

In conclusion, it is reasonable to say that Instagram most evidently, can bring profit. But to get it one should be risky, creative and hard-working.

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DEVELOPMENT AND REGULATION OF IT BUSINESS IN THE REPUBLIC OF BELARUS

Today, information technologies (hereinafter referred to as IT) have deeply penetrated into all the spheres of business and public lives and their further development and growth are simply inevitable. They have a great impact on national economies in general, and on the everyday routine of the world's population in particular. The dynamic development of most industries (for example, energy, trade, financial sector, insurance, education, etc.) is associated with the introduction of information and communication technologies that interact and are often an integral part of the service sector, management, industrial production, and social processes. Every year, there are more and more prospects for improving business efficiency and living standards due to the integration of such technologies.

The purpose of the article is to characterize the features of IT sector development and regulation in the Republic of Belarus.

Due to the significant state support, IT sphere in our country has the highest growth rates. The most important factors affecting the competitiveness of the Belarusian IT industry are:

- geographical and cultural proximity of Belarus to Europe;
- developed infrastructure;
- high level of education;
- significant tax and legal preferences (since 2005, the Hi-Tech Park (hereinafter referred to as HTP) has been operating with a certain regime of benefits for IT companies).

Residents of the HTP do not pay:

- value added tax (VAT);
- income tax;
- land tax for areas within the HTP;
- real estate tax for fixed assets located on its territory;
- VAT when importing goods into the customs area of the Republic of Belarus;
- customs duty;
- offshore fee [1].

The introduced tax and duty relief significantly increases the attractiveness of the Belarusian IT business for foreign investors.

When highlighting the issue of the intensive IT sector development in Belarus, special attention should be paid to the Decree of the President of the Republic of Belarus № 8 “On the Development of Digital Economy” dated 21.12.2017 (hereinafter referred to as Decree № 8). It imposed a special tax and legal regime for the HTP resident companies contributing to their favorable development until 2049.

Moreover, the Decree № 8:

- expanded the list of activities allowed to be carried out by the HTP resident companies, adding the development of bio, medical, aviation and space technologies, e-sports, etc. According to the Decree № 8, the resident companies are authorized to be involved in the design, production, commercializing of the developed software products by advertising, marketing and outsourcing business processes;

- simplified the procedure for conducting foreign economic transactions by electronic means. The law does not create any barriers against using e-contracts or deprive such contracts of their validity;

- provided a comprehensive legal regulation of businesses based on a block chain technology. The Decree № 8 legalized ICOs (Initial Coin Offerings), crypto currencies and smart contracts. Due to the adoption of this document, the Republic of Belarus became the first jurisdiction in the world with a comprehensive legal regulation of businesses based on a block chain technology. At the same time, mining, creation, acquisition and disposal of tokens are not taxed until 2023 [2].

Thus, we can come to the conclusion that the active development of IT business in the Republic of Belarus is mostly due to the effective state regulation through the adoption of Decree № 8 and the establishment of the Hi-Tech Park. The introduction of English law principles and tax preferences allowed creating a favourable environment for the development of the venture ecosystem in Belarus and provided potential investors with the comprehensible tools that are widely used in international practice, thereby reducing their risks when investing in Belarusian IT companies.

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WAYS OF OPTIMIZATION OF WAREHOUSE EQUIPMENT IN SPECIAL ECONOMIC ZONE “BREMINO-ORSHA”

Choosing the topic and direction of this work, we decided to give preference to a specifically new direction in the modern economy of the Republic of Belarus – automation of logistics processes, research of one of the leading logistics centers operation. Indeed, successful functioning of this logistics center is due to a wide range of transport and logistics processes, continuously improving technological processes, introduction of new services and using international service standards.

Studying the structure of the economy of the Republic of Belarus, we came to a conclusion that the modern decision to introduce a set of measures for automated management in the leading special economic zone (SEZ) “Bremino-Orsha” is the basis for building one of the successfully developing models which can lead the company to a qualitatively new level.

Since our main task consists in determining ways of optimization of warehouses and equipment in this logistics center, first we have to specify what a warehouse is. A warehouse is the main component of each logistics center. It is a territory, premises intended for storing material assets and providing warehouse services. In each warehouse there is equipment without which the storage of material assets could not do. Generally, these are ordinary palettes. They are practical and convenient for storing small items, for transporting goods through the warehouse using hydraulic trolleys, stackers.

Today the SEZ “Bremino-Orsha” is one of the modern main distribution centers of the Republic of Belarus due to the fact that already at the moment the technological equipment of the logistics center is intended for high speed order processing. The warehouse receives products from all manufacturers of the Republic of Belarus and from here they are distributed to many countries of the world.