

monde. Les sites des entreprises bélarus apporte pour le moment le plus rentable sur les marchés internationaux. La tâche principale des entreprises bélarus orientées à l'export est la transformation du site corporatif en source de la réception des commandes.

À titre de l'exemple du site de qualité on peut citer le site de la S.A. «Pinskdrv». Même du point de vue du consommateur simple le site est fait très compétentement. On y présente l'information non seulement sur l'entreprise, sa production, les contacts, ainsi qu'on conseille aux acheteurs et on fait les sondages.

Aujourd'hui à Internet il y a les sites des entreprises de Bobruisk «Belchina», «Bobrouiskagromach», «Almaz».

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PROSPECTS OF INVOLVING OF VENTURE INVESTMENT

ПЕРСПЕКТИВЫ ВНЕДРЕНИЯ ВЕНЧУРНОГО ИНВЕСТИРОВАНИЯ

Venture investment, as one of the forms of a capital investment in the risky projects is the rather important economic and social tool. Venture investment is applied to financing commissioning of the company, its development, capture or repayment by the investor while re-structuring the property.

For the venture capital as against the credit a guarantee of firm have no decisive importance. More important for it is the presence of an attractive and real enterprise plan, and also management capable to realize it. The long-term investments are carried out not only in the form of money resources, but also by rendering the concrete help to research of the markets, analysis and estimation of perspective directions of activity of companies, that promote their development and transformation into the large corporations.

The creation of venture company does not require much expense; however, it requires the high-skilled experts for an estimation of the projects, and it also requires the trust of the investors. The procedure of venture investment is simple too – at first venture company accumulates the investments, then carries out research of the perspective projects, promotes their realization, which provides reception of added cost and return of profit to the venture company.

The formation of market economy in Republic of Belarus will allow to introduce venture companies to the market of the investments. That step will promote occurrence of the large number of the new companies, which will be specialized enough to allow them to improve quality of the goods not raising its cost price.

It is necessary to note, that the creation of the park of high technologies in Republic of Belarus will also require the new forms of investment, and venture capital rather well approaches for financing innovational companies and single projects. The banks are not capable to give the residents of the park of high technologies something

necessary for them – credit for the projects, in which they are not sure. Venture companies not only allow realizing such projects, but also acting a role of some kind of «sorters» for them. For example, based on the data of researches, in USA about 30 % of the new projects suffer failure. In a case of participation of the venture capital this number is reduced to 15-17 %.

In addition to all it is necessary to note, that creation of the certain legislative base in the sphere of venture investment will allow to involve foreign capital too. There are already a lot of international venture companies, which offer the services all the world over, and the reception of taxes from the foreign capital is rather attractive to our budget.

In conditions of creation the park of high technologies there is an additional opportunity of «smooth» injection of venture capital, i.e. it is possible to limit the of objects by the residents of the park of high technologies, that will allow to estimate efficiency of venture financing using the method of experiment, and if the results are positive we should spread the received experience to the whole Republic.

So we can see, that venture investment has more plusses, than minuses and in long-term prospect its involving will bring the effect, both in economic, and in social aspect.