

**BELARUSIAN NATIONAL TECHNICAL  
UNIVERSITY**

**FACULTY  
OF MANAGEMENT TECHNOLOGIES AND HUMANITARIZATION**

***DEPARTMENT OF CUSTOMS AFFAIRS***

***“i-Customs.by”***

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Materials that deal with topical theoretical and practical issues of customs regulation, border security and international trade are presented in the collection of scientific articles of the VII Republican Youth Scientific-practical Conference “i-Customs.by”. This collection of articles is addressed to employees of the customs authorities, graduate students, undergraduates, students, professors, as well as to all interested persons studying the problems of international trade and customs.

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## **Aleshkin Dmitry Evgenievich, Matskevich Anastasia Yurievna**

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### **ACTIVITIES OF THE CUSTOMS AUTHORITIES OF BELARUS IN THE PREVENTION OF ADMINISTRATIVE OFFENSES**

*Research Field:  
Current issues of state border protection*

The customs authorities of the Republic of Belarus are state bodies that regulate legal relations that arise, change and cease in the field of customs affairs. Today, customs authorities are entrusted with a number of tasks and functions, for example, the implementation of state customs policy and the management of customs affairs. In addition, a very important function of customs authorities is the prevention of administrative customs offenses. It is worth noting that by June 2023, customs authorities had identified more than 18 thousand offenses related to the movement of goods across the customs border, which indicates the effectiveness of measures to combat administrative offenses.<sup>1</sup>

As part of their activities, customs authorities carry out preventive measures to prevent administrative customs offenses under Articles 12.2, 13.34, 14.4, as well as under the articles specified in Chapter 15 of the Code of the Republic of Belarus on Administrative Offenses.

Speaking about the fight against administrative customs offences, it should be noted that the State Customs Committee of the Republic of Belarus and customs take various measures every day, and also approve various legal acts aimed at preventing administrative customs offences.

Considering the measures, it is worth noting that one of them is carrying out preventive work among young people. As part of this activity, employees inform about the inadmissibility of committing administrative customs offenses, as well as about the responsibility that will be imposed on the person who committed the administrative customs offense.

The next measure is to improve customs legislation. It is worth noting that to prevent administrative customs offenses, legislation is fundamental. To achieve this, the State Customs Committee constantly not only monitors changes in the customs legislation of other countries, but also improves the regulatory legal acts of the Republic of Belarus.

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<sup>1</sup> Беларусь.Новости На июнь 2023 года таможенниками выявлено уже более 18 тысяч правонарушений [Электронный ресурс]-. 29 июня 2023.Режим доступа: <https://belarus-news.by/news/na-iyun-2023-goda-tamozhennikami-vyyavleno-uzhe-bolee-18-tysyach-pravonarusheniy?ysclid=lsgjjwfmfz308845842>. Дата доступа: 29.04.2024

Also very important for preventing administrative customs offenses is strengthening control over the movement of goods across the customs border. It should be noted that today this measure is the most popular in the Republic of Belarus. When applying this measure, customs authorities use modern technologies and various software. An example of such technologies is the inspection and screening system, thanks to which customs authorities can scan a vehicle in a few minutes and find out whether a person is carrying any undeclared goods.

It is worth noting that there is also a risk management system that helps in identifying the illegal movement of goods across the customs border.

Customs authorities also use automatic license plate recognition systems and photo and video recording of violations at customs posts, which allows them to quickly identify violations and take measures to prevent them.

Another measure is the retraining and advanced training of customs officers of Belarus. Today, customs officers are constantly taking measures to improve their skills. This is really necessary, since every day people try to hide an increasing number of goods from customs control, and for this, a customs officer should constantly monitor the places where other employees discover various goods. It will be very important to exchange experience between employees of both the customs authorities of Belarus and the customs authorities of other countries. It is worth noting that only constant training and advanced training will allow customs officers to be one step ahead of criminals and effectively combat crimes in the customs sphere.

The next measure aimed at reducing the number of administrative customs offenses is the introduction of harsh and severe penalties for violation of customs legislation. In the Republic of Belarus, this measure is also common among both carriers and customs officers, since in our country there is an acute issue of giving a “bribe” to officials. In accordance with this, the measure of introducing a number of harsh penalties is a necessary step to ensure the effective operation of customs services and the protection of the economic interests of the state. Such penalties include fines, arrest, confiscation of property, imprisonment, and even expulsion from the country.

Since customs services ensure the protection of the rights and interests of law-abiding citizens and business entities, the introduction of harsh penalties for violations of customs legislation also contributes to the fight against corruption and other negative phenomena in this area.

It is worth noting that in the modern global economy, the importance of the activities of customs authorities in the prevention of administrative offenses is especially relevant. This is due to the fact that international trade is constantly evolving and world markets are becoming more

open. Therefore, the role of customs authorities in ensuring fair and transparent trade and preventing unfair competition is becoming increasingly important.

Continuous improvement of customs legislation, as well as improvements in customs control methods, the introduction of modern technologies, advanced training of customs authorities, as well as the introduction of more stringent penalties applied to persons who have committed administrative offenses will enhance the efficiency of customs authorities and prevent illegal actions in the field of foreign trade and movement of goods across the customs border.

Thus, it should be noted that the activities of the customs authorities of the Republic of Belarus in the prevention of administrative offenses are an integral part of ensuring the security of the state border and economic stability. In turn, the work of customs authorities to prevent crime, comply with customs legislation and ensure the legality of trade is important for the development of the economy and society as a whole.

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## **THE ROLE OF CUSTOMS IN ENHANCING NATIONAL SECURITY**

*Research Field:*  
*Customs in the context of globalization and regionalization.*

In modern conditions, one of the main issues of the country's economic development is its national security. Integration processes in the modern economic space are objective in essence and significant in their manifestation. They largely determine the vector of economic development at the mega- and macro-levels and affect the position and degree of success of functioning of individual economic structures.

For the Republic of Belarus, its membership in the EAEU is of particular importance. Belarusian scientists discuss and consider various opinions about the prospects of Belarus' integration with Russia. In particular, it is noted that «in the conditions of instability and even unpredictability of the policy of the leading world powers, the strategic importance of integration unions increases»<sup>1</sup>.

During the XI Meeting of Security Representatives held in Istra on May 23-25 under the auspices of the Russian Security Council, Elena Danilova, Deputy Director of the Integration

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<sup>1</sup> Economic integration - an important factor of security in Eurasia [Electronic resource]. - Access mode: [https://eec.eaeunion.org/comission/departament/dep\\_razv\\_integr/novosti/evraziyskaya-integratsiyafaktor-obespecheniya-ekonomicheskoy-bezopasnosti/](https://eec.eaeunion.org/comission/departament/dep_razv_integr/novosti/evraziyskaya-integratsiyafaktor-obespecheniya-ekonomicheskoy-bezopasnosti/). - Date of access: 11.04.2024.

Development Department of the Eurasian Economic Commission (hereinafter - EEC), described a number of key points regarding the positive dynamics of Eurasian integration processes and the achievements of the Eurasian Economic Union (hereinafter - EAEU), which will celebrate its 10<sup>th</sup> anniversary next year. The speech emphasized «that the EAEU demonstrates important achievements that allow it to become a significant player in the multipolar world and an attractive integration union for neighboring countries».

Reviewing the main macroeconomic indicators of the EAEU, Danilova noted positive dynamics such as GDP per capita growth, an increase in mutual trade of the Union's member states, as well as an increase in agricultural production and inflation in the region. According to her, "resource security is ensured in the EAEU space, which is confirmed by the presence of all major types of resources, including oil, gas, steel and electricity, as well as food, energy and financial security. She emphasized that the level of the Union's provision with agricultural products and food amounted to 92.6% in 2022, with member states having export potential in the areas of grain, pork, poultry, eggs, vegetable oils and being able to ensure food security on a global scale. In the framework of energy security, Danilova mentioned the creation of a common electricity market in the EAEU, which is scheduled for completion by 2025. She also noted the active interaction between the national payment systems of the member countries, which led to an increase in the share of settlements in national currencies. In addition, speaking about the EAEU's partnerships with the SCO, BRICS and the development of transport corridors in Eurasia, she emphasized «the importance of strengthening the common transport space for the sake of transport security in the region». According to her, Eurasian integration is in line with the principles of economic security and predictability of world trade. In conclusion, the EEC representative emphasized that the EAEU continues to function effectively, withstanding crisis challenges in the global economy, and remains an important factor in Eurasian integration.

Customs authorities occupy a special place in the system of state administration. They are involved in the realization of both internal (creating conditions for economic development; ensuring normal living conditions and safety of society and the individual; ensuring the formation of the state budget; environmental protection, etc.) and external (maintaining peace and ensuring peaceful coexistence; protecting independence and its territories in the process of integration into the world economy; protecting interests in foreign trade; creating partnerships to solve global problems) functions of the state<sup>1</sup>. In this regard, customs integration involves the creation of a single customs union or free trade area between several countries in order to simplify customs procedures, eliminate trade barriers, stimulate economic growth and promote

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<sup>1</sup> Osadchaya G. I. I. Difficulties of economic integration of the EAEU member states and opportunities to overcome them / G. I Osadchaya, M.L. Vartanova // Economic Relations. - 2018, - VOL. 8. - NO. 4 - P. 213.



better control over the movement of goods and people across borders. One of its main contributions to national security is the fight against smuggling, through joint customs activities and exchange of information between countries, through which illegal trade and transportation of illicit goods across borders can be significantly reduced. This fact will directly contribute to national security, as smuggling can be linked to the financing of terrorist organizations and other illegal activities. In addition, customs integration contributes to better monitoring and control of border crossings. Through the cooperation of customs authorities of different countries, it is possible to detect and prevent attempts to illegally move dangerous substances, weapons, drugs and other items that pose a threat to security.

Thus, customs integration makes a significant contribution to national security by enhancing cooperation between countries in combating smuggling, illegal movements and other types of crossborder crime. The development of customs integration contributes to a more secure and stable environment for the life and economic development of nations.

