

## СЕКЦИЯ 2

### КИТАЙСКИЙ И БЕЛОРУССКИЙ ОПЫТ ЦИФРОВИЗАЦИИ ЭКОНОМИКИ

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### DIGITALIZATION OF MARKETING IN BELARUS AND CHINA: STATUS, PROBLEMS AND DEVELOPMENT PERSPECTIVES

**Abstract.** *The article analyzes the development of Belarusian-Chinese cooperation in the fields of manufacturing and high technologies, focusing on the “Great Stone” Industrial Park. It examines key projects, discusses the tax and customs benefits provided to residents, as well as joint scientific research initiatives and educational exchanges.*

**Keywords:** *China, Belarus, cooperation, business processes, investments, technological progress, high technologies, industrial park, innovation, artificial intelligence.*

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### ЦИФРОВИЗАЦИЯ МАРКЕТИНГА В БЕЛАРУСИ И КИТАЕ: СОСТОЯНИЕ, ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ

**Аннотация.** *В статье анализируется развитие белорусско-китайского сотрудничества в сфере производства и высоких технологий с акцентом на индустриальный парк «Великий камень», рассматриваются*

*ключевые проекты, обсуждаются предоставляемые резидентам налоговые и таможенные льготы, а также совместные научно-исследовательские инициативы и образовательные обмены.*

**Ключевые слова:** *Китай, Беларусь, кооперация, бизнес-процессы, инвестиции, технологический прогресс, высокие технологии, индустриальный парк, инновация, искусственный интеллект.*

Belarusian-Chinese cooperation in the fields of manufacturing and high technologies has been demonstrating significant progress, grounded in a strategic partnership and mutual interests of both nations. Since the establishment of diplomatic relations in 1992, interactions in scientific, technical, and industrial sectors have been substantially strengthened, as evidenced by the implementation of major joint projects and initiatives.

One of the most prominent projects symbolizing this collaboration is the Great Stone Industrial Park. Located 25 kilometers from Minsk, the park spans an area of 112.5 square kilometers and operates as a special economic zone offering unique business conditions. Its strategic location provides easy access to international transport routes, including the M1/E30 highway, Minsk National Airport, and railway networks, making it attractive to investors targeting European and Asian markets.

The concept of the Great Stone envisions the creation of a modern eco-city that integrates industrial, residential, and public zones with developed infrastructure. A significant emphasis is placed on environmental considerations: a substantial portion of the park's territory is designated for green spaces, and all enterprises are required to adhere to strict environmental standards, excluding polluting industries. This approach underscores a commitment to harmoniously balancing industrial development with environmental preservation.

Since its inception in 2015, the Great Stone has attracted a considerable number of residents. As of December 2024, the park hosts 140 companies from 15 countries, including major Chinese corporations such as Huawei and ZTE. The total declared investment exceeds 1.51 billion USA, with plans to create over 15,500 jobs. These figures reflect the high level of international business confidence in the park's potential and opportunities.

Residents of the Great Stone enjoy several substantial benefits. For the first ten years, they are exempt from profit tax, and in subsequent years, the tax rate is reduced by 50 % of the current rate. Additionally, companies are exempt from property and land taxes until 2062. Other incentives include exemption from customs duties and VAT on imported equipment for investment projects, as well as the option to lease land plots for up to 99 years or acquire them into

private ownership. These conditions foster a favorable environment for the development of high-tech and innovative productions.

Among the implemented projects within the park, the joint venture “MAZ-Weichai” holds a special place, focusing on the production of internal combustion engines meeting Euro-5 and Euro-6 standards for heavy vehicles. This project not only bolsters Belarus’s industrial capacity but also facilitates the transfer of advanced technologies and the creation of new jobs. Another significant initiative is the logistics sub-park developed by China Merchants Group, the world’s largest port and vessel operator. This logistics hub includes the construction of warehouses, a business center, and an exhibition complex, significantly enhancing the park’s infrastructure and increasing its appeal for international trade.

A crucial aspect of Belarusian-Chinese cooperation is joint scientific research activities. In August 2024, Belarus and China approved a plan of events for the Years of Cooperation in Science, Technology, and Innovation for 2024–2025. This plan encompasses 89 events aimed at developing joint scientific and technical projects in areas such as information and communication technologies, biotechnology, mechanical engineering, and new materials. The implementation of these projects involves 140 organizations, including leading research centers and technological corporations from both countries. Such extensive collaboration promotes active exchange of knowledge, technologies, and strengthens the scientific potential of both nations.

