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## EXPORT MARKETING STRATEGIES OF CHINESE ENTERPRISES

**Abstract.** *In recent years, the world has faced significant disruptions due to the COVID-19 pandemic, increasing tensions from the Russia-Ukraine conflict, rising unrest in the Middle East, and the Federal Reserve's aggressive interest rate hikes. As a result, the international landscape has become unstable,*

*leading to a slowdown in global economic growth, and the export of products in various countries has ushered in huge challenges. This article takes this general environment as the background and aims to analyze how Chinese companies can do a good job in export marketing strategies under the current situation.*

**Keyword:** Chinese enterprises, product export, marketing strategy.

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## **ЭКСПОРТНЫЕ МАРКЕТИНГОВЫЕ СТРАТЕГИИ КИТАЙСКИХ ПРЕДПРИЯТИЙ**

**Аннотация.** В последние годы мир столкнулся со значительными потрясениями из-за пандемии COVID-19, растущей напряженности из-за российско-украинского конфликта, растущих беспорядков на Ближнем Востоке и агрессивного повышения процентных ставок Федеральной резервной системой. В результате международная обстановка стала нестабильной, что привело к замедлению мирового экономического роста, а экспорт продукции в различные страны вызвал огромные проблемы. В статье сделана попытка дать анализ работы китайских компаний в нестабильных условиях и описать применяемые ими маркетинговые стратегии.

**Ключевые слова:** китайские предприятия, экспорт продукции, маркетинговые стратегии.

With the deepening development of economic globalization, the export business of Chinese enterprises has become more frequent, and the system has become more refined. The share of Chinese enterprises in the international trade market has been increasing year by year. However, the continuous iteration and updates in internet technology have gradually shifted people's consumption patterns from offline to online. At the same time, the continuous rise in labor costs and technical standards has significantly impacted the export sales of traditional B2B enterprises that primarily rely on offline marketing. Therefore, Zhu Jing pointed out in her research on the optimization of export marketing strategies for Enterprise A that if export enterprises want to cope with this situation, they must enhance product production capacity, strengthen export market development capabilities, and change their export marketing strategies [1, p. 17]. To improve the marketing capabilities of Chinese

enterprises in product exports, it is essential to integrate advanced marketing theories, such as the STP (Segmentation, Targeting, Positioning) model and the 4C marketing model (Customer, Cost, Convenience, Communication), to effectively analyze export products. By gaining a deep understanding of the export market and fostering strong relationships between enterprises and customers, we can use marketing tools to assess the competitive advantages and disadvantages of products in a broader environment. Keeping up with current trends and developing effective marketing strategies are crucial for supporting the long-term growth of enterprises.

Firstly, the acceleration of economic globalization has driven the rapid growth of Chinese enterprises' export business. The rise of China's manufacturing industry and the implementation of the "Belt and Road" initiative have provided more opportunities for Chinese enterprises to explore international markets. However, as global market competition intensifies, traditional offline marketing models can no longer meet the needs of modern consumers. The widespread adoption of internet technology has made it easier for consumers to access product information and make online purchases, posing new challenges for enterprises that rely on traditional offline channels. Additionally, rising labor costs and higher technical standards have further compressed profit margins for enterprises. Therefore, export enterprises must address these challenges through technological innovation and transformation of their marketing models.

Zhu Jing's research indicates that for export enterprises to stand out in the fierce international competition, they must focus on three aspects: first, improve product production capacity to ensure product quality and supply stability; second, strengthen export market development capabilities by gaining a deep understanding of the needs and competitive environment of target markets; and third, change traditional export marketing strategies by adopting more flexible and innovative marketing approaches. For example, enterprises can use big data analytics to precisely target customer segments and develop personalized marketing plans. At the same time, enterprises can expand brand influence and enhance customer engagement through social media and e-commerce platforms.

To improve the marketing capabilities of Chinese enterprises in product exports, integrating advanced marketing theories is crucial. The STP model helps enterprises segment the market into different customer groups, select the most promising target markets, and highlight the unique value of products through differentiated positioning. The 4C marketing model emphasizes a customer-centric approach, focusing on customer needs, cost control, purchase convenience, and effective communication. By combining these two models, enterprises can more comprehensively analyze export markets and develop more targeted marketing strategies. For instance, enterprises can use

market research to understand the preferences and purchasing behaviors of target customers, optimize product design and pricing strategies, and enhance customer satisfaction and loyalty by providing convenient purchasing channels and high-quality after-sales services.