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## **SOCIO-PSYCHOLOGICAL TRAINING AS A METHOD OF EDUCATION OF CUSTOMS OFFICERS**

*Research Field:*  
*Customs in the age of globalization and regionalization*

Professional and psychological training of customs officers is one of the most important factors for the successful functioning of the customs and law enforcement system as a whole. Today, the quality and efficiency of performing operational and service tasks assigned to customs authorities is associated with an increased risk to the life and health of employees, their exposure to stress, professional deforming influences. Customs officers are subjected to psychological and physical stress on a daily basis, which, in turn, requires high professional training. Professional training is determined by the complexity and large volume of tasks, elements of surprise, and requires making quick decisions in a limited time. One of the main problems of professional and psychological training of customs officers is the lack of a service in the country that would solve such tasks as analyzing the impact of customs activities on the psyche of employees; conditions for improving the effectiveness of professional training of

employees, as well as the study of other socio-psychological factors that affect the development of the psychology of a customs officer's personality.

Modern society, production, and the market are characterized by a high degree of uncertainty and rapid rates of change<sup>1</sup>. Young professionals entering the labor market inevitably face various difficulties, including insufficient psychological training.

This makes it necessary to use new active methods of psychological training aimed at developing stress tolerance, communication skills and overcoming conflict situations.

One of these methods is socio-psychological training. Socio-psychological training is an active group method aimed at developing interpersonal communication skills and attitudes. It is one of the methods of training and psychological influence carried out in the process of group interaction and aimed at improving competence in the field of communication. The peculiarity of group training is that during the training there is an exchange of experience, different points of view and worldview. During the training, there should be active communication and exchange of information, analysis and modeling of the situation and search for ways to solve them<sup>2</sup>. Borrowing the plot from life and office situations, training allows you to consolidate the necessary skills, fix the way of action and attitude to the situation.

So, to determine the relevance of problems of professional and psychological readiness and emotional competence of customs officers, 3 target groups were selected: current employees of the 1st year of work, employees with 3-5 years of experience and specialists with 15 or more years of professional experience - and a survey was conducted.

From the possible mass of questions for evaluation, the following aspects were highlighted:

1. Ability to show emotional stability in unusual situations.
2. Identification and analysis of both your own emotions and those of other people.
3. Proficiency in self-regulation techniques and self-control skills in professional activities.
4. Ability to work effectively as a team member.
5. Adaptability.

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<sup>1</sup> Potapova N. V., Druzhinina E. O., Chernooka E. V. Strategii i innovatsii sotsial'no-otvetstvennogo biznesa [Strategies and innovations of socially responsible business] // Innovations: from theory to practice: collection of scientific articles of the VIII International Scientific and Practical Conference, Brest, October 21-22, 2021 / Ministry of Education of the Republic of Belarus, Brest Regional Executive Committee, Brest Science and Technology Park, Brest State Technical University; Editorial Board: V. V. Zazerskaya [et al.]. - Brest: BrSTU, 2021 -- pp. 114-119

<sup>2</sup> Portal of psychological publications PsyJournals.ru – [https://psyjournals.ru/journals/psylaw/archive/2011\\_n1/39336](https://psyjournals.ru/journals/psylaw/archive/2011_n1/39336) [Effectiveness of trainings for training law enforcement officers to work in extreme conditions]. Psikhologiya i pravo-2011. Volume 1. No. 1] (accessed 1.03.2024)

After analyzing the survey results, we can draw the following conclusions. The nature of stressors depends on the length of service in customs structures. For first-year employees, the dominant stress factors are adaptation to complex and responsible professional responsibilities and strict discipline. It is revealed that adaptability and emotionality are the main factors determining the success of young employees' professional activities. An important condition for psychological adaptation of an employee is the social environment. A significant part of employees of 1 year of work (50%) experience difficulties in establishing relationships with the team, which may be due to the hierarchical personnel structure and a rigid system of vertical relationships. This leads to emotional discomfort: loss of interest, anxiety, and tension.

A study of the emotional state of employees with 3-5 years of work experience showed a drop in the level of professional interest compared to employees of 1 year of work. More than 40% of respondents noted a loss of motivation and interest in improving their professional skills; 44.4% doubt their career prospects. Analysis of the results of a survey of employees who have worked in the customs authorities for 15 or more years revealed signs of professional burnout of some employees. More than 50% of respondents indicated that they are reluctant to perform their professional duties, are distracted by personal matters during working hours, and feel apathy at work. As a result of the analysis, it was revealed that employees who have conflicts in their relationships with colleagues and management (36% and >), long-term absence or disinterest in career growth (55%) face burnout.

Thus, the research revealed some problems in the training of personnel in the customs authorities, namely the lack of readiness for complex and responsible professional duties, stressful nature and significant physical and psychological stress, strict requirements of subordination and relationships with management.

In this regard, it is considered appropriate to conduct a special set of classes that provide for the formation of optimal business communication skills, manage your own mental states to overcome conflict situations.

As already mentioned, customs activities are accompanied by danger and uncertainty, which often leads to a state of anxiety. Therefore, taking into account the peculiarities and specifics of the service, we can distinguish the main directions and practical tasks of psychological training of specialists. Namely:

- development of communicative competence, namely the ability to receive the necessary information, present and defend their point of view in public speech and dialogue, to recognize the difference in positions and ethnic, religious and personal values of other people.

- ability to predict the occurrence of conflict situations and manage conflict behavior, as the professional activity of a customs officer often occurs in conditions of high risk of conflict. Therefore, it is necessary to develop skills in resolving conflict situations and the ability to win people over.

- training of concentration of attention on the processes of activity and concentration for the most effective and high-quality performance of official duties with minimal expenditure of time and nervous energy<sup>1</sup>.

- reducing stress and anxiety, including working out behavioral options in problem situations, overcoming the fear of making mistakes, and time management skills.

It can be concluded that active methods of psychological training, such as social and psychological training, will help to develop the abilities of students and employees, deepen their professional knowledge, skills and abilities, and, as a result, form a personal psychological culture. These trainings will increase the psychological training of customs officers necessary to solve the tasks assigned to them, increase their stress tolerance and reduce the number of conflict situations associated with the constant necessary professional communication. Therefore, it can be concluded that it is advisable to introduce training courses in the training of specialists in the field of customs affairs both at the level of obtaining a specialty in higher educational institutions, and among current employees and employees of customs structures.

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**PUBLIC RELATIONSHIP IN CUSTOMS**

*Research Field:  
Customs and Business: Cooperation Challenges*

Recently the issue of public relations has been on the agenda in the scientific community, with a particular emphasis on the role of the PR service in public authorities. Public relations, as the management of all types of public communication, is an integral part of modern political relations. The entry of mankind into a new phase of information development stresses the need to transform public administration from a closed system to an open one through PR and PR specialists, who will promote information about the activities of public authorities to the masses.

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<sup>1</sup> Savina S. V. "Features of managing the activities of customs authorities: basic management approaches". Alley of Science, vol. 2, No. 10, pp. 539-542

In turn, PR specialists act as advisors to organizational leaders, assisting them to present their programs as socially acceptable policies and gain public support<sup>1</sup>.

PR work in government organizations has its own peculiarities. If in the private sector they address rather narrow groups acting as consumers of certain products or services, then in government organizations the field of their professional activity expands dramatically: attention is being paid to all groups of society. Such a broad social base demands high qualifications and implies a special setting of professional goals. In this context, the priority areas are:

- prevention of possible conflicts and misunderstandings in the course of working with the public;
- improving industrial relations and creating an atmosphere of community and goodwill within government organizations themselves;
- promotion of services (advertising) provided by government organizations;
- Improving the efficiency of public services;
- Creating a positive image of state institutions in people's minds<sup>2</sup>.

Today, almost every country in the world has an effective public PR service. Within the framework of the activities of customs authorities, PR implies communication with the business community, organizations and participants in foreign economic activity in order to create a favorable investment climate and attract foreign investment into the economy. The main tasks of such a service are the following:

1. Informing the public about the activities of customs authorities. (the goals, functions and tasks of the customs authorities, the specifics of interaction with the business sector, etc.).
2. Attracting new employees (the prestige of the service in the customs authorities, its features, etc.).
3. Raising awareness of citizens about customs rules and procedures: (specifics of the movement of goods for personal use, money, customs allowances, etc. in order to prevent violations of legislation and ensure more effective functioning of customs authorities).
4. Ensuring the protection of life and health of citizens (informing the public about the consequences of smuggling, counterfeiting and illegal trafficking of prohibited medicines).
5. Creation and improvement of the image of customs authorities (functional and status significance of customs as an indicator of the level of public confidence and a criterion for evaluating the effectiveness of its management activities by society)<sup>3</sup>.

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<sup>1</sup> The peculiarity of the PR service in the customs authorities [Electronic resource]. – Access mode: <https://wiselawyer.ru/poleznoe/104420-osobennost-sluzhby-tamozhennykh-organakh> . – Access date: 03/24/2024.

<sup>2</sup> Public relations for managers. / Alyoshina I.V. - M.: IKF, 2003. pp. 81-109.

<sup>3</sup> Problems of media influence on public consciousness / K. S. Shelimova. – 2022: Minsk: BNTU, . – 215-217 p.

As part of working with the media, PR in the customs authorities is engaged in sending press releases to the media, organizing publications in newspapers and magazines, and speaking engagements in electronic media.

Public relations professionals are responsible for explaining the essence of problems to the public in advance, preventing misinformation and crisis situations. PR also includes explanatory work among employees about the need to consider their work not only as a source of income, but also as an opportunity to fulfill their civic duty.

The main advantage of the profession of a PR specialist is getting to know and communicate with different people (every day a new meeting, new impressions and events)<sup>1</sup>.

We will highlight promising areas for improving communication with the public and the use of social media. Social media is a powerful tool for spreading information and communicating with the public. Therefore, PR specialists can use social networks to publish various news, posts, answers to questions asked by individuals, conduct surveys among people in an interactive form, as well as provide them with information about various rules and procedures in an easy-to-understand form. An interesting form of interaction with subscribers, in our opinion, may be the section "One day in the life of a customs specialist", which will show the specifics of the specialist's work, his daily tasks. This section will be useful for people of different ages, especially young people, to decide on their future profession.

