Advertising is an important factor here. As people should be informed about this problem and they should take part in solving it.

A good example of that is that everyday each of us sees a lot of children and young people bringing harm to the environment, who write on the walls, destroy something in the city. But studying economics will help to solve such problems.

As a result they will understand that they shouldn't do it because it is unprofitable not only for the government but also for them because it is their money. These young people or their parents pay taxes to the government and then the government uses this money for different social necessities. And when people are taught it from their childhood they will understand that social is not a synonym to nobody's.

Lessons of economics should be interesting, they should not contain a lot of special words or theories and should teach people how to spend their money and use economics in everyday life.

Another advantage of it is that it will be easier for young people to choose their future profession. If they study economics from childhood they will have an idea of this science and will decide whether to connect their life with it or not.

The problem of brining up economic men is one of the main problems in our country and in future it will be solved due to studying of economics from childhood.

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INVESTMENT OPPORTUNITIES OF THE REPUBLIC OF BELARUS
ИНВЕСТИЦИОННЫЕ ВОЗМОЖНОСТИ РЕСПУБЛИКИ БЕЛАРУСЬ

В настоящее время приоритетом государственной экономической политики Республики Беларусь является создание благоприятного инвестиционного климата для привлечения и эффективного использования иностранного капитала.

Страна находится в выгодном географическом положении, в центре Европы, приемлемых климатических условиях, на пересечении стратегически важных торговых путей. Стабильная макроэкономическая ситуация, недорогая рабочая сила и высокий научно-технический потенциал стимулируют инвестиционный процесс.

Инвестиции являются одним из важнейших источников экономического роста любой страны.

The priority of the state economic policy of Belarus is the creation of a favorable investment climate for attraction and effective use of foreign investments. Evaluation of the territory investment attraction is the main aspect of any investment decision making. The more complicated the situation in the country is, the greater experience and intuition of the investor needed to consider the investment proposals. Investment climate is generalized characteristics of social, economic, organizational, legal, politic prerequisites, predetermining advisability of investing in this or that managing system.

Belarus offers potential investors such advantages as favorable geographical location in the center of Europe, auspicious natural and climatic conditions, political and social stability, macroeconomic stabilization, qualified and relatively inexpensive labor force, high scientific, technical and industrial potential, capacious domestic market, legal and organizational framework stimulating investment process. The Republic of Belarus is situated on the crossroads of main rail and motor routes, systems of oil, gas and product pipelines, communications systems between Western Europe and Russian regions as well as Asian countries. By virtue of this, Belarus can become a base for foreign investors seeking to acquire new promising markets of CIS countries. The economic situation in the country is characterized by a stable inflation level, predictability of exchange rates and presence of tax and customs advantages for foreign investors, growth of export potential, developed banking system, burgeoning market of financial and insurance services. Though, the position of the Republic of Belarus and other CIS countries in foreign rating lists is comparatively low. Unlike the former USSR that occupied 17th place after Italy and Taiwan according to the economic journal "Euromoney" of 1988, no former Soviet republic could occupy the list of 50 countries with most favorable investment climate. This is the main reason for the foreign investment deficit and flight of private capital abroad into more favorable regions.

There are several characteristic approaches to evaluate investment climate. The most acceptable approach is the factorial one, based on the evaluation of a number of factors: economic potential characteristics, general levels of management, maturity of market environment, political situation, social, financial factors.

The Belarusian Government plays an active role in the investment process, providing state support to business entities in the Republic. State support to investors can take the following forms: Belarusian

Government guarantees, preferential tax and customs treatment, access to centralized investment resources.

Thus, Belarus has formulated and is carrying out a long-term investment policy. Much remains to be done however to improve the country's investment appeal. In the future, the Government is planning to focus particularly on the creation of a clear and predictable economic and legal environment. This will be embodied in more consistent actions and more consistent legislation in the sphere of investment activity. In the macroeconomic sphere, Belarusian Government is continuing to work on reducing inflation, interest rates, and tax burden, and on further liberalizing pricing policy. Plans are also afoot to work on providing publicity support to investors, enhancing the appeal of the FEZ, and resolving other issues related to the fostering of a favorable investment climate and investment image.

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TYING ARRANGEMENTS WITHIN THE FRANCHISE AGREEMENTS
"СВЯЗЫВАЮЩИЕ СОГЛАШЕНИЯ" В ДОГОВОРАХ ФРАНЧАЙЗИНГА

Материал посвящен проблеме так называемых "связывающих соглашений" — положений договора франчайзинга, которые в качестве условия функционирования в рамках франчайзинговой сети обязывают пользователей приобретать определенное количество товаров (услуг) только у обозначенных правообладателем поставщиков. Подобные положения вводятся для сохранения единообразия, поддержания стандартов качества и репутации сети в целом. Однако законность связывающих соглашений является весьма спорной с точки зрения антимонопольного законодательства. Поэтому их введение в договор должно быть взвешенным, с учетом соответствующих правовых норм.

Franchising confers many benefits on the franchisee. For many potential businesspersons, franchising is essentially the only realistic way to achieve business ownership. However, along with the benefits that accrue to the franchisee come obligations to the franchisor. Increasingly, franchisees have become dissatisfied by some of these obligations.

One area of dissatisfaction relates to tying arrangements that the franchisor frequently places in the franchise agreements. Rather than