

## СЕКЦИЯ 4

### СЕГОДНЯ И ЗАВТРА БЕЛОРУССКО-КИТАЙСКИХ БИЗНЕС-ПРОЕКТОВ: ПРОИЗВОДСТВО, МАРКЕТИНГ, ТОРГОВЛЯ

**M. A. Birkos,**

*Scientific supervisor E. A. Malashenko,  
PhD in Pedagogy, Associate Professor,  
Belarus State Economic University  
(Minsk, Republic of Belarus)  
birckosmark@gmail.com*

### STRATEGIC PROSPECTS FOR BELARUSIAN-CHINESE BUSINESS PROJECTS IN MARKETING: CHALLENGES AND OPPORTUNITIES IN THE DIGITAL ERA

**Abstract.** *The article examines modern trends and prospects for the development of Belarusian-Chinese business projects in the field of marketing. It analyzes key strategies used by enterprises in both countries, as well as the impact of digital technologies and innovations on marketing campaigns. Special attention is given to government support, investments, prospects for further cooperation, and the influence of geopolitical factors on marketing activities. Additionally, the article explores barriers that hinder effective collaboration and suggests ways to overcome them.*

**Keywords:** *Belarus, China, marketing, business projects, digitalization, innovation, government policy, investments, geoeconomics, cross-border trade, international cooperation.*

**М. А. Биркос,**

*научный руководитель Е. А. Малашенко,  
кандидат педагогических наук, доцент,  
Белорусский государственный экономический университет  
(г. Минск, Республика Беларусь)  
birckosmark@gmail.com*

## СТРАТЕГИЧЕСКИЕ ПЕРСПЕКТИВЫ БЕЛОРУССКО-КИТАЙСКИХ БИЗНЕС-ПРОЕКТОВ В МАРКЕТИНГЕ: ВЫЗОВЫ И ВОЗМОЖНОСТИ В ЦИФРОВУЮ ЭПОХУ

**Аннотация.** В статье рассматриваются современные тенденции и перспективы развития белорусско-китайских бизнес-проектов в области маркетинга. Анализируются ключевые стратегии, используемые предприятиями обеих стран, а также влияние цифровых технологий и инноваций на маркетинговые кампании. Особое внимание уделяется государственной поддержке, инвестициям, перспективам дальнейшего сотрудничества и влиянию геополитических факторов на маркетинговую активность. Кроме того, исследуются барьеры, препятствующие эффективному сотрудничеству, и предлагаются пути их преодоления.

**Ключевые слова:** Беларусь, Китай, маркетинг, бизнес-проекты, цифровизация, инновации, государственная политика, инвестиции, геоэкономика, трансграничная торговля, международное сотрудничество.

In recent years, cooperation between Belarus and China has been actively developing in various fields, including economics, technology, marketing, and investment. The dynamic expansion of bilateral relations contributes to deepening partnerships, creating new business opportunities, and strengthening economic ties between the two countries. China is one of Belarus's largest trading partners, which creates favorable conditions for the implementation of joint business projects aimed at developing industry, trade, and innovative technologies.

One of the key factors in successful cooperation is marketing, which plays a crucial role in promoting products and services in international markets. Effective marketing strategies enable companies from both countries not only to increase sales volumes but also to build long-term relationships with customers and partners. In recent years, digitalization has significantly transformed marketing approaches: the integration of advanced digital technologies such as artificial intelligence, big data, and automated platforms allows businesses to more accurately define target audiences, analyze consumer behavior, and offer personalized solutions.

However, despite the positive dynamics, the successful promotion of goods and services requires consideration of differences in cultural and consumer preferences. Belarusian and Chinese companies face the need to adapt their marketing strategies to the specific characteristics of local markets.

Belarusian and Chinese companies actively utilize modern marketing tools, adapting them to the specifics of their markets and consumer preferences. Advanced technologies and analytical approaches enable businesses to engage more effectively with their target audiences, enhance brand perception, and increase customer loyalty. Among the most in-demand and promising tools, the following key areas can be highlighted:

### 1. Digital Marketing.

The development of the internet and mobile technologies has provided companies with new opportunities for promoting products and services. A crucial role in this process is played by digital platforms, which allow direct communication with customers, personalized content, and increased audience engagement. Belarus and China have different popular social networks, and successful marketing strategies take these differences into account.

- Social Media and Messengers: In China, platforms such as WeChat, Douyin (the Chinese version of TikTok), Weibo, and Xiaohongshu (RED) dominate, whereas in Belarus, Instagram, Facebook, Telegram, and YouTube are widely used. Companies develop content strategies tailored to each platform, create targeted advertising campaigns, and use interactive engagement tools such as stories, live streams, and video content.

- SEO Optimization: High rankings in search engines (Baidu in China and Google in Belarus) are key to successfully attracting customers. Companies invest in high-quality content creation, keyword analysis, and website optimization to increase organic traffic.

- Content Marketing: Brands actively use blogs, videos, infographics, and podcasts to create unique and valuable content that captures audience attention.

