

- establishment of preliminary courses;
- making a career-guidance test a compulsory measure before entering an institution of higher education;
- to reduce the number of correspondent students.

We are the students of the Belarus State Economic University, which was founded 75 years ago in 1933. It is the leading institution of higher education that provides training high geared economists.

We have time to do ours best to escape unemployment in future. But educational system needs these changes. We really hope that our work will become the first small step on the way of economic revision in our country.

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## **APPROACHES IN RAISING BELARUSIAN ECONOMY IN CONTEXT BELARUSIAN-CHINESE ECONOMIC COOPERATION**

### **КИТАЙСКИЙ ВЕКТОР ВНЕШНЕЙ ПОЛИТИКИ КАК ФАКТОР ЭКОНОМИЧЕСКОГО РОСТА БЕЛАРУСИ**

Работа посвящена белорусско-китайскому сотрудничеству, которое заявляет о себе как весьма перспективное и взаимовыгодное.

Цель данной работы — определить возможные пути взаимодействия Беларуси и Китая, выделить среди них наиболее эффективные, т.е. те, которые помогут поднять экономику Республики Беларусь на качественно новый уровень.

To be successful, Belarusian economy should be competitive in the international market as well as at home. What role can the Belarusian-Chinese economic cooperation potential play in raising competitiveness of Belarusian economy?

First and foremost, it's critical to utilize this potential to the full to upgrade Belarusian labour- and energy-intensive industries to have up-to-date manufacturing facilities. This can be done by using loans and credits as provided by the Chinese government and banks, and through attracting direct Chinese investment in joint Belarusian-Chinese ventures. This is especially relevant for our energy, light, food, timber processing industries, production of motor vehicles, household appliances, construction materials, bicycles, motorcycles, diesel fuel from rapeseed oil, high quality protein-containing food additives, ethanol from sugar beet. If we set up the production of passenger cars, household appliances, and cellulose by putting in several billions of dollars, we could import less and boost our exports by the same amount.

The second thing. It's necessary to set up at least a couple of Belarusian or Belarusian-Chinese companies in China. As yet, there's only

one successful Belarusian-Chinese company in China, which is joint venture Sanjiang-Volat. But setting up a joint venture is often the only way to enter the Chinese market with our products. Nearly all leading auto-makers, producers of agricultural machinery and many others had to do so to get there. For example, our Belarus tractors, although recognized in China, are uncompetitive in the Chinese market. The main reason is that our competitors Fiat, John Deer, New Holland set up their production facilities in China. As a result, the prices for their products have become much lower: no customs payments, considerable government subsidies for the equipment produced in China. Such subsidies, however, are provided to Belarusian producers of tractors too. Today, our MTZ can set up the production of its tractors in China, gaining profit from supplying that company with parts and mechanisms and from the sales of tractors there.

Another promising area of cooperation is to use scientific and technological innovations created by our research institutes in order to enter the Chinese market. The National Academy of Sciences and the State Committee for Science and Technology should work hard in this direction.

The third thing. We need to diversify our exports which today are quite unstable because three, four products account for 85 % of all our exports. The changing in trends with respect to at least one of these products deals a severe blow to our export/import balance. But cellulose could become a stable export item for Belarus once we build a cellulose production facility. The same can be said about linen products, dried whey and dried milk, alcoholic drinks.

It's important for us to take real steps to provide exporters and importers of Belarusian goods with loans on preferential terms (or on any terms, if nothing else).

Belarus has a far-flung commodity distribution network in China, including such companies as Belneftekhim, offices of the Belarusian Chamber of Commerce and Industry, Belarusian Potash Company, Belarusbank, Belarusian Steel Works, Integral, Gomselmash, BelAZ, Minsk Wheeled Tractor Works. It is appropriate and possible that they, besides representing their own interests, should represent the interests of the other companies of their respective sectors.

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## **MONEY-TAKING VS. MEMORY-MAKING: HOW TO BUILD A RELATIONSHIP**

### **ОТЕЛЬ И ГОСТЬ: ОТНОШЕНИЯ, КОТОРЫЕ РАБОТАЮТ**

Как создать и удержать клиента? Как выстроить взаимоотношения с гостем?

Эти вопросы сегодня особенно волнуют отельеров, ведь конкуренция поставила клиента в центр бизнеса. В свою очередь, лояльность гос-