Interaction between customs officials and senior students studying in this specialty within the framework of the project "Freelance customs officer" seems promising. Projects of this kind will contribute to a deeper immersion of students in the context of their future professional activities and easy adaptation of a young specialist at a potential place of work.

An integral aspect of PR specialists' activities is their regular monitoring and analysis. This will help to identify productive working methods, identify aspects for further improvement. And, ultimately, to create transparent and trusting relations between customs authorities and the public.<sup>5</sup>

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<sup>1</sup> Development of communication relations between customs authorities and the public [Electronic resource]. – Access mode: <https://cyberleninka.ru/article/n/razvitie-kommunikatsionnyh-svyazey-tamozhennyh-organov-s-obschestvennostyu/viewer>. – Access date: 07.04.2024

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### **TOOLS OF PROTECTION OF INTELLECTUAL PROPERTY OBJECTS USED BY CUSTOMS AUTHORITIES**

*Research field:*

*Intellectual property as an object of international trade*

The competence of the customs authorities of the member States of the Eurasian Economic Union (further – EAEU) includes the protection of intellectual property objects (further – IPO) and the prevention of the transportation of counterfeit products into the territory of the EAEU. In order to fulfill the above tasks, the customs authorities use tools to protect the IPO. Such tools include: suspension of the release data of goods; interaction of customs authorities and copyright holders; functioning of customs registers of intellectual property objects.

Let's consider in detail the tools used by customs authorities to protect the IPO:

1. Suspension of the release data of goods. The customs authorities have the right to suspend the data of release of goods for 10 days<sup>1</sup>.
2. Interaction of customs authorities and copyright holders. The right holders should assist the customs authorities. If the right holders do not assist the customs authorities, then there is a risk of transporting counterfeit products to the territory of the EAEU, since after the expiration of the period during which the customs authorities can suspend the release of goods, the goods must be released. Thus, 30-50% of requests from customs authorities to copyright holders remain unanswered<sup>2</sup>.

Customs registers. The national customs register of intellectual property objects (further – CRIPO) operates in each EAEU member State, as well as in the EAEU in 2010 on the basis of the Agreement on the unified customs register of intellectual property objects of the Customs Union Member States<sup>3</sup> (this Agreement isn't into force) the unified customs register of intellectual property objects (further – UCRIPO) has been created, but at the moment there are

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<sup>1</sup> «Customs Code of the Eurasian Economic Union» (as amended on 29.05.2019, with amendments. dated 18.03.2023) (Appendix No. 1 to the Agreement on the Customs Code of the Eurasian Economic Union) [Electronic resource] // ConsultantPlus. – Mode of access: [https://www.consultant.ru/document/cons\\_doc\\_LAW\\_215315/](https://www.consultant.ru/document/cons_doc_LAW_215315/). – Date of access: 01.05.2024.

<sup>2</sup> Sorokin, A.M. Actual directions of development of the Institute of the unified customs register of intellectual property objects of the Eurasian Economic Union / A.M. Sorokin, M. A. Sorokin // Azimut of scientific research: economics and management. – 2018. – № 4 (25). – P. 291-294.

<sup>3</sup> Agreement dated 21.05.2010 [Electronic resource] // Customs portal for participants of foreign economic activity. – Mode of access: <https://www.alt.ru/tamdoc/10ss0010/>. – Date of access: 01.05.2024.

no registered IPOs in it. The legal basis for maintaining CRIPO is Article 386 of the Customs Code of the EAEU, and for UCRIPO – Article 385 of the Customs Code of the EAEU and the Decision of the EEC Board № 35 «On Maintaining the Unified Customs Register of Intellectual Property Objects of the Member States of the Eurasian Economic Union»<sup>1</sup>.

It is necessary to highlight the reasons related to the fact that no IPO have been registered in ETROIS to date:

1) UCRIPO includes intellectual property objects that are protected in each Member State. To date, the number of IPO included in the CRIPO of the EAEU member states varies. At the same time, out of the total number of IPO included in the CRIPO, 15 trademarks are subject to simultaneous protection by customs authorities<sup>2</sup>.

2) Now the Eurasian Economic Commission (further – EEC) does not accept an application for the inclusion of the IPO in the UCRIPO due to the need to develop and implement a common information system that ensures electronic document flow between the EEC, applicants and the central customs authorities of the EAEU member States<sup>3</sup>. The creation of this information system requires a lot of cost.

There are no uniform rules governing parallel imports in the EAEU member States. Parallel import is the import into the territory of the country of original goods marked with a trademark with the permission of the copyright holder, by persons who do not have documented consent from the copyright holder for their import, which occurs through the use of parallel, alternative channels, and not through work with an accredited distributor<sup>4</sup>. At the same time, «parallel import» and «counterfeit goods» are completely different concepts, since counterfeit goods are goods, labels, packages of goods on which a trademark or a confusingly similar designation is illegally placed<sup>5</sup>. Based on the above definitions, it should be concluded that «parallel import» is the import of original products on which trademarks are legally placed.

Why are uniform rules regarding parallel imports important? We take two EAEU member states - the Russian Federation and the Republic of Kazakhstan and the Adidas trademark. So, in the Republic of Kazakhstan, the trademark was entered into the CRIPO, and in

<sup>1</sup> Decision of the EEC Board dated 06.03.2018 № 35 [Electronic resource] // Customs portal for participants of foreign economic activity. – Mode of access: <https://www.alt.ru/tamdoc/18kr0035/>. – Date of access: 01.05.2024

<sup>2</sup> Unified Customs Register of Intellectual Property objects [Electronic resource] // Eurasian Economic Commission. – Mode of access: <https://eec.eaeunion.org/upload/medialibrary/b37/13.-Edinyy-tamozhenny-reestr-obektov-intellektualnoy-sobstvennosti.pdf>. – Date of access: 01.05.2024.

<sup>3</sup> Intellectual property [Electronic resource] // Eurasian Economic Commission. – Mode of access: <https://eec.eaeunion.org/commission/department/dobd/intelsobs/>. – Date of access: 01.05.2024.

<sup>4</sup> Aksenov, I. A. Features of the concept of «Parallel import» / I. A. Aksenov // Russian Studies in Law and Politics. – 2023. – № 4-2 (7). – P. 12-16.

<sup>5</sup> The Civil Code of the Russian Federation (part four) dated 18.12.2006 N 230-FL (as amended on 30.01.2024) [Electronic resource] // ConsultantPlus. – Mode of access: [https://www.consultant.ru/document/cons\\_doc\\_LAW\\_64629/](https://www.consultant.ru/document/cons_doc_LAW_64629/). – Date of access: 01.05.2024.



the Russian Federation it was not entered due to sanctions. From this example, the question arises: «How to protect a trademark if it is included in the UCRIPO?». Trademark protection in UCRIPO is not possible, since the condition «UCRIPO includes intellectual property objects that are protected in each Member State» will not be fulfilled, and at the same time there is a risk of transporting counterfeit products. In this regard, in order for the OIS to be included in the UCRIPO, it is necessary to create a document at the supranational level that will regulate issues related to parallel imports.

Thus, UCRIPO is one of the tools for the protection of the IPO, which operates in the EAEU, but now there is not a single IPO registered in it. In this regard, the author highlights such reasons as:

1. UCRIPO includes IPO that are subject to protection in all EAEU member States.
2. The implementation of the information system is expensive for the EAEU member States.
3. Issues related to parallel import. This problem can be solved by creating a document at the supranational level.

Summarizing the above information, it should be concluded that the customs authorities of the EAEU member States protect the IPO through the use of tools. At the same time, customs authorities now use such tools to protect the IPO as suspending the release date of goods; interaction between customs authorities and copyright holders; CRIPO. UCRIPO functions as a tool for protecting the IPO in the EAEU, but now it is not used by customs authorities. In order for the IPO to be included in the UCRIPO, the problems considered by the author should be solved.

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## **DEVELOPMENT OF THE ELECTRONIC DECLARATION CENTER OF THE CUSTOMS AUTHORITIES OF THE REPUBLIC OF BELARUS**

*Research Field:  
Innovative technologies in international trade.*

Information technologies have an impact on all spheres of modern life. In this regard, customs authorities are conducting various experiments and implementing pilot projects aimed at optimizing customs operations. Optimization, as a rule, means acceleration of customs

operations by customs authorities, reduction of costs and expenses of participants of foreign economic activity (hereinafter – FEA).

In the development of the electronic declaration center (hereinafter – EDC) we can distinguish 3 stages:

- 1) establishment and development of the regional electronic declaration center (hereinafter – REDC);
- 2) functioning of the EDC;
- 3) organization of round-the-clock operation of the EDC.

In 2020, in the period from September 1 to October 11, the practical implementation of the pilot project of the REDC took place on the basis of Minsk Regional Customs House. The essence of the implementation was to apply the technology of remote release of goods and use the mechanism of automatic distribution of electronic customs documents between customs clearance points (hereinafter – CCP) and between customs officials.

The remote release technology assumes that customs operations can be performed not only at the customs authority in the region of activity of which the goods are located, but also at the customs clearance point where the declaration was received, and at the customs clearance control point where the goods that are objects of customs control are located.

If there is a need to inspect the goods, its actual control will be carried out at the location of the goods, on behalf of the inspector who accepted the declaration.

At the stage of REDC development there was an automatic distribution of submitted declarations between departmental customs clearance points (hereinafter – DCCP) of Minsk Regional Customs "Kolyadichi-auto", "Borisov-auto", "Belkulttorg", "Soligorsk", "Beltamozhservice-CLC", "Minsk-Beltamozhservice-2", "Minsk-FEZ", "Great Stone" and employees of these points.

In 2020, due to the implementation of the project, a 90% indicator was achieved in terms of the share of shipments of goods whose release time does not exceed two hours.

In October and November 2020, the DCCP's of Mogilev, Bobruisk, Baranovichi, Grodno, Vitebsk and Mozyr joined the project. Thus, the beginning of the second stage of development and functioning of the EDC was the implementation of the project at the national level<sup>1</sup>. This means that today goods can be in the customs control zone, for example, the "Belyuvelirtorg" control center, while the declaration is received at the release center, for example, "Pinsk-Beltamozhservice".