### 2. Big Data and Analytics.

The use of big data enables companies to gain deeper insights into their audience, predict trends, and improve the efficiency of marketing campaigns. Modern technologies such as artificial intelligence and machine learning help automate advertising and personalize offers.

- Predicting Consumer Preferences: Algorithms analyze past purchases, search queries, and social media activity to forecast which products or services will be in demand in the future.

- Optimizing Advertising Campaigns: Artificial intelligence automatically selects advertising creatives, tests different ad variations, and identifies the most effective ones, reducing advertising costs and increasing conversion rates.

### 3. Content Localization.

Successful marketing strategies take cultural differences into account and adapt advertising materials to the national characteristics of the target market.

- Use of National Symbols and Traditions: This helps brands connect with consumers and build trust. For example, in China, symbolism associated with luck and prosperity is widely used, whereas in Belarus, the focus is on European quality standards.

- Language Adaptation: A literal translation of advertisements often does not work effectively, so companies invest in creating localized content that considers linguistic and cultural nuances.

- Graphic Design and Visual Style: Preferences for colors, fonts, and design elements vary across different countries, so companies develop unique visual solutions tailored to each market.

#### 4. Government Support and Investments.

Belarusian-Chinese business projects receive significant support from government institutions in both countries:

- The “Belt and Road Initiative”: This initiative promotes economic cooperation and stimulates marketing activity by financing large-scale infrastructure projects.

- The “Great Stone” Industrial Park: A key platform for implementing innovative marketing solutions, offering tax benefits and opportunities for international cooperation.

- Trade Cooperation Agreements: These agreements provide tax incentives, simplified business conditions, and support for export initiatives.

- Establishment of Joint Research Centers: Focused on developing and implementing innovative marketing solutions tailored to the specifics of the Chinese and Belarusian markets.

- Development of Educational Programs: Aimed at training specialists in international marketing, considering the unique characteristics of both markets.

#### 5. Prospects for the Development of Belarusian-Chinese Marketing.

In the coming years, increased investment is expected in the following areas:

- E-commerce: Expansion of cross-border trade platforms (AliExpress, JD.com, Ozon), improvement of logistics solutions, implementation of personalized marketing strategies, and growth of live-stream shopping volumes.

- Marketing with AR/VR Technologies: New opportunities for customer engagement through augmented and virtual reality, particularly in e-commerce, real estate, tourism, and retail.

- Eco-Marketing: Promotion of eco-friendly products and sustainable brands, use of biodegradable packaging, support for “green” initiatives, and implementation of ESG standards.

- “Smart Marketing” Program: Integration of AI-driven solutions for marketing automation, improving advertising efficiency, personalizing offers, and predicting market trends.

– Cultural and Educational Initiatives: Integration of marketing strategies into educational programs, organization of joint events, festivals, and exhibitions to enhance the professional training of international marketing specialists.

– Influencer Marketing: Active involvement of bloggers and media personalities in product promotion, utilizing local influencers to build trust in brands.

– Blockchain in Marketing: Development and implementation of decentralized platforms to enhance transparency in advertising campaigns and protect consumer data.

Belarusian-Chinese business projects in the field of marketing have significant growth potential, driven by the development of digital technologies, strategic investments, and government support. The partnership between the two countries strengthens economic ties and creates new opportunities for companies in the global market. Key success factors will include the implementation of innovative marketing tools such as personalized advertising, automated data analysis, AR/VR technologies, and ESG standards. In the long term, Belarus and China can become leaders in shaping new global marketing trends, ensuring stable business development and strengthening their positions in international competition.

## References

1. Национальный центр интеллектуальной собственности. – 2024, Минск. – URL: [https://www.ncip.by/o-centre/novosti/interesnoe/26.08\\_belarus-i-kitay-utverdili-20-sovmestnykh-nauchno-tekhnicheskikh-proektov-na-2024-2026-gody/](https://www.ncip.by/o-centre/novosti/interesnoe/26.08_belarus-i-kitay-utverdili-20-sovmestnykh-nauchno-tekhnicheskikh-proektov-na-2024-2026-gody/) (дата обращения: 15.02.2025).

2. McKinsey Global Institute Report on AI in Manufacturing. – 2020. – URL: <https://www.mckinsey.com> (date of access: 15.02.2025).

3. World Bank. – URL: <https://www.worldbank.org> (date of access: 15.02.2025).

4. Belarus-China trade agreements and economic policies. – 2024. – URL: <https://www.belarus.by/ru/economy/trade-relations> (date of access: 15.02.2025).

5. Digital trade and e-commerce expansion between Belarus and China. – 2024, Минск. – URL: <https://www.ecommerce.by/news> (date of access: 15.02.2025).

**Н. И. Виришц, А. С. Стаховская,**  
*Белорусский государственный экономический университет*  
*(г. Минск, Республика Беларусь)*  
Virshits@mail.ru,  
stahovskaaalina@gmail.com