Secondly, with the continuous development of the global economy and the improvement of people's living standards, more and more people are pursuing high-quality lifestyles and are enthusiastic about healthy living. As a result, Pu'er tea, known for its health benefits, has gradually entered the public eye. As a significant origin of Pu'er tea, China has encountered some problems in the export trade of Pu'er tea in recent years: a limited variety of tea products, restrictions imposed by international green trade barriers, and a confusing market value system. These issues have not only affected the export scale of Pu'er tea but also weakened the competitiveness of Chinese tea enterprises in the international market.

Li Qijuan pointed out in her research on the marketing strategy of LS Tea Company that, given the current marketing status of tea enterprises, companies should conduct an in-depth analysis of the current marketing environment based on relevant marketing theories, formulate corresponding effective strategies, and optimize product structure [2, p. 12]. For example, tea enterprises can develop a diverse range of tea products to meet the needs of different consumers. At the same time, by strengthening brand building and market promotion, enterprises can enhance the added value of their products. Additionally, tea enterprises should actively address international green trade barriers by obtaining relevant certifications and improving product quality to enhance their international competitiveness.

Conducting thorough market research before exporting products is crucial. Through market research, enterprises can gain a deep understanding of the needs of target markets, consumer purchasing habits, and competitor strategies. For instance, tea enterprises can investigate the level of awareness among target markets regarding the health benefits and cultural value of Pu'er tea, thereby developing more attractive marketing plans. At the same time, by analyzing the product characteristics and market performance of competitors, enterprises can identify their own strengths and weaknesses, further optimizing product design and marketing strategies. A good marketing strategy can not only help products better occupy the market but also narrow the distance between enterprises and consumers, enhancing customer trust and loyalty.

Moreover, as consumers pay increasing attention to health and quality of life, Pu'er tea, as a natural and healthy beverage, has vast market potential. However, when expanding into international markets, Chinese tea enterprises still need to overcome challenges such as cultural differences and insufficient brand recognition. For example, many foreign consumers have limited knowledge about the benefits and cultural background of Pu'er tea, which

may reduce their interest in the product. Therefore, in export marketing, tea enterprises should focus on cultural dissemination and brand education by organizing tea culture promotion events and collaborating with local media to enhance the international visibility of Pu'er tea.

In summary, for domestic enterprises to gain a firm foothold in today's turbulent environment, they must conduct a comprehensive evaluation of their products before exporting. Enterprises need to fully understand the target market, target customers, potential competitors, and the strengths and weaknesses of their own products. Based on this understanding, they should formulate scientific and reasonable export marketing strategies. For example, enterprises can use SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to clarify their market positioning and develop corresponding marketing plans. At the same time, enterprises should focus on effective communication with customers by establishing a robust customer relationship management system to promptly understand customer needs and feedback, thereby improving customer satisfaction and loyalty.

When formulating export marketing strategies, enterprises should also pay attention to the following aspects: first, strengthen brand building to enhance the international visibility of products; second, optimize supply chain management to ensure product quality and supply stability; third, leverage digital marketing tools to expand market coverage; and fourth, actively participate in international exhibitions and trade events to explore overseas market channels. For example, enterprises can showcase the unique advantages of their products by participating in international food expos and tea culture festivals, while establishing connections with potential customers.

In conclusion, with the deepening development of economic globalization and the widespread adoption of internet technology, the export business of Chinese enterprises is facing new opportunities and challenges. To stand out in the fierce international competition, enterprises must improve product production capacity, strengthen market development capabilities, and adopt advanced marketing theories and tools. By gaining a deep understanding of target markets, optimizing product structures, formulating scientific marketing strategies, and establishing effective communication mechanisms with customers, enterprises can secure a favorable position in the international market and achieve long-term sustainable development. Especially in the export of specialty products such as Pu'er tea, enterprises should focus on cultural dissemination and brand building to enhance the added value and international competitiveness of their products. Only through continuous innovation and adaptation to market changes can Chinese enterprises remain invincible in the wave of globalization.

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## CURRENT STATE AND FUTURE PROSPECTS OF BELARUSIAN-CHINESE MANUFACTURING PROJECTS

**Abstract.** *This article examines the current state and future prospects of Belarusian-Chinese manufacturing projects, highlighting existing collaborations and planned initiatives for the next 10–20 years. Key examples include the China-Belarus Industrial Park “Great Stone” and joint ventures in automotive and biotechnology sectors. The discussion also covers strategic plans for deepening industrial cooperation, focusing on innovation and technological advancement.*

**Keywords:** *Belarus-China cooperation, manufacturing projects, industrial park, joint ventures, technological innovation, future prospects.*

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## ТЕКУЩЕЕ СОСТОЯНИЕ И ПЕРСПЕКТИВЫ БЕЛОРУССКО-КИТАЙСКИХ ПРОИЗВОДСТВЕННЫХ ПРОЕКТОВ

**Аннотация.** *В данной статье рассматривается текущее состояние и будущие перспективы белорусско-китайских производственных*