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<sup>1</sup> илех [Электронный ресурс]. – Режим доступа: <https://ilex.by/>. – Дата доступа: 25.04.2024.

Currently, 39 CCP's are involved in the project. There has been an increase in the number of documents processed through the EDC. For example, the share of import customs documents is over 60%.

Within the framework of the EDC, customs operations are carried out related to the placement of goods under the procedures of release for domestic consumption, temporary import, customs warehouse, and re-export.

The work of the EDC also includes checking declarations for compliance with the automatic release criteria before they are handed over to officers for review. If the declarations meet the criteria, they are processed without the participation of staff.. This verification reduces the number of declarations received by officers thereby making customs operations efficient.

As the third stage of the project's development we can highlight the organization of the EDC's operation in a round-the-clock mode. The experiment on transition to such functioning was conducted from February 21 to March 31, 2023. As a result, it was decided to introduce the round-the-clock operation of the center on a permanent basis. Thus, traders have the opportunity to submit their customs declarations at night, and if the declarations meet the requirements of automated distribution, they are distributed to six customs clearance points, which work around the clock<sup>1</sup>.

Thus, the operation and development of the EDC has created a number of advantages for both traders and customs officials in Belarus. Such advantages are the following:

- reduction of the time period for the release of goods;
- prevention of corruption by eliminating contact between customs officials and declarants;
- reduction of financial costs for customs expenses on the part of foreign trade participants;
- optimization of transport and logistics schemes for cargo delivery;
- even distribution of workload among customs officials;
- round-the-clock operation;
- absence of territorial connection between declarants and the customs post where the goods are located.

The work on improving the procedure for the operation of the EDC continues. In the future, there are plans to increase the number of customs documents processed within the EDC by including other customs procedures in the distribution.

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1 Таможенные органы Республики Беларусь [Электронный ресурс]. – Режим доступа: <https://www.customs.gov.by/>. – Дата доступа: 25.04.2024.



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### **INTELLECTUAL PROPERTY AS A COMPETITIVE ADVANTAGE IN THE GLOBAL MARKET**

*Research Field:  
Intellectual property as an object of international trade.*

Property relations are a key factor in the functioning of society, defining its base and superstructure, and ensuring their interaction. While material assets, represented by movable and immovable property, used to form this base in industrial societies, in today's post-industrial world where science becomes the main productive force and the accumulation of knowledge becomes a crucial component of success, the foundation of society consists of intellectual property relations.

The modern world is characterized by the predominance of certain technologies that determine the quality and level of innovation in goods and services produced globally. These technologies, operating at a unified technical level, define a new technological structure of society that shapes new standards of production and consumption. Currently, financial, aerospace, information and communication technologies, nanotechnologies, and biotechnologies are the most actively developing sectors.

Companies have a commercial interest in creating and implementing intellectual property in their production, viewing it as an investment in their intangible assets. These intangible assets determine the competitiveness of the products and the competitive advantage of the firm, ensuring its leadership in both national and global markets. The following can be considered as intangible assets of companies that are intellectual property:

1. Computer programs, software, databases protected by patents or copyright, and licenses for their use;
2. Disclosed information on the results of scientific, technical, experimental, design, and technological work protected by intellectual property rights. These can include patents for inventions, utility models, industrial designs, plant varieties, animal breeds, topographies of integrated circuits, as well as licenses for their use;
3. Undisclosed information, including trade secrets (know-how), data on mineral exploration,
4. Brand capital, including brand names, trademarks and service marks, geographical

indications, and other means of individualization;

5. Goodwill<sup>1</sup> - a combination of factors of business reputation, goodwill reputation of the firm, profitability of location, recognizability of the trademark, and other factors not separately identifiable from the firm, which allows to conclude about the future profitability of this firm compared to the average profitability of similar firms.

The global intellectual property system grants a company a certain technological monopoly, leading to occupying leading positions in the market. This company is able to regulate the distribution and dissemination of technologies, creating barriers for other companies to enter the industry, bringing itself closer to a larger share of the global market. Companies that participate in the creation and dissemination of intellectual property can be distinguished by their involvement.

1. "Leaders" are firms that create pioneering technologies. They are the main exporters of patents and licenses for their distribution and use;

2. "Followers" are firms that consume intellectual property created by the "leader". They are importers of patents and licenses.

3. "Outsiders" are firms that do not participate in the global trade of rights for the distribution and use of intellectual property.

The intellectual property system, by establishing rights to produce and distribute global technologies, shapes not only the dynamics, quality, and growth prospects of the firm but also the level of economic independence and prosperity of the country in which this firm is registered. It also determines the level of technological independence of this country from other countries.

Thus, companies that actively invest in the development and protection of their intellectual property can secure a sustainable competitive advantage in the market, increase the value of their assets, and achieve entry and stable growth in the international market. Overall, the use of intellectual property becomes an integral part of a successful company development strategy in the conditions of the modern global economy.

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1 "Goodwill" Multirun dictionary [Electronic resource] — mode of access: <https://www.multirun.com/dictionary/english-russian/goodwill> — Date of access: 08.04.2024

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### **THE FOUNDATIONS OF THE FORMATION AND DIRECTION OF ACTIVITY OF THE WORLD CUSTOMS ORGANIZATION. CONVENTIONS DEVELOPED BY THE WORLD CUSTOMS ORGANIZATION**

*Research Field:*

*Customs in the age of globalization and regionalization*

In 1890, one of the important aspects was to ensure control aimed at regulating taxation in terms of tariffs. Thus, the Convention on the International Level Union was adopted in the city of Brussels.

Since the 20th century, the lack of a consistent and unified system of customs relations has become an urgent problem. As a result of these difficulties, actions were taken to standardize and consolidate customs rules.

One of these actions was the creation of Economic and Customs Committees, the purpose of which was to organize a unified tariff nomenclature.

The impetus for harmonization was the adoption of conventions that prescribed the main classification points of customs tariffs, as well as the rules for evaluating goods. At that time, namely in 1952, the Convention on the Customs Cooperation Council (CCC) was adopted. Later, it received a new name, which sounded like the World Customs Organization<sup>1</sup>.

The CTC/WCO has been increasing the membership of states every year, so if in 1952 there were 10 states, then in 2023 this organization includes 186 participants.

The Republic of Belarus, like many other States, has taken measures to join this organization. In the autumn of 1993, a decree on succession was issued, and in the winter of the same year she became a full participant<sup>2</sup>.

Today, the organization is considered the central structure of customs activities, the basis for ensuring the integrity and cooperation of customs authorities. To achieve its goals, it develops various methods and uses many tools to simplify and improve customs procedures and rules, thereby harmonizing the customs system and bringing it to a single appearance.

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<sup>1</sup> Gabrichidze, B.N., CHernyavskij, A.G. Kurs tamozhennogo prava Rossijskoj Federacii: Uchebnik dlya vuzov: V 3-h chastyah / B.N. Gabrichidze, A.G. CHernyavskij. – M: Delo i Servis, 2002. – S. 498

<sup>2</sup> Ostroga, V.A. Vsemirnaya tamozhennaya organizaciya: zadachi, struktura, osnovnye napravleniya deyatel'nosti: ucheb. – metod. posobie / V.A. Ostroga. – Minsk: BIP – Inst. pravovedeniya. BIP-S Plyus, 2009. – S.4.

The WCO performs a number of functions and tasks, namely: increases the level of international cooperation, leads to the creation of a unified customs regulation system, solves issues arising during movement across the customs border, strengthens the fight against international crimes and defines the rules of customs regulation<sup>1</sup>.

The organization is engaged in the development, implementation and updating of international conventions and other documents in the field of customs. Today, the WCO is the depository of international conventions governing various areas of customs activity.

The Convention is an official agreement, and the Customs convention is an agreement that regulates international relations in areas related to the customs system in order to simplify any aspects in the global chain.

The main purpose of customs conventions is to determine the rates of import customs duties on goods, simplify customs formalities in exporting and importing countries, develop mutual trade, accelerate the movement of vehicles, and increase the volume of foreign trade operations.

During its history, the organization has included 19 conventions, which have been supplemented over time.

The Republic of Belarus relies on the following conventions, which prescribe the basics: simplification of customs procedures; establishment of a unified system for coding goods; mutual assistance in cases of customs offenses; carnet for temporary import of goods, administrative assistance<sup>2</sup>.

The WCO contributes to solving many issues in the customs sphere. With 25 years of cooperation, we can say that the Republic of Belarus is a reliable participant in the WCO<sup>3</sup>.

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<sup>1</sup> Vsemirnaya tamozhennaya organizaciya kak sovremennyj institut sovershenstvovaniya tamozhennogo administrirovaniya i uproshcheniya procedur trgovli: monografiya / M.A. Kadyrkulov, S.V. Mozer, N.G. Lipatova. M.: RIO Rossijskoj tamozhennoj akademii, 2017. 172 s.

<sup>2</sup> Grebennikov, A.V. Vsemirnaya tamozhennaya organizaciya v mezhdunarodnom tamozhennom prave / A.V. Grebennikov. – Minsk :Beltamozhservis. – 64 s.

<sup>3</sup> Viktoriya Selezneva Belarus' i VTamO: 25 let vzaimovыgodnogo sotrudnichestva // Tamozhennyj vestnik. – 2018. – №12. – s. 6-7.



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### **ASSIGNING CERTAIN FUNCTIONS OF SANITARY AND QUARANTINE CONTROL TO THE CUSTOMS AUTHORITIES**

*Research Field:  
Two border services*

This article is devoted to the assignment of certain functions of sanitary quarantine control to customs authorities: in particular, the procedure for carrying out sanitary quarantine control at checkpoints.

Sanitary quarantine control at checkpoints is carried out in relation to controlled goods, vehicles, persons upon arrival and departure. These measures are carried out in connection with the risk of emergencies in the field of sanitary and epidemiological welfare of the population: the importation of infectious and parasitic diseases into the country, as well as potentially dangerous substances and products for human health.

