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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*

проектов, освещаются существующее сотрудничество и планируемые инициативы на ближайшие 10–20 лет. Ключевые примеры включают Китайско-Белорусский индустриальный парк «Великий камень» и совместные предприятия в автомобильной и биотехнологической отраслях. Обсуждение также касается стратегических планов по углублению промышленного сотрудничества с упором на инновации и технологический прогресс.

Ключевые слова: белорусско-китайское сотрудничество, производственные проекты, индустриальный парк, совместные предприятия, технологические инновации, перспективы.

The strategic partnership between Belarus and China has led to significant advancements in manufacturing through collaborative projects. This article explores the current landscape of these joint endeavors and outlines the planned projects set to shape the industrial future of both nations over the next two decades.

Current Collaborative Manufacturing Projects:

1. China-Belarus Industrial Park “Great Stone”.

A flagship initiative, the “Great Stone” Industrial Park, serves as a cornerstone of Belarusian-Chinese industrial cooperation. Located near Minsk, this special economic zone spans over 112 square kilometers and is designed to host high-tech enterprises in sectors such as machinery, electronics, biotechnology, and new materials. As of recent reports, the park has attracted more than 120 resident companies from over 15 countries, including major Chinese firms like Huawei, ZTE, and China Merchants Group [1].

2. Automotive Industry: “BelGee” Joint Venture.

In the automotive sector, the “BelGee” joint venture stands out as a significant achievement. Established in 2011 between Borisov and Zhodino, this collaboration between Belarus and China has realized the dream of producing a domestic passenger car. The plant, which began operations in 2013, has an annual production capacity that has been steadily increasing, contributing to both local employment and technological expertise [7].

3. Biotechnology: Belarusian National Biotechnology Corporation (BNBC).

The BNBC project exemplifies successful collaboration in biotechnology. Officially launched in November 2022, this large-scale agro-industrial complex focuses on producing high-quality animal feed and amino acids, aiming to reduce import dependence and boost export potential. The project was completed in three and a half years, showcasing efficient cooperation between Belarus and China [4].

Looking ahead, Belarus and China have outlined several strategic projects to deepen their industrial cooperation:

1. Advanced Manufacturing and New Materials.

During the official visit to Belarus of Premier of the State Council of China Li Qiang, the Republic of Belarus and the People's Republic of China (PRC) approved a protocol on joint scientific and technical projects to be funded in 2024–2026. The documents were signed by Sergey Shlychkov, Chairman of the State Committee for Science and Technology of the Republic of Belarus (SCST), and Yin Hejun, Minister of Science and Technology of the People's Republic of China.

The protocol provides for the approval of 20 projects for joint implementation in the fields of information and communication technologies, biotechnologies and medicine, mechanical engineering, and new materials, which were selected following a competition between the Belarusian-Chinese joint scientific and technical projects.

The head of the SCST also stressed that joint work with China in the field of science and innovation contributes to ensuring the technological sovereignty of Belarus. Among the joint developments are medical robots, various composites and resins that are used in industry for various purposes, including for the production of products. In the field of mechanical engineering, the production of various components from hard-to-process metals, etc [8].

2. Expansion of the “Great Stone” Industrial Park.

Plans are underway to further develop the “Great Stone” Industrial Park by attracting more high-tech enterprises and expanding its infrastructure. The focus will be on creating an eco-city with comfortable living conditions for up to 150,000 residents, integrating industrial, residential, and recreational facilities.

3. New Industrial Ventures.

Belarus and China are actively exploring 15 new strategic investment projects totaling up to 3 billion USD. Key initiatives include the third phase of deep grain processing by the Belarusian National Biotechnology Corporation, construction of plants for producing bleached sulfate pulp and particleboard, and the establishment of modern automated casting facilities. Additionally, projects are planned for manufacturing engines, polypropylene, urea, sodium chlorate, hydrogen peroxide, and soda ash [3].

4. Electric Vehicle Production.

In response to the global shift towards sustainable transportation, Belarus and China have agreed to establish joint production of electric vehicles in Belarus. This initiative aims to leverage Chinese expertise in electric vehicle technology and Belarusian industrial capabilities to serve both domestic and regional markets [2].

Three more documents have been added to the collection of joint projects. A number of memoranda were signed at the Silk Road Guiding Star conference, organized on the initiative of the Association of Chinese Companies in Belarus. The organization was established almost 10 years ago and today unites about

30 partners. These are representatives of various industries: from digital technologies to logistics.

One of the key areas of cooperation is construction. Thanks to the help of Chinese partners, a number of enterprises and facilities have been built in Belarus, including an international-class swimming pool. The construction of the football stadium is being completed.

Anatoly Nichkasov, Chairman of the Union of Builders of Belarus, emphasizes: “There are many facilities that have been built today with the participation of companies from China. They complement the industrial potential of the republic. I should mention, of course, such a technologically innovative construction site, innovative manufacturing and a biotechnological enterprise, which only in its first stage impresses the imagination with its scale. We use our Belarusian raw materials and at the same time we produce products that will develop agriculture and the agro-industrial complex”.

Zhang Zhao, chairman of the Association of Chinese Companies in Belarus, believes: “There are many construction companies in the Association. Construction activity is the first area that started 15 years ago in this beautiful country. We have built car factories, such new innovative companies. This creates more pleasant conditions for the company and the country”.

The projects were implemented within the framework of the “One Belt – One Road” program. Belarus has a favorable geographical location and is an important transport hub between Europe and Asia. This creates unique opportunities for partners to implement mutually beneficial projects. And in a wide variety of fields: trade, investment, agriculture, logistics. In recent years, Belarusian-Chinese cooperation has reached new heights, which is confirmed by an increase in trade volumes and an increase in the number of joint projects [9].

The Belarusian-Chinese partnership in manufacturing is poised for significant growth, driven by a shared commitment to innovation and technological advancement. The ongoing and planned projects underscore a mutual dedication to enhancing industrial capabilities and economic prosperity.

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THE CONCEPT AND NATURE OF MODERN MARKETING IN CHINA

Abstract. *The intensification of economic globalisation and the establishment of China's socialist market economy system have served to highlight the importance of marketing in enterprises. However, the profound impact of the conventional marketing paradigm on Chinese enterprises has resulted in a lack of clarity regarding the fundamental tenets of modern marketing. The marketing concept serves as the cornerstone of marketing, while the external environment exerts a tangible influence on the marketing concept. To ensure resilience in the*