

brand mobile phone system such as the Hongmeng system, and master certain key technologies, which can attract more users [1].

Hunger marketing is a key marketing technique in the sales process of Xiaomi mobile phones. However, in the current market environment, mobile phone updates are happening quickly and competition among manufacturers is fierce. Xiaomi needs to change its strategy accordingly when implementing hunger marketing or use the focus on meeting the real needs of consumers. With hunger marketing, you can predict pre-sales in the market in advance to ensure sufficient supply of mobile phone products and take emergency action in case of supply shortages.

The success of Xiaomi brand marketing is due to clear brand positioning, creativity and advertising placement, product innovation and channel strategy, and the integrated application of various strategies. These strategies not only improve the status and image of the product in the minds of consumers, but also expand the brand's share and influence in the market. This successful case study can be an inspiration to other brands and help them do better marketing and brand marketing.

Reference

1. A brief analysis of the marketing strategy of Xiaomi mobile phones [J]. Chen Li. Science and Technology Economic Market. 2017, Issue 008

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EXPLORING LOGISTICS COOPERATION BETWEEN CHINA AND BELARUS

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Summary. *China and Belarus are in their 31st year of Belt and Road cooperation under the Belt and Road Initiative, logistics cooperation is especially important. As a result, this paper proposes measures to stabilize trade, strengthen services, construct international logistics ports, and encourage factor circulation to foster the development of logistics cooperation between China and Belarus.*

Belarus are transport hubs connecting of east and west Europe, and exchange and cooperation links between Asia and Europe. Now, China and Belarus will strengthen connectivity and logistics cooperation and will use the “technology + logistics” model to promote resource integration, cost reduction, and efficiency enhancement in the intra- and inter-regional logistics industry [1]. The logistics cooperation between China and Belarus has fundamentally broken the history of relying on ports for the development of an export-oriented economy in Central Europe and created good logistics conditions for enterprises to better participate in international competition, but the logistics cooperation between China and Belarus still has the following shortcomings:

The integrated transport network is not yet sound, and the building of logistics infrastructure is somewhat behind schedule. The overall level of logistics infrastructure in Belarus is somewhat superior to that of the countries in Central and Eastern Europe, which is typically insufficient or has been under construction for a long time. However, the logistics infrastructure in Belarus is not closely connected to one another, and there are not enough multimodal transport and transshipment facilities, despite the country's recent increase in road network construction efforts. There are still gaps in the development of comprehensive transport networks, and the infrastructure for logistics is not keeping up with the rapidly increasing demand for logistics services.

There is a need to enhance the efficiency of logistics and a single mode of cooperation. The two most important aspects of a logistics development strategy are cost and efficiency. Currently, there is a lack of effective multimodal transport coordination between China and Belarus, inadequate cargo warehousing and transshipment, and a dilemma involving the origin of sufficient sources of goods and the return journey of insufficient freight.

Logistics and industrial linkage are lagging; logistics demand is insufficient. Although Belarus and China are in the aviation, home appliances, financial industry, and other aspects of the basis for cooperation, the lack of cooperation with Central and Eastern European countries in machinery manufacturing, automotive, new energy, trade, infrastructure, and other areas of cooperation in the major projects, and at the same time, the imperfect development of the market and the logistics information resources have not been effectively shared, and hindering the logistics industry and manufacturing industry's benign linkage.

There is a need to increase the level of logistics information technology. Resources and information cannot be shared in a way that is mutually beneficial because China and Belarus do not yet have a platform for exchanging logistics information, and the information systems of airports, customs, railroad and road freight stations, and logistics parks are not yet organically integrated.

On this basis, the following optimisation measures are proposed:

First and foremost, we must insist on the stabilization of the goods trade. Because trade in goods is a fundamental component of the Belt and Road Initiative, efforts should be made to increase trade surpluses and improve trade structure through stable growth in the trade of high-technology products, to achieve a consistent contribution of foreign trade to economic growth [2].

Second, we will continue to strengthen the international logistics industry's service capacity. We will integrate the resources of relevant logistics enterprises and actively dock with the relevant businesses of important domestic logistics enterprises, forming a logistics industry group with competitiveness and asset strength, and becoming one of the main players in the international logistics service market, based on comprehensive judgment.

Third, we are promoting the development of an international logistics port as a primary support point. It is recommended that Belarus sign transport cooperation agreements on important agricultural products, industrial raw materials, and

other materials with some Central Asian and European countries, and that Belarus improve its ability to export key agricultural and industrial products on a sustained basis by lowering the operating costs of the relevant entities.

Fourth, we are working hard to promote regional and international factor circulation. Using geographic and regional advantages, we should actively promote the capacity of international logistics services, strategic material reserve and transformation capacity, and the capacity of upgrading and transformation of industrial production and industrial services under the Belt and Road Initiative, to effectively play the role of city as a driving force for high-quality development.

Reference

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THE STUDY ON BELARUS' EXPORT OF FROZEN BEEF TO CHINA

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Summary. *This research report aims to investigate frozen beef exports from Belarus to China in the context of the deepening Belt and Road cooperation between China and Belarus, analyzing the current trends, challenges, and potential opportunities for growth in this trade relationship. By examining the existing literature and data, this study provides valuable insights into the key factors affecting the export of frozen beef between these two countries.*

Increasing Demand: the Chinese market's demand for meat products such as beef has been growing steadily due to changing food consumption patterns and urbanization. Belarus can tap into this growing market by offering quality frozen beef products.

Competitive Advantage: Belarus has developed its animal husbandry and is China's 14th beef import permit country. Thanks to the vast grasslands and high-quality feed, coupled with a strict quality control system, its beef products are of excellent quality, low costs and are favored.

Trade Barriers: in 2017, China and Belarus signed the Protocol on Inspection, Quarantine and Veterinary Hygiene Requirements for Belarusian Frozen Beef exported to China. With the deepening of China-Belarus cooperation under the Belt and Road Initiative, more quality Belarusian beef has entered the Chinese market by sea, China-Europe freight train and road transport. At present, Belarus has become the 7th largest source of beef imports to the Chinese mainland.