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“GREEN CUSTOMS” INITIATIVE

ИНИЦИАТИВА «ЗЕЛЕНАЯ ТАМОЖНЯ»

Modern world economy is developing at enormous pace. This rapid development is connected with the improvement in technology, the development of the integration and globalization processes, the deepening of internationalization and division of labor and the fast and unlimited dissemination of information flows. All this, in turn, increases the burden on international and national institutions, which is giving rise to such problems as uneven development, information revolution, environmental and other problems that create a number of contradictions in the world community.

In our report special attention is paid to international security becoming more and more unstable year by year. At present, it can be with certainty said that terrorism has become a fact of social reality, and the regime of non-proliferation of nuclear weapons is in crisis. The urgency of the chosen topic is due to the fact that the main subject in most of the previously mentioned processes is the so-called environmentally sensitive products, which, despite a number of conventions, prohibiting their movement across the state border, continue spreading all over the world.

Ecologically sensitive goods are understood as the commodities, the uncontrolled movement of which across the customs border will lead to the considerable changes in the environmental situation both of the country and of the world as a whole.

The purpose of the report is to consider the significance of the “Green Customs” initiative in preventing illegal trade in environmentally sensitive goods and ensuring international security, as well as the participation of the Republic of Belarus in the implementation of this initiative.

Illegal international trade in environmentally sensitive commodities such as ozone depleting substances (ODS), toxic chemicals, hazardous wastes, endangered species and living modified organisms is an international problem with serious consequences.

The result of the activity of enterprises in the Republic of Belarus is about 22 million tons of industrial waste annually, 15% of which goes for recycling. That’s why such kind of problem is of current interest for the Republic of Belarus as well.

Ignorance, lack of awareness and low-priority, often assigned to environmental crime by many authorities, make it an attractive area of operation for smugglers, offering a lucrative business with low risks. National and international crime syndicates worldwide earn \$20-30 billion annually from hazardous waste dumping, proscribed hazardous materials smuggling, and protected natural resources exploiting and trafficking.

The results of the research allow to establish that the only way to prevent illegal trade in environmentally sensitive commodities is the cooperation of international organizations and MEA (Multilateral Environmental Agreement) secretariats in this area. "Green Customs" initiative presents a practical means for facilitating such cooperation. It is a small but extremely significant example of successful interaction in the area of environmental protection achieved due to win-win cooperation, coordination and synchronization of activities of MEA secretariats and other partner organizations.

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FEATURES OF MARKETING IN THE FORESTRY COMPLEX IN THE REPUBLIC OF BELARUS

ОСОБЕННОСТИ МАРКЕТИНГА В ЛЕСНОМ КОМПЛЕКСЕ В РЕСПУБЛИКЕ БЕЛАРУСЬ

The problem of marketing as an instrument of the consumer market of food products has been given insufficient research. Therefore, a personal interview was conducted by the authors of the article with the employees of the Molodechno and Svisloch forest enterprises, in order to obtain initial information on the market of non-timber wild products in Belarus. This information will help enterprises properly develop a marketing mix taking into account the specifics of the market.

The main features of marketing in forestry complex (non-timber wild products), affecting the market of Belarus:

- the dependence of the economic results of labor on climatic-geographical and other conditions;
- limited supply of natural resources;
- the existence of many independent economic entities that supply a limited range of goods to the market;