

<https://www.marketingtochina.com/main-problems-expat-business-china/> – Date of access: 26.10.2018.

2. Doing business in China: trade and export guide [Electronic resource] // Screen daily. – Mode of access: <https://www.screendaily.com/ukti/doing-business-in-china-trade-and-export-guide/5092546.article>. – Date of access: 26.10.2018.

<http://edoc.bseu.by>

O.Vakuliuk

О. В. Вакулюк

ВА РБ (Минск)

Научный руководитель Ю. С. Мажара

THE PARTICIPATION OF THE REPUBLIC OF BELARUS IN INTERNATIONAL MILITARY EXHIBITIONS

УЧАСТИЕ РЕСПУБЛИКИ БЕЛАРУСЬ В МЕЖДУНАРОДНЫХ ВОЕННЫХ ВЫСТАВКАХ

Nowadays, the international exhibition of weapons and military equipment "MILEX" is one of the most promising and significant exhibitions held in the Republic of Belarus. Despite the fact that it was established not so long ago, the scale of the tasks at the exhibition, the composition and the level of its participants, the existence of the exhibition infrastructure "MILEX" allow to put it on the same level with the largest exhibitions in the Eastern European region. In a short period of time, it gained a reputation of a serious international display. The exhibition "MILEX" is a significant event in the life of the country and, above all, is based on the economic component.

"MILEX" promotes the establishment and development of business relationship, stimulates production and creation of a favorable investment climate. The exhibition "MILEX" is always distinguished by a high level of organization and a heightened interest in it from foreign partner countries. So, since 2001, it has traditionally attracted the attention of leading Belarusian and world manufacturers of weapons and military equipment, and the growth in the number of exhibitors and visitors confirms its popularity and relevance. The main objectives of the exhibition are – a broad presentation of the products of the Belarusian military industry, acquaintance with new developments in the field of high technologies, demonstration of enterprises, engaged in modernization, repair of military equipment and providing services to the Armed Forces.

Our defense industry enterprises are ready to compete with the world manufacturers of weapons due to the quality and the price. There are many examples:

"Adunok" the guided combat complex was delivered to Indonesia. "Groza-S" counter-UAV electronic warfare station is used in a number of countries. Many countries are interested in Belarusian developments: Russia, China, Sri Lanka, Serbia, the Gulf States and Southeast Asia.

Experts consider "MILEX" as a trademark of the national defense sector of the economy, as an important link in the system of military technical cooperation.

In addition to the capabilities of "MILEX", the enterprises of the Belarusian defense sector make full use of the possibilities of the International Asian Exhibition of Arms and Military Equipment "DSA". This year, it was held in Kuala Lumpur in Malaysia.

As part of the exhibition, a set of talks was held with officials of the military departments of the armed forces of Malaysia, Sri Lanka, Thailand and other countries. The effective performance of information work by the Belarusian organizations of the defense sector of the economy in the DSA-2018 exhibition was an important stage in building up military-technical cooperation of Belarus with Malaysia and other states of the Asia-Pacific Region (APR). And the negotiations held during this forum became the basis for the promotion of their proposals on the arms market of Malaysia and the Asia-Pacific states, for the execution of future contracts and their purchase of Belarusian military products. During the meetings and negotiations, an evaluation of the current state was made, outlined promising areas of cooperation in the military-technical sphere.

Holding such exhibitions and participating in them contributes to the formation of a positive image of the Republic of Belarus as an exporter of armaments and military equipment, allows providing state support in the practical solution of the issues of promotion of military products and services to foreign markets. If there is demand for products in foreign markets, this means that the work is carried out efficiently, and the direction of development is chosen correctly.

<http://edoc.bseu.by>

К. Yermolovich
Е. О. Ермолович
БНТУ (Минск)

Научный руководитель Н.И. Шумская

THE IMPORTANCE OF BUILDING CUSTOMER LOYALTY

ВАЖНОСТЬ ФОРМИРОВАНИЯ ЛОЯЛЬНОСТИ КЛИЕНТОВ

What is customer loyalty? Are these repeated purchases of specific products, wide advertising or recommendations to all your friends? True customer loyalty is a