

this company is more than 10 years. Therefore it is necessary to determine how the company can stay on the market, develop and compete with world leaders. Today, cosmetics produced by this company become popular in Russia, Belarus, Ukraine, Latvia, Kazakhstan, Moldova, Lithuania, Estonia, Armenia and Georgia. The main motto of the company is: "to overcome consumers' stereotype" only import cosmetics can be good.

A small survey shows the popularity of the products among girls and women of our Republic and their positive attitude to the cosmetics firm. It was defined the advantages and disadvantages of foreign and Belarusian cosmetics as a result of the survey and analysis of cosmetics stores. The research found out that the majority of Belarusian women choose the cosmetics of L'ORÉAL. However, the principal advantage of the Belarusian cosmetics is a combination of good quality and low price.

Let's analyze foreign and Belarusian product, its quality, prices and service. So we can make the following common knowledge that the L'ORÉAL cosmetic is expensive with high quality and good selling service. Belarusian product is cheaper, of good, but not high quality, but there is no good service.

There are proposals for increasing the competitiveness of cosmetic companies: improve advertising – focus that it is a joint Belarusian-Italian company; improve service quality – help to choose cosmetics, to consult; improve design – make it more stylish; develop new products - create new cosmetics, try to be up to quality. Using this advice, Belarusian cosmetics can compete with the world leaders both at home and abroad. These recommendations can be used in many industries to improve competitiveness of other Belarusian goods.

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CHINESE-BELARUSIAN INDUSTRIAL PARK

Chinese-Belarusian industrial park can become the largest Belarusian project to be implemented jointly with foreign partners. Since China and Belarus established diplomatic ties on Jan. 2, 1992, bilateral friendly cooperation has grown steadily in

various areas. China possesses ample financial resources and seeks to invest in different countries of the world. Interactions between Belarus and China have been particularly vibrant since 2005, over 20 major projects are being implemented, credit lines are open for Belarus, with commercial and preferential loans issued. Many years and even decades of intensive cooperation are expected to culminate in the creating of Chinese-Belarusian Industrial Park. According to Alexandr Lukashenko this project will break the mould.

A framework intergovernmental agreement was concluded in Minsk in September 2011. The document was signed by deputy prime Minister of Belarus Anatoly Tozik and Deputy Minister of Commerce of China Zhong Shan. Total investments in the creation of a Belarusian-Chinese industrial cluster is predicted to reach \$5.6 billion. Agreement of financing this project was signed with the Eximbank of China. It will provide financial and advisory assistance to Belarus with this project. Preparation of the general layout of the park has begun to be completed within months. After all the necessary papers on town planning are adopted, a detailed plan to complete the first stage of the construction work will be passed. The cluster will be located in the south-west of Smolevichi district. The Park will be located on the area of more than 80 square kilometers. It is very beneficial due to the vicinity to Minsk with it reach centers and universities, transport network and highly-qualified workforce. The project will use experience of the China-Singapore industrial park in the city of Suzhou, Jiangsu province as much as possible. With this in mind China has already launched training courses for Belarusian personnel. The idea is to set up an industrial platform with an attractive investment climate where Chinese and Belarusian investors will work in addition to primarily third-party investors. Interest in the park has already been shown by companies from Japan, South Korea, Europe, and America. It is expected that the main sales markets for the park will be the countries of the CIS and Europe. There are plans to place manufacturing and logistics zones in the park, housing and office premises, financial and research centers.

Long ago the decree was published, some Internet resources printed the alleged text of the decree, which caused a wide public outcry. It claimed that the construction

site would cover about 15 settlements and the territory of the park would be taken away from the owners. The most recycled myth suggested that 600 000 people would allegedly come from China and get most lucrative land parcels for a song and would build some kind of a Chinatown there. However, no land will be withdrawn without consent of land users. The land will not be taken away from villagers and horticultural societies. A. Tozik says “we are constructing a park not for Chinese or German worker, we are building it for our children and grandchildren who will work here receiving most demanded professions and decent salaries”. So the rumors are absurd.

All the rules will be observed as far as industrial output, science and technology, ecology are concerned. Interests of the local population will be fully taken into account like it was done for the industrial park Suzhou and the area nearby. According to the Ambassador, it is necessary to polish every project, focusing on quality, avoiding short-term effects and unfair competition. The main lines of business of the Industrial Park will be engineering, fine chemistry, bio-medicine, household appliances and electronics.

The cooperation between two countries is bilaterally beneficial. To sum up, the advantages for both countries are as it follows:

1. This project will foster economic, trade and investment cooperation between two countries.
2. It will reveal new development opportunities.
3. IPDC is believed to attract world-recognized brands and to introduce progressive one-stop service procedures.

Undoubtedly Belarus will get the utmost benefit:

1. investments is the most significant one (frankly speaking, the current regime of the free economic zone is not very efficient in these issues)
2. Industrial Park Development Company (IPDC) will provide new work places (estimated workforce 600 thousands employees).

3. The territory will be used to build kindergartens, schools, retail companies, large recreation areas, transport infrastructure-everything that people need for a comfortable life.
4. The industrial park will help upgrade the manufacturing industry, increase the share of science-intensive products.
5. It will also reduce energy and material intensity of products.
6. As you see IPDC is an optimal way to raise modern technologies for Belarus.

And China has also its advantages:

1. This is an opportunity to export its technology, equipment, besides the provision of loans is a good investment.
2. Implementing the industrial park project will change the image of the Chinese production (that is showing it as quality competitive).
3. The special economic regime lasts for 50 years.
4. Moreover all the profit and dividends can be freely transferred abroad from Belarus.
5. The ability of penetrating European markets through Belarus

In conclusion, China cherishes its friendship with Belarus and is grateful for solid support for China's view on matters that concern national interests.

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EASTERN TRADE PARTNERSHIP OF THE REPUBLIC OF BELARUS

Integration of Belarus into the world economy is one of the official priorities of the Belarusian national policy.

Independent since 1991, Belarus chose to build a balanced and multi-directed foreign policy that would see close relations with Russia, Europe and Eastern countries. The need for energy resources, access to global markets to provide for manufacturing, export-oriented economy and broad international cooperation to respond to modern challenges effectively is central to our foreign policy outlook.