

movement and free movements that were popular in the United States in the 70s. Then the creators calmed down: the logo became monochrome. There were variants of "glass", "metal" fruit. Now the apple image is used in several colors for different products: black, white and gray.

In terms of design, the second half of the 20th century was characterized by a desire for simplification. And the IBM logo clearly demonstrates this trend. Its modern design dates back to 1972. As noted in the company, the logo was supposed to evoke associations with "speed and dynamics".

The original Amazon logo was an attempt to depict a river (in association with the Amazon River), but it did not look too similar. Today's logo is more recognizable and readable, it even has its own secret—the arrow points from A to Z, which seems to hint that the company has all the necessary products for its customers.

The Royal Dutch Shell logo has not changed much over time, but there is a significant difference between the original logo and the modern one. In 1941, Shell adopted yellow-red markings for filling stations. This combination of colors was supposed to attract the attention of drivers on the road. The modern logo has been in existence since 1999.

To summarize, rebranding is a powerful strategic tool in business owner's and marketer's toolbox. Nowadays it's very difficult to keep track of trends, because they always require something special and it's impossible to resort to universality. Companies develop in order not to lose regular customers and attract new audience. As practice shows, there are successful and unsuccessful examples of rebranding. But if you are creative enough, follows the rules, know the theory, everything will work.

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## THE APPLICATION OF THE HARMONIZED SYSTEM IN WORLD PRACTICE

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Before the advent of the harmonized system, there were many different conventions: Brussels Convention, Geneva Convention, List of Minimum Goods, Standard International Trade Classification, Uniform Commodity Nomenclature for Foreign Trade, but they had many shortcomings. The outdated and irrelevant classifications were replaced in 1988 by a new unified and detailed system. The term Harmonized System (HS) means a nomenclature including items, subheadings and corresponding numerical codes, notes to sections, groups, subheadings and General Interpretative Rules (GIR).

This system helps to facilitate customs clearance and normalize tariff and non-tariff measures to regulate trade. The harmonized system plays the most important role in facilitating the global economy and ensuring its efficient functioning.

We may also hear the Harmonized System referred to as the "language of international trade". This title is due to its multifaceted structure and universal character. The Harmonized Commodity Description and Coding System or simply "HS" is a tree-like hierarchical structure containing 21 sections, 96 chapters and more than 5,000 headings and subheadings. More than 180 countries use HS for various purposes, such as monitoring and control of environmentally hazardous goods, freight tariffs, quota control, economic analysis and other purposes. Signatory countries are obliged to apply the Harmonized System in its entirety, that is, in their national customs and statistical nomenclatures, namely: use all commodity items and subheadings of the harmonized system, as well as related digital codes without any additions and changes; apply the basic rules of interpretation, as well as all notes to sections, groups, headings and subheadings (without changing the content of sections, groups, headings and subheadings of the HS); follow the coding procedure adopted in the HS.

The elements of the HS are:

1. Commodity nomenclature – a list of product names with 6-digit numeric codes;
2. GIR – defining the order of classification of goods in the nomenclature;
3. Notes – containing instructions on the assignment of goods to this level of detail or exclusion from it.

We should also mention auxiliary elements such as Explanations to the HS, Alphabetical list to the HS and explanations, Collection of classification decisions on HS.

The first is Explanations to the HS. These are the so-called comments for each item, which indicate the excluded and included items (sometimes technical specifications may still be included).

The second one is Alphabetical list to the HS and explanations. In this list, the items are arranged in alphabetical order.

And the last one is Collection of classification decisions on HS. This compendium is used when conflicts or unusual situations arise. It collects a list of coding decisions.

The most common problems with a harmonized system include differences in legislation between countries or regions (this significantly slows down and complicates harmonization and standardization), as well as the classification of new products that arise when complex technical products appear (provided that these products are new to the global market).

To solve these problems, there is a Harmonized System Committee, which makes amendments, creates clarifications and classification decisions. However, in some cases, not all countries agree with these regulations, which is also a problem.

As mentioned above, such problems are solved by issuing explanatory notes and additions to the HS by the State Customs Union, as well as the issuance of classification decisions by the Eurasian Economic Commission. But in addition, the operation of the harmonized system should be constantly monitored. This will then allow to make the necessary adjustments at the right time. However, not all amendments adopted by the Harmonized System Committee are accepted by all countries, which is also a problem. It is required to regularly improve the HS, taking into account new requirements and needs, and issue uniform standards and rules for all parts of the system.

Therefore, we can conclude that a harmonized system is extremely necessary and important to ensure uniform standards and understanding in various areas of foreign economic activity. GS helps to simplify the interaction between separate structures and management levels, this helps to increase the efficiency and quality of the work performed. It should also be noted that the Harmonized System ensures good coordination of actions, and this, in turn, will help improve performance in various areas of activity, as well as improve work efficiency.

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