

Таким образом, использование цифровых платформ, таких как Telegram и TikTok, открывает новые горизонты для белорусских косметических брендов. Эти инструменты позволяют не только эффективно продвигать продукцию, но и устанавливать более тесные связи с аудиторией. Для успешного использования этих платформ брендам необходимо адаптировать свои стратегии к быстро меняющимся условиям рынка, активно экспериментировать с новыми форматами контента и внимательно следить за предпочтениями своей целевой аудитории.

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CONSTRUCTION OF CHINA AND BELARUS IN THE “BELT AND ROAD”

Abstract. *The article explores the strategic cooperation opportunities between China and Belarus amidst the Russia-Ukraine conflict. It examines key initiatives under the “Belt and Road” framework, including the China-Belarus Great Stone*

Industrial Park, and the impact of geopolitical factors on economic collaboration. Special emphasis is placed on utilizing the Shanghai Cooperation Organization (SCO) as a platform for enhancing regional cooperation and promoting financial integration. The article also provides recommendations for advancing technological innovation and expanding the use of local currencies in bilateral trade and investment processes.

Keywords: *the Belt and Road, China, Belarus, cooperation between China and Belarus.*

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РЕАЛИЗАЦИЯ ПРОЕКТОВ КИТАЯ И БЕЛАРУСИ В РАМКАХ ИНИЦИАТИВЫ «ОДИН ПОЯС – ОДИН ПУТЬ»

Аннотация. *В статье рассматриваются стратегические перспективы сотрудничества между Китаем и Беларусью в условиях конфликта между Россией и Украиной. Анализируются ключевые инициативы в рамках «Пояса и пути», включая Китайско-Белорусский индустриальный парк «Великий камень», и влияние геополитических факторов на экономическое взаимодействие. Особое внимание уделяется новым возможностям для углубления двустороннего сотрудничества через платформу Шанхайской организации сотрудничества (ШОС) и финансовую интеграцию. Также предлагаются рекомендации по развитию технологических инноваций и расширению использования национальных валют в торговых и инвестиционных операциях.*

Ключевые слова: *Один пояс и один путь, Китай, Беларусь, китайско-белорусское сотрудничество.*

China and Belarus are comprehensive strategic partners, and their relationship has always maintained a high-level development status, constantly improving and upgrading. Belarus is a key link in the “Silk Road Economic Belt” system from Asia to Europe, playing a particularly critical role in accelerating and deepening the construction of the “Belt and Road”. In terms of the current situation, the relationship between China and Belarus has entered the so-called golden age, clearly surpassing any other period after the establishment of diplomatic relations between the two countries [1]. In September 2013, General Secretary Xi Jinping put forward the important initiative of building the “Silk

Road Economic Belt”, which has significant strategic significance. In October of the same year, General Secretary Xi Jinping also proposed the cooperation initiative of building the “21st Century Maritime Silk Road”, which has a great vision and broad prospects for cooperation. President Lukashenko of Belarus called the “Belt and Road” initiative a historic opportunity, and believed that Belarus should actively participate in the “Belt and Road” initiative and attract the world’s most advanced technologies and industries through the China Belarus Jushi Industrial Park. As of June 2024, there are 134 private enterprises from 13 countries in the park, with a total agreed investment of 1.476 billion US dollars. The enterprises entering the park cover 16 fields and have initially formed industrial clusters in Belarus in the fields of machinery manufacturing and medical equipment. However, the outbreak of the Russia-Ukraine conflict has made the operation of the China Belarus Industrial Park face greater challenges, and the difficulty of operation has soared. And the comprehensive sanctions imposed by the United States and the West on Russia have directly affected Belarus, seriously interfering with the implementation of enterprise investment strategies, and the development and construction of the China Belarus Industrial Park has been significantly delayed.

Opportunities for strategic cooperation between China and Belarus under the Russia-Ukraine conflict:

1. Under the comprehensive sanctions and confrontational suppression imposed by the United States and Europe, Belarus has undergone fundamental changes in its security environment, development conditions, and international cooperation conditions. This has led to difficult problems for Chinese enterprises to overcome in investment, product standards, origin, and export restrictions in cooperation with Belarus, which to some extent restricts the deep cooperation between China and Eurasian countries. In this situation, Belarus could potentially utilize the platform of the Shanghai Cooperation Organization to enhance regional strategic cooperation. Given China’s important role within the SCO and its close relationship with Belarus, cooperation between the two countries within the SCO framework is of particular significance. This could involve joint infrastructure projects, trade – promotion initiatives, and technological cooperation.

