

EURASIAN ECONOMIC UNION AND EUROPEAN UNION: COMPARISON OF THE INTEGRATIONS AND PROSPECTS

In modern time of economic instability, the so-called economic unions or integrations, giving privileges to their members are still very relevant. The two most significant unions of the kind are: the Eurasian Economic Union and the European Union. The subject of the research is development prospects of these two economic integrations. The object of the study is internal and external communication in the association, organizational structure, as well as the current policy in the field of the goods transit, services and labor.

During our research the following tasks were set:

- to analyze the situation on the Eurasian and European market;
- to identify the main difficulties and threats in relations strengthening between the unions members;
- to make a forecast for the coming year.

The research revealed that the population of the EEU (Eurasian Economic Union) is approximately 179 million people; gross domestic product (GDP) is 1,9 trillion US dollars. While the population of the European Union is 510 million people and the GDP is 16,2 trillion dollars. Both unions have common interests and can cooperate quite well. The need for the dialogue between the EEU and the EU is being discussed at international summits.

Many countries are eager to join the EU, including Turkey, Albania, Serbia and so on. This fact shows how attractive the EU is. The commission of the EEU negotiates for membership of Tajikistan in the Union. However, the requirements for entry are very high.

The first external threat to the healthy development of the EEU is the advance of the offensive arms of the North Atlantic alliance to the East and its allocation close to the Union borders. The big threat to both integrations is the expansive policy of China's "Silk Road" that threatens domestic producers. At the beginning of the 21st century, the world is increasingly moving towards a new bipolarity where the main counterparties will be the US and China.

The EU pursues a dual policy with its eastern partners. On the one hand, the involvement of the former USSR countries, located on Western Eurasia, in the political and economic orbit of the European Union, and, at the same time, the maximum possible rejection of these states from Russia. On the other hand, area preparation for the creation of zones of preferential trade with these states [1]. The EU economy cannot embark on the path of sustainable development. As a result economic growth in the last 10–15 years has remained slow and weak [2].

In conclusion, we would like to state, that the long-term objective in the EU-EEA relations is to reach a "big deal" (a comprehensive agreement

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.

References

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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