The most important sanitary and anti-epidemic measure for the sanitary protection of the territory of the republic, aimed at preventing the import and spread of dangerous infectious and mass non-communicable diseases (poisoning), potentially dangerous to human health goods (products, cargoes), is sanitary quarantine control, which is organized in the Republic of Belarus.

It should be noted that various types of control are carried out at checkpoints across the State Border of the Republic of Belarus: border, customs, sanitary quarantine, veterinary and phytosanitary.

Sanitary quarantine control at the customs border of the Eurasian Economic Union (hereinafter referred to as the EAEU) at checkpoints is carried out by officials of sanitary quarantine points in three directions: supervision of individuals, vehicles, controlled goods (cargoes).

In their work, specialists are guided by documents forming the legal framework of the EAEU in the field of sanitary measures and sanitary and epidemiological legislation of the Republic of Belarus.

Since January 1, 2014. at checkpoints, customs officials are entrusted with the functions of carrying out documentary sanitary and quarantine control over goods (cargoes), and border guard officers are assigned the functions of sanitary and quarantine control over individuals

(visual inspection). As a result of this coordination, the total time spent by vehicles at checkpoints has been reduced by an average of more than 15%.

Officials of sanitary quarantine points, when carrying out sanitary quarantine control, ensure the inspection (inspection) of individuals, vehicles and controlled goods upon arrival (departure) to (from) the territory of the EAEU in the presence of a risk of emergency situations in the field of sanitary and epidemiological welfare of the population:

- arrival of a vehicle from countries with disease-infected areas and from countries with areas of chemical and radiation accidents (in accordance with the lists of countries according to the World Health Organization (hereinafter - WHO));
- failure to provide, in accordance with the established procedure, preliminary information on the absence on board an air or sea (river) vessel of persons with suspected illness requiring measures for sanitary protection of the territory;
- the presence on the vehicle of persons who arrived on an international flight from countries with disease-infected areas, or arrived from such countries within the incubation period;
- international mail with compromised integrity that came from countries with infected areas or from epidemic zones;
- establishment of the fact of movement of a vehicle, controlled goods with an increased radiation background;
- receipt of information on the arrival of controlled goods that do not comply with Uniform Sanitary Requirements.

In relation to individuals and vehicles, in order to prevent the import and spread of dangerous infectious and mass non-communicable diseases (poisoning), a set of measures is carried out: a survey (questionnaire) of crew members who arrived at checkpoints, employees of train and locomotive crews, motor transport drivers and passengers on their health status; according to epidemiological indications and if there are complaints - thermometry of crew members, employees of locomotive crews, drivers of vehicles and passengers; in the presence of complaints about the state of health - organization of a medical examination; sanitary inspection of the vehicle (food supply, water supply systems, collection and disposal systems of all types of waste), as well as inspection for the presence of carriers and vectors of infection (insects, rodents or traces of their stay).

If there is a patient(s) or persons with suspected illness on the vehicle, aircraft are sent to a sanitary parking lot, trains to a sanitary railway dead end (track), vehicles to a sanitary site for sanitary and anti-epidemic measures.

Sanitary and anti-epidemic measures in relation to patients with diseases (or suspected of diseases) begin immediately and are carried out in accordance with the requirements of International Health Regulations and sanitary and epidemiological legislation of the Republic of Belarus. The movement of controlled goods included in the Unified List of Goods is possible only at checkpoints where state sanitary and quarantine control is carried out.

Sanitary quarantine control of controlled goods includes:<sup>1</sup>

- control of documents confirming the safety of products (goods) and their compliance with transport (transportation) and (or) commercial documents;
- inspection, organization of sampling of controlled goods included in section II of the Unified List of Goods subject to sanitary and epidemiological supervision (control);
- participation (at the request of customs authorities) in the verification of transport (transportation) and (or) commercial documents,
- inspection, organization of sampling (sampling) for the evaluation of controlled goods included in the Unified List of Goods.

In case of complication of the sanitary and epidemiological situation, according to the decree of the Chief State Sanitary Doctor of the Republic of Belarus, any vehicles and goods may be subjected to sanitary quarantine control, as well as temporary restrictive measures may be applied. When such measures are introduced by one of the EAEU member States, sanitary and anti-epidemic measures are carried out to ensure an appropriate level of protection for the state that has decided to introduce such measures.

The EAEU member States have the right to introduce temporary sanitary measures and carry out sanitary and anti—epidemic measures if:

- the sanitary and epidemiological situation has worsened in the territory of the member State;
- Information has been received from international organizations, member States or third countries on the applied sanitary measures and (or) the deterioration of the sanitary and epidemiological situation;
- the scientific justification for the application of sanitary measures is insufficient or it cannot be presented in the required time;
- products (goods) controlled by the state sanitary and epidemiological supervision (control) that do not comply with the unified sanitary requirements or technical regulations of the EAEU have been identified.

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<sup>1</sup> Decree of the President of the Republic of Belarus No. 524 on November 28, 2013 "On some issues of sanitary and quarantine control at checkpoints across the State Border of the Republic of Belarus" - Novopolotsk, 2024

An example of temporary sanitary measures is the resolution of the chief State sanitary doctor of the Republic of Belarus dated 08.01.2018 No. 1 "On the prohibition of importation without conducting a state sanitary and hygienic examination of each batch of vegetable, carbohydrate—fat and protein-fat ("cheese-like") products of foreign production".<sup>1</sup>

Upon receipt of official information from the authorized bodies of the Parties on the introduction of temporary restrictive measures against goods that do not meet the mandatory requirements of sanitary and epidemiological legislation, this product is prohibited from being imported into the territory of the party/parties that applied the temporary restrictive measure by affixing a stamp "Import prohibited" in the relevant documents.

Thus, due to the ongoing work on sanitary protection of the territory, including sanitary quarantine control at checkpoints across the customs border of the EAEU, in recent years, cases of importation into the Republic of Belarus of dangerous infectious diseases of international importance (plague, cholera, yellow fever, pandemic influenza, hemorrhagic fevers, etc.) have not been allowed, as well as dangerous goods (cargoes) that can lead to emergencies in the field of public health.

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## **THE MEANS TO IMPROVE THE PROCEDURE OF CUSTOMS TRANSIT**

*Research Field:  
Innovative Technologies in International Trade.*

In accordance with the paragraph 3 of the Article 104 on the Customs Code of the EAEU, customs declaration is conducted in electronic form. The exceptions include the placement of goods under the customs procedure of customs transit. The reason for this decision is the possible absence of the electronic digital signature recognized by the customs authorities of the Republic of Belarus.

This problem can be solved if a foreign carrier signs a contract with the customs representative who is registered in the Republic of Belarus, who is also included in the relevant register and is recognized by EDS (electronic digital signature). This practice is actively used by

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<sup>1</sup> The organization's notice. Sanitary control during the import of goods // [Electronic resource]// — Access mode: <https://ilex.by/pamyatka-organizatsii-sanitarnyj-kontrol-pri-importe-tovarov/> — The access date is 04.05.2024.

Russian customs offices, but it results in additional costs for the participants of the foreign economic activity<sup>1</sup>.

Such a situation with foreign carriers negatively affects the process of simplifying customs procedures – on the one hand, and necessitates the development of the universal instrument for the procedure unification – on the other hand. For example, when goods are moved by rail, the carrier and declarant is "Belarusian Railway", and the indicators of electronic customs declaration are almost 100 %. The development of an international electronic digital signature (EDS) which could be recognized in most countries of the world would make it possible to achieve such indicators for the movement of goods by the road transportation.

In accordance with the Article 30 No. 113-3 from 28<sup>th</sup> December, 2009 "On Electronic Document and Electronic Digital Signature", a foreign public key certificate which complies with the legislation requirements of the foreign State where this certificate has been issued, this certificate is recognized on the territory of the Republic of Belarus only and according to the procedure determined by the international treaty of the Republic of Belarus<sup>2</sup>.

At the moment, the Republic of Belarus has agreements on mutual recognition of electronic digital signatures with a number of countries, among them are the EAEU Member States. Thus, customs representatives registered in the Russian Federation provide the service of issuing an electronic transit declaration from 1) departmental customs clearance points of the customs authorities of the Republic of Belarus and from 2) internal posts of the Russian Federation on behalf of the declarant of the customs transit procedure to the departure customs office using the electronic digital signature of the customs representative<sup>3</sup>.

The UNCITRAL Model Law MLES5 devotes its final article to this topic. The Article 12 of the Model Law states: "In determining whether a certificate or an electronic signature is valid, the place of the certificate issue; the place of its creation; or the place of the electronic signature usage; as well as the place of the issuer's business or the signatory shall not be taken into account. Thus, the determination of the legal validity of a certificate should not depend on the

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<sup>1</sup> About electronic document and electronic digital signature [Electronic resource]: Law of the Republic of Belarus, 28 Dec. 2009, No. 133-3: in edition of the Law of 28 Dec. 2009, No. 133-3 // ETALON. 2009, № 133-3: in edition of the Law of December 28, 2009 № 133-3 // ETALON. Legislation of the Republic of Belarus / National Center for Legal Information. Republic of Belarus. - Minsk, 2024.

<sup>2</sup> About introduction of technology of electronic declaration of customs procedure of customs transit [Electronic resource].-Mode of access:- file:///C:/ /Users/1/Downloads/o-vnedrenii-tehnologii-elektronnogo-deklarirovaniya-tamozhennoy-protsedury-tamozhennogo-tranzita%20(1).pdf -Date of access:01.03.2024.

<sup>3</sup> Starykh S. A., Solodukhina O. I., Solodukhin D. Yu. Analysis of the application of the customs procedure of customs transit in the conditions of the Eurasian Economic Union / Collection of scientific articles of the 8th International Scientific and Practical Conference "Strategy of socio-economic development of society: managerial, legal, economic aspects". Kursk, 2018. T. 2. P. 132-136.

place of the certificate issue or the creation of an electronic signature, but on their technical reliability"<sup>1</sup>.

The establishment of the general principles for the legal regulation of the electronic document usage has made it possible to create some prerequisites for the cross-border recognition of electronic signatures, but unfortunately, the recognition mechanism itself has not been proposed.

