

In order to reduce the brain drain the project of establishing an analogue of the Silicon Valley in the Republic is being considered. It aims at creating a special high-technology area with tax preferences, stimulating investment and providing decent salaries for the researchers. Belarusian software companies earn around \$ 70—75 mln per year, and their revenues could double in a few years. The example of India, the world leader in offshore programming, proves that hi-tech production may be successfully implemented in our country. The project is sure to reduce the outflow of specialists from the state and help it occupy a competitive position on international markets.

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INTERNATIONAL CRIMINAL COURT AS THE INSTRUMENT FOR SOLVING INTERNATIONAL CONFLICTS

МЕЖДУНАРОДНЫЙ УГОЛОВНЫЙ СУД КАК ИНСТРУМЕНТ БОРЬБЫ С МЕЖДУНАРОДНЫМИ ПРЕСТУПЛЕНИЯМИ

В наше время проблема сохранения мира на Земле стала важнейшей глобальной проблемой XX в. Международное сообщество уже много раз предпринимало попытки предотвратить все новые конфликты на земле. Именно поэтому в 1998 г. создан Международный уголовный суд. После его создания было много споров по поводу его эффективности, но, несмотря на это, его создание — серьезный шаг на пути к установлению международной безопасности и предотвращению безнаказанности.

The twentieth century, with its unprecedented civil and technological progress, will also be remembered for its shocking and tragic record of crimes and atrocities committed on human beings by their fellow human beings.

The international community made many attempts in order to maintain peace in the world and punish those responsible for brutal crimes of international importance. But none of them provided international security. The establishment of International Criminal Tribunal for the Former Yugoslavia (ICTY) and International Criminal Tribunal for Rwanda has revived efforts to create a permanent international court to deal with war crimes and other human rights violations. At UN conference, held in Rome in July 1998, there was adopted a convention on the establishment of an International Criminal Court (ICC) based on the Rome Statute.

After the creation of the court the hot debates about its effectiveness have broken out. The proposed International Criminal Court is a perma-

nent judicial tribunal with global jurisdiction, established in order to try individuals for gross breaches of international humanitarian law: genocide, war crimes, crimes against humanity and aggression. It will decide on the criminal responsibility of individuals and act as a strong deterrent for possible future perpetrators.

The aim of the ICC to transcend national bounds and have global application is undoubtedly a difficult task because every nation has its own sovereign rule of law. But In spite of many opponents the ICC is clearly a very brave step taken into the direction of protecting human rights.

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BELARUSIAN MINERAL WATER CONQUERS FOREIGN MARKETS

БЕЛОРУССКАЯ МИНЕРАЛЬНАЯ ВОДА ПОКОРЯЕТ ЗАРУБЕЖНЫЕ РЫНКИ

Сегодня рынок минеральной воды — один из самых перспективных в Беларуси. Около 50 отечественных предприятий конкурируют на рынке минеральной воды, постоянно расширяя ассортимент выпускаемой продукции. Важным шагом для повышения объема продаж и обеспечения выхода продукции на мировую арену является развитие экспорта продукции в зарубежные страны, а также привлечение дополнительных инвестиций в создание брэндов и рекламную деятельность.

The market of mineral water is one of the most promising in Belarus. Consumption of this product is constantly growing. Today mineral water production volumes meet the demand and there is no shortage of mineral water in the market.

Marketers distinguish four segments of the Belarusian mineral water market:

- mineral water produced by Belarusian manufacturers (**low price category** — BYR 600—900 for 1,5 l);
- mineral water without brand produced by Russian manufacturers (**mid price category** — BYR 1,200—1,800 for 1,5 l);
- brand mineral water (Borjomi, Essentuki, and Narzan) produced in Russia and Georgia (**highpricecategory** — BYR 2,000—3,500 for 1—1,5 l);
- mineral water of famous trademarks (Perrier, Vittel, Contrex, Volvic, and Evian) produced by European venders (**elite price category** — BYR 3,000—6,000 for 0,5—2 l).

One of the main ways to increase sales for the Belarusian manufacturers is the development of new markets. Many players operate only in