

*V.V. Mishkova, D.E. Samusevich*  
*BSEU (Minsk)*

## **FOREIGN TRADE IN THE REPUBLIC OF BELARUS: REALITY AND PROSPECTS**

The object of this work is foreign trade in the Republic of Belarus. The subject is the development of foreign trade in the Republic of Belarus and its prospects. The aim of this work is to identify the problems with foreign trade and to find the ways to solve them. In the modern world the status of foreign trade of a state is an indicator of the level of development, an indicator of country's recognition by the international community. Foreign trade has always played a huge role in the economic life of the Republic of Belarus. But it has remained a weak spot of the economy for many years. Positive measures only temporarily improved the total trade balance, but had no effect on structural problems. For example, if we look at the results of export and import of goods and services in the year 2016, we will see that the total foreign trade volume of goods and services is 9 % less than it was in 2015. Exports decreased by 9,3 % and imports decreased by 8,8 % . These figures show us that at the moment there is a predominance of imports over exports in Belarus. This situation should be changed as soon as possible, but at first, we need to identify the reasons that led to this situation [1]. One of the main reasons is that Belarus does not have enough of its own natural resources. The Republic has to buy raw materials abroad, thus we are dependent on foreign markets. Another reason is that our heavy industry lags far behind similar western technology. As a result, the goods produced in this area are not competitive on the world market. Despite all these disadvantages, we have some advantages over other countries. The first one is our location. Major transport routes, gas and oil pipelines, that connect different countries, pass through the territory of Belarus and thereby guarantee profit to our state.

The second advantage is that in our country there are many highly qualified professionals who perform their work scrupulously, and foreign companies want to see them among their employees. We consider it a really good idea to use our specialists as a decoy to create specialized joint companies in different spheres. Especially, we believe that there is much potential for the development of cooperation in the field of "creative economy", which includes advertising, auditing, architecture, art, education, design, fashion, publishing, software development, television, radio and etc [2].

Moreover, we think, that it is useful to exchange staff between Belarusian and European companies in order to gain experience and advanced training. Other solutions lead to the updating of main business assets, modernization of production through the introduction of modern technologies, machinery and equipment, energy preservation, improving labour efficiency, bringing product quality and enterprise management to international standards and proper promotion of products on foreign market.

We consider that all these decisions will attract investments to the Belarusian economy and will solve the problem of foreign trade.

### References

1. Внешняя торговля [Электронный ресурс] // Нац. стат. ком. Респ. Беларусь. — Режим доступа: [http://www.belstat.gov.by/ofitsialnaya-statistika/makroekonomika-i-okruzhayushchaya-sreda/vneshnyaya-torgovlya\\_2/](http://www.belstat.gov.by/ofitsialnaya-statistika/makroekonomika-i-okruzhayushchaya-sreda/vneshnyaya-torgovlya_2/). — Дата доступа: 05.02.2018.

2. Экономическая мозаика [Электронный ресурс]: сб. тезисов; материалы по результатам научно-исследовательской работы студентов под руководством преподавателей кафедры экономической теории / Белорус. гос. экон. ун-т. — Вып. 2. — Минск, 2016. — Режим доступа: [http://bseu.by/ket/EkonMozaika\\_2.pdf](http://bseu.by/ket/EkonMozaika_2.pdf). — Дата доступа: 05.02.2018.

***O.P. Muskaya, M.A. Seryakova***  
*BSEU (Minsk)*  
**Scientific adviser M.A. Kashlyak**

## BUSINESS TOURISM AS THE FACTOR NATIONAL ECONOMIC AND TOURISM DEVELOPMENT

Business tourism is an area of the tourism industry related to the performance of professional responsibilities. Almost the entire history of mankind is directly connected with business tourism, as people have traveled for centuries to carry out commercial transactions, in search of new markets, to form military alliances.

Thus, business tourism can be defined as the oldest type of tourism. However, as an independent and highly profitable business tourism was formed in the 80–90's of XX century and now it's one of the most dynamically developing areas of tourism.

The main objectives of business tourism include: carrying out meetings and negotiations with partners, representatives of subsidiaries; establishing business contacts, attracting new investors and suppliers; training, participation in trainings, exchange programs; attend professional events, exhibitions, fairs, charity events, etc.

Business tourism can be divided into two segments — classical business travel and MICE-tourism (the sphere of corporate events and meetings). The second one is the youngest and most progressive direction in business tourism. The English abbreviation MICE is formed by the first letters of words that reflect the main concept of this type of tourism: M — meetings, I — incentives (organization of tours as encouragement of distinguished employees), C — congresses, E — exhibitions.

Unlike a classic business travel, MICE-program is a formed complex of services organized by a tourism company. When drawing up such programs