In any case, the process of the EDS recognition created by a foreign agent is connected with the guarantees of the signature certificate issued by a foreign certification center: such guarantees may be expressed in the voluntary accreditation by this certification center with the help of the model for the voluntary accreditation established by the international treaties or international organizations. The establishment of an international body that will be empowered with the authority of a certification center and will be able to carry out a unified procedure for the voluntary accreditation of certification centers among States parties of international trade will unify this procedure and eliminate the need to carry out the procedure for the recognition of signature certificates individually with each of the counterparties of international transactions, including the customs authorities of the counterparty State <sup>2</sup>.

Since the process of EDS recognition created in a foreign country is large-scale, time-consuming, and requires additional legal regulation with the conclusion of a number of international agreements, a rational solution is to develop a single regulation that will introduce the technology of creating an electronic digital signature recognized by all State-participants of international trade turnover<sup>3</sup>.

The International Standard ISO/IEC 14888 establishes a uniform standard for the development of electronic digital signatures. It defines the requirements for the algorithms, protocols and specifications which must be followed during the design process and while implementing electronic digital signatures in order to ensure their security, reliability, and universality.

ISO/IEC 14888 includes some recommendations for the creation and verification of electronic digital signatures, key management, as well as ensuring the confidentiality and

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<sup>1</sup> Analytical Report of the ECE Department of Transport and Infrastructure "Analysis of existing international transport corridors passing through the territories of member States". C. 14 [Electronic resource].-Mode of access: <http://www.eurasiancommission.org/ru/act/energetika/infr/transport/infrastruktura/Documents.pdf> -Date of access:01.03.2024.

<sup>2</sup> Order of the EEC Council from 21.02.2020 № 4 "On the action plan ("road map") for the development of a unified system of transit of goods in the Eurasian Economic Union based on the system of tracking transit transportation of goods using navigation seals". [Electronic resource].-Mode of access: <https://eec.eaeunion.org/> -Date of access:01.03.2024 .

<sup>3</sup> Abramov A.S. Problematic issues and prospects for the introduction of technology for declaring the customs transit procedure in electronic form as a tool to improve the quality of customs services // Management Consulting. - 2018. - № 2 (110). - P. 80-87.

integrity of signed information. The International Organization for Standardization (ISO) is an international non-governmental organization uniting national standardization organizations of 170 countries. The Republic of Belarus, represented by the State Committee for Standardization, has been a full member of ISO since 1993.

Based on the above criteria, two algorithms can be proposed to unify electronic document flow, including transport and carrying documents which accompany customs transit. The first one is the development of a single EDS format for all ISO Member States based on the existing ISO/IEC 14888 standard. In this case it will be necessary to bring the certificate or public key to a single standard. The standard should contain the information about the signature owner, the organization whose interests are represented, the key validity period and other. Some changes will be made with the cryptographic part of the signature or private key which performs direct encryption of information. There is no need to establish an international certification center.

The second algorithm does not provide the establishment of a unified EDS format, which allows to preserve the existing mechanisms of EDS creation and verification established on the domestic level (preservation of the legal regulation procedure, national certification centers, the procedure of signature application for residents of the State). In this case the procedure of the signature certificate verification will become universal as it will be carried out not by concluding separate bilateral interstate agreements on certificate recognition, but by voluntary accreditation with the help of a specially created competent body on the basis of ISO. The guarantees provided by such a body can be recognized by participants of the foreign trade activities in ISO member States.

Such changes will have a positive impact on the implementation of customs transit. First of all, carriers who transport goods by road (similar to the procedure of the goods movement by rail) will be able 1) to carry out an electronic customs declaration of goods by submitting an electronic transit declaration to the Electronic Declaration Center; 2) will have the automatic registration in case of compliance with the established requirements, which will increase the percentage of the goods released in accordance with the customs procedure of customs transit in automatic mode. Customs officials will request and verify information; make decisions on the term of customs transit in accordance with the Customs Code of the EAEU; comply with other conditions for placing goods under this customs procedure. Other advantages of improving the customs transit procedure include a) minimizing warehousing costs (reducing the time of storage of goods in temporary storage warehouses), b) increasing the capacity of road border crossing points, c) simplifying storage and reporting processes, and d) reducing the costs for foreign trade participants which are levied for the services of customs representatives.

Summing up, thanks to the procedure of electronic customs declaration of customs transit, the informative interaction between customs authorities and the participants of the foreign economic activity will increase. It will be possible to reduce the time for customs operations and customs control. The most important advantage is the time reduction for goods at customs clearance points (places where customs operations are performed).

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## **INTELLECTUAL PROPERTY AS THE MAIN SOURCE OF INTERNATIONAL TRADE AND ECONOMIC DEVELOPMENT**

*Research Field:*

*Intellectual property as an object of international trade.*

This article examines the concept of intellectual property and its classification. It reflects the aspects of intellectual property as an object of international trade. It stays the role and importance of intellectual property as an object of international trade and its impact on the economy and the development of global markets.

In today's world where technological innovation and creative achievements play a key role in the economic development, intellectual property is becoming an integral element of international trade. Intellectual property, including patents, copyrights, trademarks and other forms of rights, is not only an object of commercial activity, but also a powerful tool for economic growth and competitiveness.

Intellectual property is the most important element of the county's innovative development, a condition for modernization of its economic activity. According to the World Intellectual Property Organization (hereinafter – WIPO), it includes various creations of the human mind, such as inventions, artistic works, as well as symbols and designs used in commerce. This classification distinguishes 1) industrial property which includes inventions (patents), trademarks, industrial designs, and geographical indications of origin; 2) the copyright which includes literature and artistic works, such as novels, poems and plays, films, musical works; and 3) works of art such as drawings, paintings, photographs, and sculptures as well as architectural structures. Related rights include the rights of performing artists when they



perform, the rights of phonogram producers when they record, and the rights of reporters when they broadcast on radio and television programs.<sup>1</sup>

At the current stage of development of international economic relations, there is a dynamic process of scientific and technological exchange intensification. Ten years ago some experts noted that about 80% of world trade accounted for goods with elements of intellectual property. There was also a noticeable increase in the share of profit (7%) attributed to the international technology transfer.

It is an obvious fact that today the possession of advanced technologies and the most relevant and innovative knowledge is one of the most important conditions for the country's existence in the global market. At the same time, a rather rapid increase in the trade volume of intellectual property becomes one of the most important factors of the current stage of international economic development. Intellectual property is the basis of innovative development of a country, because without it the process of modernization of economic activity is impossible.<sup>2</sup>

As for Belarus, parallel import is legal according to the Law of the Republic of Belarus "On Restriction of Exclusive Rights for Intellectual Property Objects". According to this document, it is allowed to import and introduce goods into the civil turnover where intellectual property objects are used without the consent of the right-holders from foreign states which commit unfriendly actions towards Belarus. Such objects are computer programs, audiovisual and musical works, broadcasts. The use of these objects is not considered as a violation of exclusive rights.

The purpose of the document is to create conditions for increasing the internal stability of the economy; for preventing or reducing critical shortages in the domestic market of food or other goods; for increasing the level of information security; for developing the intellectual, spiritual and moral potential of the society; for providing access to the world culture's achievements and events of the modern life.<sup>3</sup>

The role and the importance of intellectual property as an object of international trade cannot be underestimated in today's global economy. Intellectual property is a driving force for innovation. Companies and individual entrepreneurs create new technologies, products and services which give them a competitive advantage in global markets. Protecting these

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<sup>1</sup> World Intellectual Property Organization [Electronic resource]. - Access mode: <https://www.wipo.int/portal/ru/> - Date of access: 24.04.2024.

<sup>2</sup> On Intellectual Property [Electronic resource]. - Access mode: <https://www.wipo.int/about-ip/ru/>. - Date of access: 24.04.2024.

<sup>3</sup> Parallel import is legalized in Belarus [Electronic resource]. - Access mode: <https://www.belta.by/amp/economics/view/v-belarusi-legalizovan-parallelnyj-import-543540-2023/> - Date of access: 24.04.2024.

innovations through patents, copyrights, and trademarks allows them to stay ahead of the competition. Companies can also trade rights to use their patents, copyrights and trademarks with other companies from different countries. This gives new opportunities for international cooperation and allows businesses to monetize their intellectual assets.

Investors are interested in protecting their intellectual assets when investing in foreign markets. Therefore, legal protection of intellectual property is a key factor determining the level of attractiveness for investors. Also, technological transfers between countries are often based on licensing rights of intellectual assets use. Intellectual property contributes to the creation of new jobs, to the development of innovative economic sectors and to the enrichment of cultural heritage. The protection of intellectual property helps to stimulate creativity and innovation in the society. International organizations and agreements, such as WIPO, set standards for intellectual property protection and provide mechanisms for international cooperation in this area.

Thus, it can be said that intellectual property plays a significant role in international trade, stimulating innovation, ensuring competitiveness, and contributing to the economic development at the global level.

The impact of intellectual property on the economy and the development of global markets is enormous, and is manifested through several aspects:

1. Intellectual property can serve as a basis for the creation of new economic sectors and for the development of high technology industries. This leads to the creation of new markets and gives the opportunities for entrepreneurs; it helps to create new jobs in research, development, production, and service areas.

2. Innovations developed on the basis of intellectual property can lead to the creation of new products and services which improve the quality of life and solve social problems. For example, the development of medical technologies can lead to the creation of new methods of treatment and diagnosis, and the development of environmental technologies can lead to the reduction of negative impact on the environment.

3. Protection of intellectual property helps to attract investment into innovative projects and to develop technological transfers between countries. This facilitates the exchange of knowledge and experience, increasing the level of technological sophistication and improving infrastructure.

4. Companies with qualified intellectual property can get involved into global markets and compete with other international players. Intellectual property protection helps to prevent illegal use of innovations by other companies and protects the interests of innovators.

