

on trade, investment, technical regulation, as well as reduction of non-tariff barriers and infrastructure development). While the short-term objectives are:

- to develop the transport infrastructure;
- to bring technical standards closer together;
- to improve investment opportunities.

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MODERN TECHNOLOGIES IN MARKETING AND CATERING

From the very beginning catering and marketing were thought to be the key industries, so development and modernization of those spheres would always be the topical question. I'd like to tell you about some of the leading modern technologies in marketing and catering. For first, it is well-known that technology nowadays is the driver of change in all spheres and, I think, it will continue to be so. From my perspective, the biggest innovations in marketing for the moment are emails, remarketing, social media influence, app development.

Email marketing is a huge part of digital marketing. Most of the companies email their costumers additional information, and then send valuable content tailored to the person's interests. And, I think, emails help to sell more and close sales in more than one touch.

Another great innovation is remarketing. I'm sure that all of you have faced remarketing: it's when you go to a website and then, when you leave that site, their ads appear on other sites that you visit. It works great as part of the advertising campaign, it's really easy to set up and the price is low.

Also, as our generation spends most of the time in the Internet, social media aspect is a gigantic step in modernization marketing. Almost every brand(even luxury clothes ones) has its own page in such apps as Instagram, Facebook Snapchat, Telegram, Vkontakte and etc. For example, Michael Kors is turning to Snapchat as a new platform to attract their

target market in an effort to seem cooler and in-the-know. While Snapchat might seem like an unlikely platform for a luxury brand, Michael Kors is facing the reality that they have mass market appeal.

Furthermore, we live in a fast and moving world, where time is the most valuable resource. Due to that, people are increasingly on the go, and they want their food fast and direct, which has made delivery a very desirable option. To handle the demand for convenient delivery, many new delivery apps have popped up.

What is more, text based notifications are getting more and more popularized. As it was already said, people value their time, so long lines scare off potential customers. To combat this, some establishments are implementing text-based notifications, which sends a text alert to their customers when their table is ready.

Last but not least, talking about catering I supposed to mention delivery industry technologies. As I've already mentioned new delivery apps will pop up. Technology will continue to propel the industry forward, and as an example I'd like to notice fast food restaurant Domino's which has created a voice controlled pizza ordering assistant named Dom on their iPhone and Android mobile app. Dom has a one track mind focused on pizza and is happy to take the order, or just tell a cheesy joke.

In addition, droids and other AI solutions are rolled out lately. As an example in 2016 there were tested slow moving pavement droid that can travel up to 4 mph for roughly 10 miles to deliver food, and use a GPS signal and cameras to navigate and avoid obstacles. When the food arrives at the destination, customers simply input a code. To conclude, I'd like to say that there are a whole bunch of new technologies are created in such spheres as marketing and catering so that to make people's life easier, to save time and gain more profit. On the other hand, business owners introduce new technologies and methods to animate, excite, interest and draw new costumers. In our country, technologies pop-up a little bit later than in other European countries, however, from my perspective, there is may be seen a huge movement forward inventions and broaden our horizons.

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