

Switzerland (34.1 %), Russia (20.2 %), Germany (7 %), Great Britain (6.6 percent) and USA (5.5 %). Belarus successfully cooperates with the world leading manufacturers including transnational corporations. Joint ventures and foreign enterprises have been organized with participation of MAN (Germany) (automotive machinery) and Karl Zeiss (optical equipment). Other foreign companies are successful in Belarus, such as: Coca-Cola Beverages Byelorussia (Netherlands), MacDonald's restaurants (refreshment drinks and public meals), Unomedical (disposable medical items), Chess Bell (oil refinery), Inco Food (meat products). Today, the country successfully implements, with involvement of foreign investments, a number of large projects in different sectors of the economy. In industry, these are: the project for reconstruction of the polyester treads plant at the RUE «Svetlogorsk PA Khimvolokno», the project for output of automobile and tractor 4- and 6-cylinder engines at the RE «Minsk Engine Plant», the project for technical update of the plant for organization of production facilities for manufacture of automotive machinery according to norms EURO-3 at the RUE «Minsk Automobile Plant». Specific targeted programmes are also developed concerning the most promising types of tourism (environmental, rural, hunting and transit tourism), and conditions are created for investment projects for the development of the tourist infrastructure in historical towns having cultural heritage facilities which form a sort of a «Golden Ring» of Belarus.

The work will be continued to harmonize customs and tariff systems of Belarus and Russia, and liberalize foreign trade relations of Belarus related to accession to WTO. Accession of the Republic of Belarus to WTO will increase attractiveness of the country for foreign companies.

In 2007, the investment legislation of the Republic of Belarus will be further improved through the simplification of the state registration of commercial organizations with foreign investments, extended organizational and legal forms of business activities for foreign investors, and guarantees by the State not to change the legislation for foreign investors.

An important role in the creation of the favorable investment climate in the Republic of Belarus belongs to the Consulting Board on Foreign Investments, which includes representatives of state entities, international organizations, as well as foreign investors operating in the Belarusian market.

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#### **WHAT A BRAND IS AND THE LAWS OF BRANDING ЧТО ТАКОЕ БРЭНД И ЗАКОНЫ БРЭНДИНГА**

Роль брэндов в мировой экономике и на мировом рынке возрастает с каждым годом. Белорусские организации и предприятия сейчас стараются следовать законам брэндинга, чтобы идти в ногу со временем и конкурировать на

рынке. Ведь именно брэнд помогает продукции или услугам определенных фирм быть узнаваемыми среди тысяч похожих. В своем выступлении я дам ответы на вопросы: что такое брэнд, какие есть стратегии создания брэнда, а также расскажу о законах брэндинга.

«Branding is the art and cornerstone of marketing». A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors. A brand is essentially a seller's promise to deliver a specific set of features, benefits and services consistently to the buyers.

Manufacturers and service companies who brand their products must choose which brand names to use. Four strategies are available:

1. Individual names;
2. Blanket family names;
3. Separate family names for all products;
4. Company trade name combined with individual product names.

As companies become more aware of the importance of brand power, they want to know how they can strengthen their brands. So they try to build more brand awareness and brand preference. To create strong and successful brands companies should follow different laws (or rules) such as:

1. *The publicity law.* The life of a brand starts with the publicity, not with advertisement.

2. *The law of word.* A brand has to fix its symbol-word in a customer's consciousness.

3. *The law of quality.* Quality is important, yet a brand needs more.

4. *The brotherhood law.* In order to build a category, a brand must attract other brands.

5. *The law of form.* A brand's logo must correspond to binocular eyesight.

6. *The law of colour.* Brand should use a colour that is different from the colour of its main competitors.

Consequently the main purpose of branding is to distinguish one product from others, even if all the products are similar to each other.

With the help of branding organizations can differentiate their products from those of competitors, create brand loyalty and develop a brand image which customers can identify with, make demand for the product less price elastic and make the product more familiar to consumers, therefore encouraging more purchasing decisions at the point of sale.

All the companies in any country understand the importance of brands. The main features of the Belarusian market are poor implementation of branding and existence of only few famous brands. The reasons for that are weak media-market, small budget and strong price competition. The principal brands in Belarus are representatives of the few western companies that are present on the market, such as: IKEA, McDonalds, Coca-Cola. Among our well-known trade marks we can pick out Milavitsa, Serge (underwear), Kristall (vodka), Horizont (TV-sets), Atlant (refrigerators), Belwest, Marko (footwear).

From the said above we can see that branding is a major issue in product strategy. On the one hand, developing a branded product requires a great deal of long-term investment, especially for advertising, promotion and packaging. On the other hand, manufactures eventually learn market power lies with building their own brands.

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### **BELARUS – DEUTSCHLAND: PERSPECTIVE ZUSAMMENARBEIT БЕЛАРУСЬ – ГЕРМАНИЯ: ПЕРСПЕКТИВНОЕ СОТРУДНИЧЕСТВО**

In статье приводятся основные направления сотрудничества между Республикой Беларусь и Германией. Рассматривается роль внешней торговли. Определены условия инвестирования в экономику Республики Беларусь.

Die Republik Belarus liegt im Herzen Europas. Dank ihrer geopolitischen Lage kann die Republik eine echte Brücke zwischen dem europäischen und dem russischen Markt werden. Doch aus verschiedenen politischen und wirtschaftlichen Gründen, ist Belarus noch nicht bereit, ein Eldorado für ausländische Investoren zu werden.

Trotzdem gibt es folgende Gründe für Investitionen in Belarus:

Belarus verfügt über hochqualifizierte und relativ preiswerte Arbeitskräfte.

Stabile makroökonomische Lage.

Aktivierung der Beziehungen zu internationalen Finanzorganisationen.

Wachstum des Exportpotentials.

In der Republik Belarus sind 6 freie Wirtschaftszonen mit liberalen Bedingungen.

Also, das Land hat das Potential, ein wichtiger Testmarkt für die Erschließung neuer aussichtsreicher Märkte der GUS-Staaten zu werden.

Eine große Rolle für unsere Wirtschaft spielt heute Außenhandel. Jeder dritte Arbeitsplatz ist heute direkt oder indirekt vom Außenhandel abhängig. Schon allein dieser Tatbestand zeigt die hohe Bedeutung des Außenhandels.

Der wichtigste Handelspartner für Belarus hinter Russland ist Deutschland.

Eine überaus erfolgreiche Kooperation zwischen deutschen und belorussischen Unternehmen ist während der letzten Jahre in Form der so genannten Lohnveredelung entstanden. Hier sind die Unternehmen ELIS, Nadex, KIM sowie Switanok zu nennen. Weitere Branchen, wo dieses Kooperationsschema erfolgreich verwendet wird, sind Holzverarbeitung, Gerätebau und chemische Industrie. Das widerspiegelt sich in der Exportstruktur der Republik Belarus in die BRD.

Der weltberühmte Betrieb ist «Pinskdrv». Hier produziert man verschiedene Möbeltypen: Wandschränke, Vorzimmer, Küchen, Schlafzimmerngarnituren, Office- und Polstermöbel, Streichhölzer, Stühle, Tische und andere Waren aus Holz. Die Qualität dieser Produktion entspricht den besten Weltstandarts. Der Betrieb liefert seine Produktion nach GUS-Ländern und Ausland. Traditionell ist Deutschland Hauptpartner im Ausland.