In Summing up, intellectual property is an important resource for modern economies, contributing to innovative development and competitiveness in global markets. International trade in intellectual property is an important tool for the exchange of knowledge and technology between countries which contributes to their economic growth and development. However, for the effective functioning of such trade, it is necessary to take into account the protection of intellectual property rights as well as compliance with international standards and regulations. Only if these conditions are met, international trade in intellectual property can become a powerful tool to promote the development of the world economy and cooperation between countries. Also, understanding its role and importance in the context of international trade is a prerequisite for the successful participation of countries and enterprises in the global economy.

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## **SECURE BUSINESS ENVIRONMENT FOR ECONOMIC DEVELOPMENT**

### *Research Field:*

*Importance of the international transport corridor "North-South" in the development of logistics of the Republic of Belarus*

In 2022, due to Western sanctions imposed against the Republic of Belarus and the Russian Federation, the usual supply chains and logistics routes of these countries underwent significant changes. In the context of international transportation, the Belarusian business, being focused on Western countries, suffered serious losses. Many entrepreneurs were forced to leave logistics, as international transportation of goods became much more expensive and more complicated. Numerous restrictions have forced Russia and Belarus to look for alternative routes to sell their exports. The Republic of Belarus is an export-oriented country. Therefore, a strategic task for the Republic of Belarus is to find new ways of transshipment of goods. Today trade with Western countries has lost its relevance, while Eastern countries, China, Iran, India are now extremely promising trade partners for the Republic of Belarus. In these conditions the International Transport Corridor (ITC) "North-South", as well as the Northern Sea Route, have become one of the most perspective directions<sup>1</sup>.

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<sup>1</sup> Transport corridor "North-South" - the future of Eurasian logistics [Electronic resource]. - Access mode: [http://bamap.org/information/smi/2023\\_06\\_30\\_200192/](http://bamap.org/information/smi/2023_06_30_200192/). - Date of access: 21.04.2024.

The North-South International Transport Corridor (ITC) does not pass through the territories of countries that are not friendly to the Republic of Belarus. Therefore, this route can prevent the transport blockade by the West and create favorable conditions for the development of trade with the countries of the Middle East, Southeast Asia and Africa by simplifying transport communication with them. It is known that the North-South ITC is a route 7.2 thousand km long. It links the countries of the Eurasian Economic Union with the states of Central Asia, the Persian Gulf and India. The agreement on the creation of this transportation route was signed in 2000. Even then, the route was predicted to have a great future. The ITC was to become an alternative to the sea corridor from Europe to Asia through the Suez Canal and link India through Russia with the Baltic states.<sup>1</sup>

However, these plans haven't been implemented in full. The reason for the slow development of the transport corridor was the need for large investments in infrastructure not only from Russia, but also from other countries through which the ITC passes. However, the events of 2022 changed the situation. When all the usual transportation routes from Asia to Europe began to collapse, and the search for new supply routes became particularly acute, the North-South ITC became relevant again. Countries under the pressure of sanctions were forced to actively develop this transport corridor, because it guarantees trade that is not subject to sanctions. By now, the corridor has already become multimodal and includes infrastructure of rail, road, inland waterway and sea transport. The ITC is expected to be fully completed by the end of 2024.

It is important to realize that the development of the North-South ITC will have a positive impact on the development of relations within the EAEU. This is due to the fact that expanding the use of this corridor will require further unification of legislation within the union, as well as the elimination of barriers to trade and cargo transportation. In 2023, the Heads of Transport Ministries of Belarus and Russia signed the Agreement on International Road Transportation. This agreement is one of the stages in the implementation of the Union Program for the unification of transport market regulation.<sup>2</sup> The agreement implies the transition to a non-permissive system for international road freight transportation to/from third countries on the territory of Russia.<sup>2</sup> The joint work of Belarus and Russia allows strengthening the economies of the two countries, developing joint transportation projects and building cross-border interaction with friendly countries. The high transit potential of the North-South transport

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<sup>1</sup> North-South: the effect of conjugation [Electronic resource]. - Access mode: <https://index1520.com/news/sever-yug-effekt-sopryazheniya/>. - Date of access: 20.04.2024.

<sup>2</sup> Permitless transportation system by January 1, 2030 [Electronic resource]. - Access mode: <https://ilex.by/bezrazreshitel'naya-sistema-perevozok-k-1-yanvaryaya-2030-goda/>. - Date of access: 21.04.2024.

corridor will contribute to reducing the cost of transit and increasing trade turnover both between Belarus and Russia and with partner states within the framework of cooperation of the Union State.

Since Belarus is a party to the intergovernmental agreement on the North–South ITC, the country is interested in maximizing the development of this project <sup>1</sup>. Belarus will be able to benefit from the active use of the corridor, primarily due to the ability to quickly and most profitably trade with Iran, the Middle East and South Asia. Therefore, active work is now underway to build new logistics chains in the eastern direction.

Nowadays the cargo transportation service is very popular and competitive. It opens up new opportunities for economic entities and businesses of the Republic of Belarus to sell goods for export. Thus, the government of Belarus has already activated the North-South corridor, having launched, together with partners, the operation of an accelerated train on the Belarusian Railway along the route Belarus – Russia – Azerbaijan. This makes it possible for goods produced in Belarus to freely enter the Azerbaijani market at competitive rates within 7 days.

Due to sanctions, the Republic of Belarus lost the opportunity to use Lithuanian ports in the city of Klaipeda. This led to the fact that the country had to urgently look for an alternative, as trade in one of the main Belarusian assets - potassium salt - depended on it. Now the Republic of Belarus is closely cooperating with the ports of St. Petersburg. Having assessed the prospects of the Northern Sea Route, which today is the fastest and safest route linking Europe and Asia, Belarus decided to join its development. The state plans to build its own port in Russia's Primorsky Krai, using it as an important point on the transit route to China. In 2020 Belarus successfully tested the Northern Sea Route. The Belarusian Potash Company supplied products to China by two ships, and reached the destination point 1.5 times faster compared to the traditional route via the Baltic States, which proves the route's promising potential.

It is worth noting a significant intensification of trade relations between the Republic of Belarus and the Astrakhan region. Exports and imports in both directions are growing. In 2023, the volume of Belarusian cargo that went through Astrakhan ports amounted to 850 thousand tons.

The Republic of Belarus also plans to increase the supply of goods to Iran using the ports of Astrakhan.. According to preliminary information, some Belarusian chemical fertilizers will be sent in transit through Iran to other Asian countries this year. In addition, Belarus is offered to participate in the development of a new port complex in the Zaborunny area, which is located to

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<sup>1</sup> ITC "North-South" is one of the key elements of the "new logistics" of Belarusian exports - Shpakovsky [Electronic resource]. - Access mode: <https://news.sb.by/articles/mtk-sever-yug-odin-iz-klyuchevykh-elementov-novoy-logistiki-belorusskogo-eksporta-shpakovskiy.html>. - Date of access: 20.04.2024.

the south of the Volga-Caspian port of Olja. The Belarusian side will be able to use this facility, whose capacity is up to 20 million tons per year, no later than 2025 <sup>1</sup>. The economic zone of the Astrakhan region of the UAE “Lotus” also offers cooperation to the Republic of Belarus. There are plans to create Belarusian enterprises there. <sup>2</sup>

Another step for the country's trade development was the signing of an agreement between the Republic of Belarus and Iran in 2023, which establishes a non-permissive procedure for international cargo transportation between the countries <sup>3</sup>. For Belarusian carriers, the agreement not only creates conditions for the delivery of domestic products to the Iranian market, but also allows Belarusian exporters to consider logistics multimodal, i.e. using Iranian seaports, product supply chains to India, China and Bangladesh, to the countries of the African continent. Thanks to the North-South corridor, Belarus counts on cooperation with other Persian Gulf states as well. It seems promising to transport Belarusian goods to exotic Gulf countries: Iraq, Saudi Arabia, the United Arab Emirates, and Jordan <sup>4</sup>.

Thus, for the effective functioning of the North-South Transport Corridor it is necessary to eliminate a number of barriers. The convergence of countries within the ITC framework leads to legal harmonization of customs clearance. Customs authorities are required to exchange information, simplify border crossing procedures, and develop a harmonized tariff policy. Work is under way to establish payment and settlement mechanisms between participants, cargo and vehicle insurance, digitization of transport documents and procedures, and so on.

The North-South ITC plays an almost decisive role in the diversification of international trade. In the future, it is a new model of goods movement in Eurasia. For the Republic of Belarus, the North-South ITC opens new, profitable logistics routes to the countries of Asia and the East. The potential of the North-South ITC has not yet been fully assessed and exhausted.

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<sup>1</sup> Belarus is included in the ITC "North-South" [Electronic resource]. - Access mode: <https://cis.minsk.by/pnews/568/115804>. - Date of access: 22.04.2024.

<sup>2</sup> Trial cargo transportation from Belarus along the trans-Caspian route is possible in the spring of 2024 [Electronic resource]. - Access mode: <https://portnews.ru/news/359249/>. - Date of access: 23.04.2024.

<sup>3</sup> Belarus will sign agreements with Russia and Iran on permit-free transportation [Electronic resource]. - Access mode: <https://sputnik.by/20230302/belarus-podpishet-s-rf-i-iranom-soglasheniya-o-bezrazreshitelnykh-perevozkakh--1072835070.html>. - Date of access: 22.04.2024.

<sup>4</sup> "NORTH - SOUTH": HOW BELARUSA INCREASES INTO A TRANSPORT CORRIDOR RESISTANT TO SANCTIONS [Electronic resource]. - Access mode: <https://officelife.media/article/sever-yug-kak-belarus-vklyuchaetsya-v-transportnyy-koridor-ustoychivyy-k-sanktsiyam/>. - Date of access: 23.04.2024.

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### **PROSPECTS FOR THE DEVELOPMENT OF THE AUTHORIZED ECONOMIC OPERATOR INSTITUTE IN FOREIGN ECONOMIC ACTIVITIES OF THE REPUBLIC OF BELARUS**

*Research Field:  
Safe Business Environment for Economic Development*

The gradual formation of integration processes and the increase in the volume of foreign trade impact directly on the competence of customs authorities involved in ensuring the security of the supply chain of goods. In this regard, a significant direction of the activity of customs service is cooperation with the participants of foreign economic activities (hereinafter referred to as the FEA). Understanding the need for improvement in the legislation regulating foreign trade activities for the participating countries of the Eurasian Economic Union (hereinafter referred to as the EAEU) has reached a new level. The Authorized Economic Operator Institute (hereinafter referred to as the AEO) has also not been left behind. Studying the further development of this institute within the framework of the EAEU is an important step to improve customs regulation and provide convenient opportunities for foreign economic activities.

