

what we export there are mostly tires produced by «Belshina» company and chemical fertilizers. However, as these countries' major priority is the further exploration of natural resources and the development of agriculture, one of the prospects for us could be the provision of the agricultural machines and equipment produced by the machine manufacturing companies, such as «MAZ» and «BelAZ».

The Pacific Alliance has a very big economic potential and Belarus' cooperation with it could really enable the diversification of our economy, help Belarusian companies to enter the Latin American markets and increase our export further on.

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THE FUTURE IT SPHERE IN BELARUS

Information technology (IT) is a growing field that offers relatively secure positions for those with solid technical skills and deep knowledge in an IT-related field. From support to engineering, there are several specializations that deal with various facets of information technology. Computer scientists innovate and design new computer hardware, they write programming code for operating systems, business productivity software, video games and etc. The segment of IT services is crucial not only for the GDP or exports, but also for technological development of the society.

In the beginning of the 2016 the Republic of Belarus (RB) has faced the dark times due to the fall in oil exports revenues, non-competitive domestic production and shrinking global demand. Belarus relies on Russia's oil and gas, and unfortunately lacks its own natural resources. It can switch the vector to Information Technologies to lure some funds in its budget in a long run. But there is a long way to go.

After the collapse of the USSR little was done to support Belarusian technologies. Such a legacy as INTEGRAL corporate enterprise was dismantled. The total part of IT sphere in the GDP remains around 1%. In the mid-2000s Belarus rethought its policy and took some steps towards innovation. The Decree of the President of the Republic of Belarus No12 on creating HIGH-TECH PARK provides tax incentives and other perks

and bonuses for people working there. Such companies as IBA GROUP, EPAM and WARGAMING have been established in Belarus. Recently Belarusian developers have sold their MASQUERADE phone app to Facebook for what is rumoured about 20 to 40 \$ million. The social network also plans to keep Masquerade operational as a standalone, free app, as well as integrating its technology into Facebook. The effects join a line of creative tools Facebook has added to its app already, like stickers, finger doodles, and photo filters.

Masquerade has been a hit in its short time on the App Store. It has an average rating of 5 stars and has consistently stayed near the top of the App Store's charts. But is it enough to keep the IT segment growing?

It will be a tough task to pave the way for the IT sphere in Belarus. One of the problems today is total control and monopolization of the Internet traffic by BELTELECOM company. The sole corporation is not able to satisfy the needs of broadband access to the Internet and zippy speed. Another difficulty is the lack of finance and incomplete legislative system, which lacks economic freedom for IT business. That is one of the main reasons why IT companies are registered in offshore zones. The level of software piracy in Belarus is up to 85%. That is a detriment to the state in terms of money and international reputation. These all factors create an obstacle for developing IT sphere. Henceforth it is advisable to develop the mechanisms that will be aimed at the development of business competition. The government could provide an operational system development for the legislation system. The stabilization of the economy, free trade, sound money and privatization are the primary objectives for developing the IT. New businesses should have an opportunities be registered smoothly and without delays, an important spur for specialists lying in wait.