

5) Tax incentives for medical institutions actively promoting medical tourism, issuing state subsidies if necessary.

6) Active positioning of the Republic of Belarus at the state level as a country providing high-quality medical services: holding seminars, conferences, presentations in printed and electronic media abroad, connecting diplomatic and consular institutions of our country to this process, conducting study tours for the foreign press on medical institutions.

Today the success of Belarusian health care system has significant prospects in terms of medical tourism development, and the main goal is the successful promotion of these services beyond the boundaries of Belarus. One of the most important tools for achieving this success is to coordinate the actions of all interested services which will help in the implementation of the health goals of the National Strategy for Sustainable Development of the Republic of Belarus until 2030.

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## THE TENDENCY OF DECLINE IN INVESTMENT ACTIVITY IN THE REPUBLIC OF BELARUS AND WAYS TO OVERCOME IT

Investments are funds and other assets that their owner invests in a commercial enterprise, financial instruments and other facilities on pre-agreed terms with the aim of making a profit. They ensure the creation, renewal and expansion of fixed assets, the restructuring of the economy, creating new industries and technologies, increasing the competitiveness of goods and strengthening the export potential of enterprises, meeting the social needs of the population, improving the environment, strengthening the country's defense capacity, etc.

In the Republic of Belarus there is a problem of depreciation of the active part of fixed assets. It is almost 80%. The organization is not able to produce high-quality and

competitive products working on worn out equipment. As a result, it is difficult to enter the world market since similar products, which are produced with the help of new technologies, easily replace such goods from the market. Thus, investments help to eliminate this problem.

The most important condition for sustainable development of the national economy is active investment. The issue for Belarus is extremely acute. In 2016, the trend of decreasing investment activity continued to decrease from the past year. In January-September 2016, the real sector of the Republic of Belarus received more than 6 billion dollars of gross foreign investment, which is almost 2 times lower than in 2015.

The opportunities in the Republic of Belarus for public investment are limited by the low profitability of state-owned enterprises. Due to the lack of sufficient profits for most enterprises, they cannot attract the funds of small investors acting only to receive cash profit. But there are still prospects for attracting strategic external investors. This is how Belarus made some significant investments – through the sale of a controlling stake in the organization to an external investor. For this purpose, different efforts are being made at the state level, for example, the Law of the Republic of Belarus "About Investments" was adopted [4].

The Republic of Belarus attracted a certain amount of investment from abroad through the sale of communication enterprises, the transport system, banks and even several former collective farms [1]. However, the economy requires more investment.

The Republic of Belarus can offer investors a lot of advantages such as attractive investment climate and taxation system, together with tax incentives, state support for investors: guarantees, benefits and preferences [2].

To protect the investors and to support investments in our country there is an Advisory Council on Foreign Investments under the Council of Ministers of the Republic of Belarus (FIAC).

Possible investors can be interested in various economic activities and directions such as pharmaceutical industry, biotechnology, high technology in the industry, petrochemical and chemical industry, mechanical engineering and production of equipment, construction.

Foreign investors who want to conduct business in Belarus can get help from the National Agency for Investments and Privatization which support investors during all steps of the process of investing.

Moreover, Belarusian banks provide clients with a wide range of services, special attention is paid to lending to investment projects [3]. The country has commercial banks, banks with foreign capital, as well as representative offices of foreign banks.

It is clear that the investment climate in the Republic of Belarus is rather favorable. The absence of a number of overseas investors can be explained by the lack of information about our republic. It looks like the organizations and enterprises of the Republic of Belarus should more often participate in conferences and workshops and present themselves in various exhibitions. Therefore the investor will learn the opportunities offered in our republic and it will lead to the prosperity of both sides.

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### PARTNERSHIPS ON THE EXAMPLE OF BELARUSIAN PETROL STATION

In modern trade-market relations an important factor of successful development is a cooperation of company and client, in fact exactly a client is the major asset of a company. The tendency of change of withstand principles of doing business is traced in the Republic of Belarus, a creation of namely partner relations between a client and producer of a commodity.

A creation of partner relations implies a development of a client loyalty. In the process of a long-term collaboration of a client and company business relationships are created and become the personal, confidence [1]. Using such individual approach, companies can attract new clients and to retain old ones. The result of the application of this method in doing business is an increase of a company competitiveness.

Creation of partner relations is investigated in the CRM- system (Customer Relationship Management). This client-oriented approach envisages the use of innovative administrative and informative technologies that help companies to collect information about the clients, and do business, coordinating company activity according to the requirements of clients.