life, developing new industries and improving production processes [1].

The aim of the article is to define the role of Zaslavl as the satellite city of Minsk in the innovative development of the Republic of Belarus.

Innovative development in the regions plays a key role in overall economic progress. The regional level is important for innovation, especially in countries that are in the process of deep transformation of their economic, social, political and technological structures.

Zaslavl is one of the oldest cities in Belarus. In 2025, the city will celebrate its 1040th anniversary. Currently, enterprises of the food, printing, woodworking, building materials, chemical and other industries operate in the city. Convenient logistics and proximity to Minsk attract many investors to Zaslavl. About 70 enterprises are opened and 600 individual entrepreneurs work there. It produces furniture, elite cheeses, building mixes, knitwear, haberdashery, polymer materials and other products in demand both in the country and abroad. Therefore, some local residents go to work in the capital, but at the same time residents from other localities, including Minsk and Smolevichi, come to work in Zaslavl every day.

In September 2023, the plan «General Plan of the satellite city of Minsk – Zaslavl» was adopted. The new general plan of the city will allow to give a round to the socio-economic development of Zaslavl and transform its territories. By 2035, the satellite of the capital will become an even more comfortable, economically competitive and modern city with a high standard of living. The master plan for development involves several aspects. The first is an increase in the population. The increase will almost double due to the development of the housing stock. The second is to increase the number of jobs. Today, most of the residents of Zaslavl work in Minsk. Since the population will double, more jobs will naturally appear in Zaslavl. With all that, labor «migration» from Zaslavl to Minsk will continue. This is due to the small distance between the cities [2].

One of the largest enterprises in Zaslavl is Henkel Bautechnik LLC. He represents the Henkel Group's construction chemicals division in Belarus. This company produces products under the brand name «Ceresit». The company's innovative developments include the following products and technologies: highly elastic tile adhesive Ceresit

CM 16 PRO C2TE S1, Double Dry technology, which allows to keep the facade of the building dry and clean. One of the company's interesting technologies is Fibre Force. The technology is based on the use of microfibers, which provide greater strength and elasticity to the building structure [3].

Zaslavl is a progressive satellite city of Minsk. Its development is one of the priorities of the internal policy of the Republic of Belarus. The planning of the infrastructure of Zaslavl is accompanied by the active introduction of innovations, which will bring the city to a new level.

References

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IS THE SOUTHERN URALS A TOURIST REGION?

Является ли Южный Урал туристическим регионом?

The Southern Urals is a region of Russia, located at the foot of the Ural Mountains, between the East European and West Siberian plains. It includes Chelyabinsk oblast and Orenburg oblast, as well as the Republic of Bashkortostan. Here, on the border of Europe and Asia, Russia's powerful industrial potential is concentrated. Although the Southern Urals is not only an industrial region. The objective of the article is to prove that this is also a region with significant tourist potential.

There are more than 3,170 lakes located here, turning the region into a paradise for water lovers where you can enjoy boating and yachting, fishing, diving or going on exciting rafting trips along mountain rivers. Winter sports enthusiasts will also find plenty of recreational opportunities here. The Southern Urals ranks second in Russia in terms of the number of ski resorts. There are 15 modern ski centers in Chelyabinsk oblast, offering trails of varying difficulty and more than 5,000 sports facilities.