

communicate with, to create and support your individual image. The necessary features of a good image are the ability to choose and wear clothes, haircut, elegant manners, face expression, sincerity of the gestures, carriage. Gestures should intensify the word meaning which you are trying to render to the audience, to make the sense clear. With the help of gestures you can express different feelings or shades of mood — wrath, indifference or interests.

But the appearance and good manners need skills to speak in the right way. Many people have the talent of oral speech inborn, they can speak about everything at any time they want without preliminary preparing. But not every person can do it this way. The majority of people are afraid of the only fact: to appear in public. That's why the preparing of a speech is a very important thing for them. It consists of numerous parts: making the text of the speech, the training the speaker's skills, thinking about possible questions and answers to them, criticising and reacting for it. And one of the most important things is where, when and how to use all these advice in practice. All of them are the necessity of the business conversation.

After a small training you can be able to become a man, whose appearance and speech will attract attention of millions and make people listen to your words. You will be able to use the language of gestures skillfully, choose clothes, communicate effectively and eventually be a perfect businessman.

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В данный момент, когда многие предприятия работают с иностранными партнерами, налицо много рисков, связанных с неисполнением контрагентами своих обязательств.

Во избежании вышеназванных, а также многих других рисков, которым подвержены контрагенты по сделки, в международной практике применяются сле-

дующие инструменты хеджирования рисков в международной торговле. Основные из них: документарный аккредитив, документарное инкассо, а также гарантия платежа.

INTERNATIONAL TRADE RISK HEDGING

Our environment has produced a general increase in the level of risk awareness in international trade. From the exporter's view security for payment has become increasingly important. On the other hand they are encountering a greater awareness of risk among their buyers. Thus they often have to provide for – reaching guarantees of their willingness and ability to meet contractual commitments. Otherwise they will not even be considered for the contract.

So,

exporters - they want assurances of importer's willingness and ability to meet their financial obligations – payment – securing

importers – they want assurances of exporter that they receive goods in good condition and without delay – performance securing

The risk of loss in an international transaction relates partly to the possible behavior of the contracting party and partly to the political and the economic situation in the foreign country concerned.

If the buyer and seller are in the same country, each party can usually be reasonably sure that the other will meet its obligations. It is an easy matter to check up on the other party's creditworthiness and business reputation. Domestic transactions are therefore normally settled on open account, i.e. the seller presents his invoice only after goods or services has been supplied. When doing business with less well-known firms, when political and economic conditions in the foreign country are not stable, both parties will want additional security.

Instruments for securing payment are:

Documentary credits. A documentary credit is an undertaking made by a bank at the request of the applicant for the credit to pay a specified amount in an agreed currency to a beneficiary, on

condition that the beneficiary presents stipulated documents within a prescribed time limit.

Thus the bank acts as an intermediary between the buyer and the seller. Settlement is effected through the bank by the means of a direct exchange: the beneficiary presents the required documents to the bank and receives in return the amount specified in the credit (in the form of cash, an accepted bill of exchange or an undertaking to pay, depending on the terms of the credit). With the documentary credit, the beneficiary is no longer dependent on the buyer's ability or willingness to pay. Moreover, he can obtain liquid funds shortly after dispatching the goods.

Documentary collections. In a documentary collection, a bank collects payment for the seller by delivering documents to the buyer.

Here again, the bank acts as an intermediary between the buyer and the seller. In this case, however, the seller does not receive payment until after payment has been made to the remitting bank. He therefore has to wait longer for his money than if he were being paid under a documentary credit. Moreover, his risk is not fully covered. When he sends off the goods, he still has no assurance that the buyer or the buyer's bank will pay; he simply has to trust in their ability and willingness to do so. Documentary collections are therefore normally used only when the buyer and seller are already familiar with each other.

Payment guarantee. If a buyer unexpectedly fails to make payment when the exporter has met his contractual obligations (i.e. has delivered the goods or performed the service as agreed), a written declaration to this effect is sent to a guarantor bank, which will be obliged to pay. This is quite distinct from the more usual function of a bank guarantee, which is to ensure that the seller carries out his side of the contract.

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Человек должен обеспечить устойчивость окружающей среды. Если он этого не сделает, биосфера возьмет на себя его роль и, используя свой мощный механизм защиты, вполне вероятно уничтожит часть