Cooperation between Belarus and China in the field of artificial intelligence (AI) is actively developing, reflecting the strategic partnership and mutual interests of both countries. This collaboration is underpinned by signed agreements and memoranda aimed at strengthening cooperation in information and communication technologies (ICT) and AI.

In August 2024, during the visit of the Premier of the State Council of the People’s Republic of China, Li Qiang, to Belarus, a Memorandum of Understanding on strategic cooperation in the field of ICT was signed between the Ministry of Communications and Informatization of the Republic of Belarus and the Ministry of Industry and Information Technology of the PRC. This document provides for promoting cooperation in digital transformation, cloud technologies, artificial intelligence, digital medicine, and ICT personnel training. Joint efforts are planned for the development of smart cities, the creation of high-tech industries, and the establishment of a Chinese-Belarusian ICT cooperation platform.

Earlier, in September 2022, the leaders of Belarus and China adopted a joint declaration elevating their relations to the level of an all-weather and comprehensive strategic partnership. This agreement underscores the

commitment of both nations to deepen cooperation in various fields, including ICT and AI.

In August 2024, during the official visit of Chinese Premier Li Qiang to Belarus, a protocol was signed approving a list of 20 joint scientific and technical projects for 2024–2026. Among these, significant attention is given to biotechnology and medicine. These projects aim to develop innovative solutions in agriculture, healthcare, and environmental protection. The implementation of these initiatives facilitates active exchange of knowledge and technologies between the scientific communities of both nations.

A key example of this collaboration is the establishment of the China-Belarus Joint Laboratory for Microbiological Technology Research in November 2024, located in Jinan, Shandong Province. This facility, jointly founded by the Pesticide Research Institute of the Shandong Academy of Agricultural Sciences and Belarusian partners, focuses on developing environmentally friendly biotechnologies for agriculture. The laboratory is engaged in creating and implementing innovative methods based on genetic engineering and molecular biology to enhance crop and livestock productivity, as well as environmental conservation.

Educational initiatives also play a vital role in bilateral relations. The establishment of the Belarusian-Chinese Association of Universities, uniting 41 Belarusian and 40 Chinese higher education institutions, contributes to the training of highly qualified specialists and the development of academic exchanges. Currently, approximately 1,000 Belarusian students are studying in China, while over 13,000 Chinese citizens are receiving education in Belarus. This interaction reinforces cultural and educational ties, laying the foundation for further cooperation in the scientific and technical spheres.

The prospects for developing Belarusian-Chinese business projects in manufacturing and high technologies appear highly promising. The signing of the Comprehensive Strategy for Joint Industrial Development in March 2023 opens new horizons for implementing high-tech projects and attracting direct Chinese investments into the Belarusian economy. Particular attention is given to areas such as artificial intelligence, quantum computing, and biotechnology. Integrating Belarusian enterprises into global value chains oriented towards the Chinese market creates prerequisites for technological breakthroughs and enhances competitiveness on the international stage.

In the context of global economic changes and sanction pressures from Western countries, Belarus and China demonstrate a commitment to strengthening mutually beneficial cooperation. Joint projects like the Great Stone Industrial Park not only contribute to economic growth but also serve as a model for successful international partnerships in the modern world.

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## ИСПОЛЬЗОВАНИЕ ЦИФРОВЫХ ПЛАТФОРМ В ПРОДВИЖЕНИИ БЕЛОРУССКИХ КОСМЕТИЧЕСКИХ БРЕНДОВ

**Аннотация.** Статья посвящена исследованию использования цифровых платформ, таких как Telegram и TikTok, для продвижения белорусских косметических брендов. Рассматриваются возможности и перспективы этих платформ в контексте взаимодействия с аудиторией, создания вирусного контента и повышения продаж. Приводятся примеры успешного применения Telegram и TikTok белорусскими брендами, а также анализируются преимущества и трудности, с которыми сталкиваются компании. В статье также выделены перспективные направления развития, такие как e-commerce через мессенджеры, участие в глобальных трендах и использование данных для персонализации контента и рекламных кампаний.

**Ключевые слова:** экономические системы, цифровые платформы, маркетинг, косметические бренды, TikTok, Telegram, e-commerce, контент-маркетинг, инфлюенсеры, вирусный контент.