

## THE DEVELOPMENT OF TRADE AND ECONOMIC COOPERATION BETWEEN CHINA AND BELARUS AND THE MAIN CHALLENGES IT FACES

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**Summary.** *The article describes the stages of development of economic and trade cooperation between China and Belarus, analyzes the reasons that countries face in the process of cooperation and suggests ways to solve them.*

Since the establishment of diplomatic relations between China and Belarus, there has been a steady development of economic and trade cooperation. The total volume of imports and exports between the two countries has increased significantly. Chinese investments in Belarus have increased significantly. China has made significant progress in the construction of industrial parks in Belarus. Belarus borders on the Silk Road Economic Zone. For China, deepening economic and trade cooperation with Belarus will not only help open up the European market through the “globalization” of Chinese companies, but will also contribute to the process of building the Silk Road in the economic zone.

However, economic and trade cooperation between China and Belarus faces many challenges, and the potential of bilateral economic and trade cooperation needs further development.

China and Belarus established diplomatic relations and began bilateral economic and trade cooperation in 1992. The process of developing bilateral economic and trade cooperation can be divided into three stages.

In January 1992, China and Belarus signed an agreement on the establishment of diplomatic relations and trade and economic cooperation between the two countries. At that time, the total amount of exports and imports between the two countries was only \$33.9 million.

The phase of rapid development (2002–2003) began in 2002, and in 2003 the volume of exports and imports between China and Belarus exceeded 100 million US dollars. In 2005, the countries signed a Joint Declaration of the People's Republic of China and the Republic of Belarus, confirming that relations between the two countries have entered a new phase of comprehensive development and strategic cooperation. At the end of the same year, the two countries signed an Agreement on cooperation in the field of tourism. The mobilization of foreign investments has begun and the business activity of Chinese companies in Belarus has increased.

At the initial stage (1992–2001), Chinese investments in the white sector were minimal. The number of Chinese companies that chose Belarus was small, and their indicators were not significant. Economic and trade cooperation between China and Belarus was still in its infancy, and bilateral trade turnover was low.

In 2002, Chinese companies entered the economy of Belarus, and in 2010, Chinese investments in the economy of Belarus amounted to about 20 million US dollars. China and Belarus have signed an agreement between the People's Republic of China and the Republic of Belarus on the establishment of a Chinese-Belarusian Industrial Park. China has invested US\$ 5 billion in the infrastructure of Minsk and US\$ 2.5 billion in the construction of the Chinese-Belarusian industrial park. In addition, the Belarusian government was granted an interest-free loan.

In 2013, China continued to invest, having invested about 1.2 billion US dollars in the economy of Belarus.

The formation of the Silk Road has given a significant impetus to the process of “global transformation” of Chinese companies, opening up new opportunities for Chinese companies to invest and cooperate in various sectors of the economy of the countries along the route. On the one hand, the Silk Road initiative encourages Chinese companies to invest in infrastructure and develop high-tech

sectors in various countries, including Belarus, which increases their international influence, but also helps to strengthen China's role in the global division of labor. On the other hand, the Silk Road Initiative is an important policy of China to deepen its openness to the outside world and establish ties with countries along the route. Within the framework of the Silk Road Economic Belt initiative, Chinese companies not only contribute to the economic development of partner countries, but also create conditions for mutual learning. In addition to the Silk Road initiative, China announced in July 2013 the establishment of a comprehensive strategic partnership with Belarus, which will help deepen bilateral relations and create favorable conditions for Chinese investments in Belarus and for Chinese companies to do business in Belarus.

For China, deepening economic and trade cooperation with Belarus will help open up the European market, encourage Chinese enterprises to “reach the world level” and help build the Silk Road Economic Belt. However, the deepening of bilateral economic and trade cooperation faces a number of problems, such as Belarus' concern about deepening economic and trade cooperation with China, Belarus' attitude to balanced multilateral diplomacy and difficulties in improving the quality of Belarusian industrial parks. To effectively solve these problems, China must change its approach, comply with the rules of the local market of Belarus, make full use of its macro-control functions and the autonomy of the state market, improve the mechanism of interaction with the Belarusian market and properly deal with risks based on the principle of cooperation. We must accept each other and learn from each other, as well as develop bilateral economic and trade cooperation on a mutually beneficial basis.

УДК 339

### 广告中数字营销发展趋势

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**Summary.** *This article mainly writes about what is the change in the focus of digital advertising marketing of large Internet companies, what are the manifestations of digital advertising marketing reform, and how to reduce the marketing cost of enterprises through accurate delivery. The marketing department should reasonably and effectively allocate the market budget and seize the target customers, which is the focus of all institutions and companies in the industry.*

近年来,网络通信技术、算法技术的快速发展,推动着以技术为驱动力的数字营销成为广告营销的主要理论范式,而互联网作为技术载体也成为广告发展的重要。

数字化广告营销的模式和技术是在不断发展的,这几年大型互联网公司数字化广告营销的工作重心从百度、360、Google 等搜索引擎平台向微信、今日头条、抖音、优酷等信息流广告平台转变,那么数字化广告营销的重心也应该随着时代的发展而发展,所以不能只依靠传统的渠道营销获客,还要让业务团队不断探索新的数字化广告营销模式、工具、方法,抢占新兴的流量平台,做到与时俱进,通过不断优化迭代数字化广告营销策略,提升公司竞争力。

据《2021 中国数字营销趋势报告》调研数据显示,广告生态中数字化营销的主流态势正愈演愈烈,除 NEW TV 和户外广告外,67% 的广告主表示将增加移动互联网的广告投放。除了在媒介资源选择上的明显偏向以外,广告生态的数字化营销倾向同样体现在广告形式选取中。在广告形式上,短视频、KOL、信息流广告以其显著的转化能力成为广告主的优先选项。

随着过去十几年互联网的不断普及和数字信息化技术的快速迭代,企业的市场营销策略不断发展,使得企业越来越重视精准营销,为了快速定位客户抓住客户,数字广告的出现,让营销手段不断升级。伴随着 5G 时代的到来,企业的营销环境也进入万物互联、万物皆媒