to meet market needs. It also helps to create a competitive environment that benefits consumers.

Digital transformation opens up new opportunities in education. Various online courses and distance learning platforms are emerging. And this makes education more accessible. In addition, a large amount of information is available for study, which also contributes to the development of education. Students from different parts of the world can receive knowledge from the best teachers, which reduces barriers to obtaining a high-quality education. But despite the positive changes, there is also a risk of increasing digital inequality, as some groups of the population remain without access to new technologies.

Healthcare has also undergone significant changes due to digitalization. Telemedicine and electronic medical records make medical services more accessible and convenient. Patients can now receive medical consultations from the comfort of their homes, which was especially important during the pandemic. However, it is necessary to take into account the issues of data security and confidentiality, which are becoming more relevant as a result of the increase in the volume of information collected.

The prospects for digital transformation look colorful. It is expected that technology will continue to evolve in the future, facilitating the emergence of new business models and social interactions. For example, the introduction of blockchain can provide a high level of trust in interactions between people. However, in order to maximize the opportunities of digitalization, society needs to address issues such as cybersecurity, ethics, and data protection.

In conclusion, it should be said that the digital transformation of society brings significant achievements and opens up new perspectives. However, for the full and safe implementation of new technologies, active cooperation between the public sector, business and civil society is necessary. This is the only way we can create a sustainable and equitable digital future.

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NEARSHORING IN 2026: US TARIFFS AND CHANGES IN GLOBAL SUPPLY CHAINS

Global trade is experiencing a volatile period characterized by rising tariffs, geopolitical tensions, and supply chain disruptions. What began as protectionism has escalated into a full-scale reorganization of global supply chains.

The purpose of this paper is to analyze the 2026 nearshoring trend amid US tariffs and supply chain reorganization.

In 2025, a wave of tariffs hit the US, China, and other countries, disrupting business as usual. According to a PwC survey, 48% of executives cited economic policy and tariff uncertainty as a key factor driving them to review their strategies. As the US-China trade war escalated, companies discovered that their overextended single-country supply chain model could collapse under sudden restrictions. This uncertainty is forcing them to strategically shift away from the previous model of globalization. Consequently, companies are increasingly turning to nearshoring.

Nearshoring is the relocation of production or raw material sourcing to nearby countries. This allows multinational corporations to balance economic advantages with increased control.

Companies are adopting this strategy for several key reasons:

Firstly, nearshoring reduces geopolitical risks. Unstable tariffs and trade barriers make dependence on a single country risky, so moving production closer to home diversifies risks and avoids sudden trade shocks. Compared to full reshoring, nearshoring preserves cost savings while reducing vulnerability to unstable foreign policy.

Secondly, it increases supply chain stability. The COVID-19 pandemic has clearly demonstrated the susceptibility of long, disruptive supply chains. Nearshoring makes them more flexible and reliable by reducing distances: companies respond more quickly to crises if key suppliers are located within one or two countries, rather than overseas.

Finally, nearshoring optimizes cost and speed to market. Manufacturing close to final markets reduces order lead times and transportation costs. For example, sourcing from Europe or North America reduces delivery times from weeks to days, eliminating expensive air freight. Proximity to demand centers helps quickly adapt products to local tastes and market fluctuations [1].

Bright example of successful nearshoring is Mexico. This country by 2026 secured its status as the main beneficiary of US trade policy. Taking advantage of USMCA regulations and tariffs on Chinese imports, Mexican electronics and auto component manufacturers expanded capacity. American corporations moved final assembly of server equipment and semiconductors to the states of Nuevo León and Jalisco, shortening supply chains from three weeks to 48 hours and avoiding tariff risks [2].

Eastern Europe has become a hub for Western European companies. Poland and the Czech Republic have become key hubs for the German and French auto industries, replacing supplies from Asia.

For the Belarusian economy, the demand for nearshoring in the IT sector has opened up opportunities to restructure its export model. European companies have begun to view Belarus as a source of skilled labor with relatively low overhead costs and as a partner for high-tech joint ventures.

Notably, the Belarusian IT sector has managed to integrate into European value chains despite geopolitical difficulties. Companies rely on long-term contracts, a high level of expertise, and flexibility in cooperation formats. Traditional outstaffing transforms into R&D centers. This has allowed Belarus to maintain its position as a key

non-Asian software services provider to the EU, confirming that entry barriers in high tech are lower than in traditional manufacturing [3].

However, nearshoring has challenges. Higher labor costs in neighboring countries compared to Asia may offset some of the savings. Furthermore, a shortage of skilled labor in host regions is leading to rising wages and competition for personnel. For companies that are relocating their production facilities, the key issue is not only logistics, but also the ability to find enough engineers and operators in the new location.

In conclusion, the nearshoring trend is likely to accelerate in the coming years. Up to 23% of global production value chains could be relocated closer to consumer markets. The main beneficiaries would be regional corridors such as the USMCA, the EU, and ASEAN. At the same time, differentiation will increase: in manufacturing. Mexico and Central and Eastern European countries dominate, while in the services sector, IT clusters in Eastern Europe will further develop. For Belarus, retaining talent and adapting to the changing compliance and cybersecurity requirements of European customers will remain a key challenge.

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FORMULA 1 AS A DRIVER OF THE GLOBAL ECONOMY

Formula 1 is one of the most prestigious and technologically advanced sports in the world, but its importance goes far beyond entertainment. Today, it represents a complex global economic system that influences multiple industries, including tourism, technology, media, and international business. The economic impact of Formula 1 can be observed through its revenue structure, its effects on host countries, and its contribution to innovation, although these benefits are often debated and not equally distributed.

The goal of this research is to examine the impact of Formula 1 on the global economy, focusing on its influence on tourism, technological innovation, and