2. China and Belarus can focus on launching relevant measures for Jushi Industrial Park to accelerate the implementation of scientific and technological innovation projects. At the same time, the “Belt and Road” multilateral scientific and technological cooperation is also being strengthened. In December 2023, Andrei Andreyev, the Consul General of Belarus in Shanghai, visited production enterprises in various fields such as economy, trade, technology production, and healthcare in Changzhou, Jiangsu, and expressed strong interest in deepening bilateral cooperation in the high-tech sector. In view of this, in future cooperation, we should further accelerate the implementation of

technological innovation projects to drive the local economic development in Belarus and promote talent cultivation.

Suggestions on strategic cooperation between China and Belarus under the Russia-Ukraine conflict:

1. Both China and Belarus actively explore and innovate ways of financial integration.

On July 15, 2022, the Central Bank of Belarus officially included the Chinese yuan in its currency basket, with a weighting of 10 %. According to the Bilateral Currency Settlement Agreement between China and Belarus, companies from both countries can use any currency permitted by the laws of both countries, which naturally includes the currencies of China and Belarus, to conduct trading and settlement activities. Several commercial banks, such as Belarusbank and Belagroprombank, have the ability to provide RMB to ruble exchange services [2]. On March 1, 2023, the heads of state of China and Belarus jointly signed a joint statement, clarifying that both sides will vigorously carry out practical cooperation in the financial field on the basis of market-oriented, autonomous, and rule of law frameworks, further expand the scope of the use of the local currency in bilateral trade and investment and financing processes, fully support financial institutions to actively cooperate, and promote the continuous improvement of financial service levels, thereby promoting the prosperity and development of bilateral economy and trade.

2. Consolidate the construction of the “Belt and Road” between China and Belarus, and promote the progress SCO.

China Belarus relations have a solid political foundation in the 10-year construction of the “Belt and Road”, and a comprehensive strategic partnership of mutual trust and win-win cooperation has been established. The two sides have always been committed to “building the China Belarus Industrial Park project into a pearl on the Silk Road Economic Belt and a model of mutually beneficial cooperation” [3]. Both sides should continue to maintain this cooperative attitude. SCO member states can further reduce trade barriers, expand trade scale, optimize trade structure, and increase trade exchanges in agricultural products, machinery manufacturing, chemical industry and other fields with Belarus. Through the deepening of trade cooperation, Belarus can truly feel the economic benefits brought by joining the SCO, and both China and Belarus can fully enjoy the dividends brought by regional economic integration.

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THE INTERNATIONALIZATION PATH OF BELARUS'S ECONOMY: AN ANALYSIS BASED ON THE SYNERGY BETWEEN THE “BELT AND ROAD” INITIATIVE AND THE SHANGHAI COOPERATION ORGANIZATION (SCO)

Abstract. *The internationalization process of Belarus's economy is a multi-dimensional and multi-level strategic layout aimed at comprehensively enhancing its position in the global economy through promoting foreign trade, attracting foreign direct investment, and deepening regional cooperation. As an important participant in the “Belt and Road” initiative, Belarus has actively integrated into the global economic system by reducing tariffs, simplifying trade procedures, and establishing free economic zones, not only expanding interactions with major trading partners but also attracting substantial foreign capital and technology. Furthermore, in July 2024, Belarus officially became the tenth member state of the Shanghai Cooperation Organization (SCO), further boosting its international engagement and market potential. These measures have not only promoted diversification of Belarus's economy and expansion of foreign trade but also created more possibilities for mutually beneficial cooperation among SCO member states. By continuously optimizing policies and improving the business environment, Belarus is gradually achieving sustainable economic growth and occupying a more significant position in the global value chain.*

Keywords: *economic internationalization path, Belt and Road, SCO, trade and economic cooperation, industrial upgrading.*