

of several marketing techniques turns out to be more effective in the restaurant business. You can't stop promoting a restaurant, because any promotions are not only "nice numbers" in your reports, but also a "drug" for visitors.

References

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MODERN TRENDS IN THE DEVELOPMENT OF WORLD TRADE

In the modern world community world trade is becoming increasingly important for the economic development of countries and their regions. The concept of *world trade* means the exchange of a country with other countries through the paid export and import of goods or services.

At present the world trade is taking on a grand scale. According to the latest data, about 4/5 of the total volume of international economic relations is accounted for by the world trade. It is noticeable that modern world trade is developing at a very high pace. The rapid expansion of international trade in services in recent decades is due to both the rapid development of the services sector itself and the emergence of new types of services. Growth of the world economy, trade in goods and the intensification of globalization processes leading to the merger of individual national markets into one global market are also taken into account. One of the most important factors of globalization is *economic*, manifested in the presence of transnational corporations and international financial markets.

Rapid spread of electronic business via the Internet can be called a real revolution in the world trade. World trade via the Internet began in 1996 and by 2000 its volume reached \$200 billion. E-business includes, in addition to the sale of goods, marketing, financial analysis, support for network users and the establishment of partnerships. An important factor in the increase in the world trade is a significant *increase in the re-export of manufactured goods* produced in newly industrialized countries

and developing countries. Another factor in the world trade increase is its *geographical distribution*. The trade of developing countries is gradually growing, and the volume of commodity flows from newly industrialized countries is increasing especially rapidly. These countries include Hong Kong, the Republic of Korea, Singapore, Taiwan, Argentina, Brazil and Mexico.

In conclusion, it can be mentioned the world trade is the main link in a complex system of international relations. It affects all types of global division of labor, uniting all countries of the world community into an international economic system, which is defined as the totality of foreign trade of all world countries. Its volume is expressed by the sum of their export volumes.

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TYOLOGY AND THE ROLE OF FREE ECONOMIC ZONES IN THE WORLD ECONOMY

The relevance of the topic lies in the fact that the number of free economic zones is actively growing in the world, but each zone requires a separate analysis and consideration. The main feature of a free economic zone is special tariff, tax or customs conditions that differ from those that apply outside the territory of the zone. According to the UNCTAD (United Nations Conference on Trade and Development) report for 2019, there are 5,400 free economic zones in the world, among which 1,000 have been created over the past five years. However, the number of zones does not indicate the conditions, turnover, quality of services provided and also other factors affecting their functioning. According to some experts, by 2020, up to 30 % of the world trade turnover will have passed through various free economic zones. International corporations, in search of preferential conditions for their activities, consider FEZs as favorable entities where it is possible to obtain extra profits. The largest international corporations consider the organization of their own production in free economic zones to be the most important direction of their expansion. The simplest option of a free economic zone is free customs zones. These zones are zones of the first type. They were formed much earlier than the second type. Most often these are warehouses for storing, packaging and processing goods. Such zones are exempt from import and export duties and are common in many countries of the world. Due to their favorable geographical location, these zones are used by smugglers to import goods into the country. Another type of free economic zones is also often found in the literature — “offshore zones”. These are