

- 4) professional services – financial and accounting services, legal services, management services and consulting, advertising and marketing;
- 5) tourism and hospitality – hotel and restaurant business, travel services;
- 6) creative industry – graphic and industrial design, fashion and textiles, media and entertainment.

Another feature of small business in Singapore is active government support. Established and functioning in Singapore:

1) Enterprise Singapore, which was formed by the merger of International Enterprise Singapore and SPRING Agency Singapore (operated from April 1, 1996 to April 1, 2018), provides support for the development of Singaporean small and medium-sized enterprises, innovations and internationalizations.

2) the ASME (Association of Small & Medium Enterprises) public organization, which conducts negotiations with government agencies, organizes business clubs, meetings, and trainings for entrepreneurs.

In total, Singapore currently has 10 business development programs: Enterprise Development Grant, Market Readiness Assistance, Productivity Solutions Grant, SkillsFuture Enterprise Credit, Energy Efficiency Grant, Enterprise Financing Scheme, Global Trader Program, Pioneer Certificate, Development and Expansion Incentive. [2]

The above-mentioned features of the functioning and support of small businesses in Singapore make them competitive not only locally, but also globally.

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THE USE OF NAVIGATION SEALS IN CARGO TRANSPORTATION AS AN EFFECTIVE TOOL FOR THE DIGITAL TRANSFORMATION OF LOGISTICS PROCESSES

The modern world dictates new rules in all areas of society's activity. Economic development is no exception. Today, more than ever, digital technologies play a significant role in the advancement of society. This article focuses on the transport and logistics sector as one of the leading fields in any country's economy.

The relevance of the chosen topic is due to the fact that the implementation of information technologies and the automation of logistics operations using modern tools and approaches can significantly improve service quality, reduce costs and execution time of orders, and enhance resource management efficiency.

The scientific novelty of the research is expressed in the effectiveness of applying modern information technologies in transportation and logistics.

The aim of the research is to confirm the importance of digitalization in logistics.

The object of this study is the implementation of navigation seals in the process of long-haul cargo transportation.

Before discussing digitalization in logistics, let's consider the meaning of the concept. Digitalization is the process of converting data, information, and work processes into a digital (electronic) format. For example, replacing paper documents with electronic databases, cash registers with online payments and digital receipts, etc.

Digitalization in logistics involves the implementation of modern technologies in various areas of logistics to increase efficiency, automation, and transparency across all stages of the supply chain.

One example of digitalization in logistics is the use of navigation seals. A navigation seal is an electronic monitoring device that secures the cargo and transmits data about its location; it is one of the key potential mechanisms for enhancing transit safety. The practical application of navigation seals in the Republic of Belarus for tracking cargo transportation has confirmed the success of this project since its inception. These devices are used in various areas of logistics (installed on containers, trucks, or railway cars) and their application is constantly expanding. This technology allows for remote monitoring of cargo integrity, transmits data through a system, and is used for route identification [1, p. 17].

In the Union State (the Russian Federation and the Republic of Belarus), since January 27, 2025, the mandatory use of navigation seals has been introduced for road transport operations under customs procedures for transit and export, as well as for transportation within the framework of mutual trade. This is in accordance with the requirements of the Decree of the Supreme State Council of the Union State "On certain measures to counteract the illegal import of goods into the territory of the Union State" dated December 6, 2024 No. 7 and the Resolution of the Council of Ministers of the Union State "On certain measures to counteract the illegal circulation of tobacco and tobacco products in the territory of the Union State" dated November 5, 2024 No. 44. The use of navigation seals also extends to the transportation of alcoholic and tobacco products [2].

The seal applied in the Republic of Belarus is valid on the territory of Russia, and vice versa. In this mode, about 2,700 cargo transports have already been carried out. Additionally, at the initiative of Belarus, an experiment is being successfully implemented for the use of navigation seals on Belarusian timber exported through the territory of Russia.

Seals are applied by the national operator RUE "BELTAMOZHERSERVICE" through electronic applications submitted by the customer (sender, receiver, carrier, forwarding agent) in their personal account on the portal new.declarant.by. When entering

the transport company, the customer sends an application for the removal of seals via email to the national operator.

Tariffs for cargo tracking services are established by the Resolution of the Council of Ministers of the Republic of Belarus dated March 7, 2024 No. 154.

For transportation under the customs procedure, the transit interaction regarding the application and removal of seals occurs between the customs authorities of the Republic of Belarus and the national operator.

In the Russian Federation, the use of navigation seals is overseen by the Ministry of Transport, with the national operator being LLC “Center for the Development of Digital Platforms”. A detailed procedure is published on the website of the Russian national entrepreneur.

Thus, digitalization in logistics not only converts traditional processes into an electronic format but also enhances the efficiency, automation, and transparency of the entire supply chain. The use of navigation seals enables real-time monitoring of cargo location and integrity.

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DIGITAL PLATFORMS AS A BRIDGE BETWEEN BELARUS AND THE WORLD: EDUCATION WITHOUT BORDERS

In an era when digital technologies are blurring geographical boundaries, Belarus, contrary to stereotypes about «closeness», actively uses online platforms to integrate into the global economy. Educational EdTech projects have become the very bridge that connects Belarusian specialists with the global market. According to a HolonIQ study, the global online education market will reach \$350 billion by 2025, and Belarus, occupying a modest but strategic niche, already forms 0.5% of this volume thanks to IT academies and courses. But how exactly does this work, and why has IT education turned out to be the engine of international cooperation?

EdTech as a tool of «soft power». Take, for example, one of the Belarusian educational platforms, a startup that has become a supplier of personnel for leading international corporations in 5 years. Since 2018, more than 8,000 students have completed her courses, of which 80% have found jobs in EU and US companies. The secret to success is a combination of strict standards (training is conducted in English)