According to the legislation, authorized economic operators are trusted by customs authorities. AEO represent a certain class of legal entities included in special registries and enjoying the trust of customs authorities. They have the right to use special simplifications while complying with specific requirements and conditions set by customs legislation<sup>1</sup>.

However, the constantly evolving process of foreign economic activities requires continuous improvement from its participants. The AEO institute is no exception. Currently, there are several issues that need consideration and further resolution.

One of the problems of the AEO institute is the insufficient information exchange between the customs authorities of the Republic of Belarus and the AEO.

This is manifested in the lack of an effective channel for receiving information from authorized economic operators regarding emerging issues in the application of AEO technologies, as well as the absence of an entity that would review and resolve these issues.

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<sup>1</sup> Customs Code of the Eurasian Economic Union of 01 January 2018 // ConsultantPlus [Electronic resource]. – 2004. – Access mode: <http://www.consultant.ru/document/>. – Date of access: 26.04.2024.

Specialization is crucial, meaning that each employee of this entity will be assigned a specific group of AEO. This will enhance understanding and cooperation between customs authorities and AEO, as well as other participants in foreign economic activities, facilitating the resolution of emerging problems and reducing the time required for their solutions. Moreover, creating a platform for international discussion and exchanging the views on the issues of AEO activities and development is important.

Another issue is the abuse of AEO privileges, leading to violations. This problem could possibly be solved by the categorization of operators. Giving the relatively lenient conditions for obtaining AEO status will always lead to the situations where such operators consciously seek to use unlawful methods in conducting business. Merely tightening the inclusion criteria in the AEO registry may not solve the problem. However, imposing stricter requirements will help to strengthen the reputation of conscientious participants. Although, categorizing FEA participants already exists today, additional criteria for distinguishing between reputable and non-reputable companies should be considered. For example:

1. Presence and staffing of AEO with necessary specialists, their certification with periodic confirmation of their qualifications.
2. Availability of certified software tools for customs operations digitalization.
3. Internal audit of customs operation processing and conduct.
4. Absence of violations and errors in conducting customs operations while providing information to customs authorities.
5. Time-regulated customs operation processing for each AEO category.

The AEO category should be assigned for a specific duration and confirmed by providing necessary data on the presence of specialists, their certification, certified software, the number of conducted customs operations, and the presence or absence of remarks, among other criteria.

Developing an effective mechanism for timely control of AEO privileges utilization is necessary. Implementation of a sanction and penalty system may be considered in this control mechanism. For instance, in cases of repeated violations by AEO, automatic revocation of status could be possible. Reinstating status post-violations should only be allowed under specific conditions or be entirely unavailable. Such an approach will help reduce violations in the AEO sphere and set an example for all participants of foreign economic activities. AEOs aim to maintain their status considering the complexities and costs involved in obtaining it. Implementing a special control system with incentives, along with a sanction system, will help to prevent customs and economic violations, and to improve the process of AEO crossing the customs border. The crucial point is that FEA participants have to understand the information



that an honest and responsible approach to work plays a key role in the successful execution of their activities<sup>1</sup>.

Significant potential for enhancing cargo processing processes by authorized economic operators is outlined in the EAEU Customs Code. For example, providing benefits to authorized operators regarding the route of cargo movement choices and utilizing their own seals recognized by customs agencies encourage the active adoption of electronic tracking seals.

This requires coordinated actions among all EAEU participants and digitization of cargo processing processes. Additionally, ensuring data protection from external interference is crucial. Simplified (compared to standard) and agreement-fixed conditions for self-registration and self-clearance of customs declarations by AEO could not only attract numerous companies to participate in AEO technologies but also enable Belarusian customs authorities to transition to automatic technologies in a secure and budget-friendly manner, without additional expenses. These matters have already seen progress when the Agreement on the use of navigation seals for tracking shipments was adopted in the EAEU in April 2023<sup>2</sup>.

One important aspect of improving the legal status of authorized economic operators is the mutual recognition of their status by customs authorities of other countries. Within the EAEU, a program on mutual recognition of AEO status among member countries has been initiated, with the possibility of recognizing this status by third countries. However, this initiative has not yet been implemented in practice. Mutual recognition of AEO status aids in simplifying procedures between customs agencies through the recognition of each other's standards. This contributes to increasing economic efficiency by reducing time and financial costs, as well as enhancing security through the formation of bilateral supply chains. For the successful operation of the AEO status mutual recognition system, it should adhere to the principles and standards approved in the Framework Standards for Safety and Facilitation of Global Trade. Moreover, legislation should contain provisions regulating the mutual recognition system of AEO status. Implementing this mutual recognition program requires the conclusion of bilateral agreements between countries specifying lists of mutual simplifications.

However, the implementation of the mutual recognition program for AEO status should be accompanied by the creation of a unified information system for interaction between customs authorities and economic operators, providing complete and necessary information about AEO activities.

So, the process of establishing a system of authorized economic operators liberalizes customs operations by providing a range of benefits to them. This accelerates the export and import processes in trade turnover, reduces the burden on customs authorities. However, excessive increases in the number of AEOs may lead to the decrease in the quality of customs

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<sup>1</sup> Volynets, B.V. The concept of development of the institution of the authorised economic operator in the Eurasian Economic Union - Text: neposrdnicheskiy// Collection of the Belarusian Trade and Economic University of Consumer Cooperation. – Gomel, 2019. – c 49.

<sup>2</sup> Agreement on the application in the Eurasian Economic Union of navigation seals for tracking transport from 19.04.2022// National Legal Internet Portal of the Republic of Belarus [Electronic resource]. – 2014. – Access mode: <http://www.pravo.by>. – Date of access: 26.04.2024.

operation processing and the decrease in the amount of customs payments, as well as the timeliness of their remittance. Thus, with the development of the AEO institution, the mandatory audit system of their economic activities needs to be developed, providing systematic transparent reporting on conducted operations for monitoring by customs authorities.

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## **AREAS OF IMPROVEMENT OF CUSTOMS OPERATIONS WITH REGARD TO GOODS FOR PERSONAL USE TRANSPORTED ACROSS THE CUSTOMS BORDER OF THE EURASIAN ECONOMIC UNION**

*Research Field:  
Current issues of border protection*

Customs declaration is a mandatory condition for the movement of goods across the customs border of the EAEU.

During customs declaration of goods for personal use, various difficulties and problems may arise due to incorrect completion of the Customs Declaration Document, errors in documents, non-compliance of goods with the declared characteristics, etc. Therefore, the EAEU applies the double corridor system<sup>1</sup>.

The dual corridor system is used in the EAEU to simplify and speed up customs procedures. It includes "green" and "red" corridors for different categories of goods and passengers.

"Green corridor" is intended for goods that are not subject to declaration or for which an electronic customs declaration has been successfully completed. Passengers passing through the "green corridor" confirm that they do not have goods to be declared and do not plan to import or export them.

The "red corridor" is for all other goods, including those that require declaration and payment of customs duties and taxes.

With the increase in international migration and tourism, the burden on Customs is constantly growing. The use of the "green" and "red" dual corridor system for simplified customs declaration complicates border control. In this regard, it is necessary to introduce a "blue"

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<sup>1</sup> Bobrova K. S., Nazarenko A. A. Directions for improving the customs declaration of goods for personal use in the EAEU // K.S. Borkova, A.A. Nazarenko / In the collection "International tourism. Customs business" [Electronic resource]. – 2024. – <https://elib.bsu.by> – Access date: 04.28.2024.

corridor for CIS citizens. In the European Union, for example, the "blue" corridor allows EU citizens to pass customs control without checking goods, in an accelerated procedure. This is especially relevant for

CIS citizens who not only travel around the Commonwealth countries, but also maintain family ties abroad. The introduction of a "blue" corridor for such citizens will help to simplify and speed up the passage of the border<sup>1</sup>.

To improve the efficiency of customs control of individuals, it is recommended to study and use the experience of the United States.

The SENTRI (Secure Electronic Network for Travelers Rapid Inspection) program provides rapid processing of pre-approved travelers at the U.S.-Mexico border by U.S. Customs and Border Protection. Program participants are considered low risk and undergo rigorous background checks, including criminal, customs violations, immigration status, law enforcement records and terrorist ties. The screening includes fingerprinting and a personal interview with a Customs and Border Protection officer.

The SENTRI system used in the United States allows goods to be cleared quickly and without the involvement of Customs officers. However, to participate in this system, an individual must undergo a full background check. After the background check, an individual can only be authorized to participate in the SENTRI system if he or she is a law-abiding citizen. Otherwise, participation is not allowed. Thus, the introduction of such a system will help reduce the number of offenses and speed up the process of customs control<sup>2</sup>.

During summer vacations, there is an increase in the flow of passengers, which creates an additional burden on customs authorities. To address this problem, a "purple" seasonal corridor should be created to operate from May to October on the busiest parts of the border. This corridor is designed exclusively for tourists who pass through customs control under a simplified scheme in the absence of goods requiring customs declaration. A tourist visa is required to pass through this corridor.

The proposed improvements to the customs declaration of goods for personal use are aimed at reducing waiting times at goods checkpoints, increasing efficiency, reducing costs and speeding up the process of releasing goods.

Thus, customs declaration is a mandatory condition for the movement of goods across the customs border of the Eurasian Economic Union. Under this procedure, it is necessary to provide

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<sup>1</sup> Understanding the Blue Channel facility offered by the RRA // Rwanda revenue authorities Customs services [Electronic resource]. – 2024. – Access mode: <http://www.rra.gov.rw> . – Date of access: 04/28/2024.

<sup>2</sup> About SENTRI. Secure Electronic Network for Travelers Rapid Inspection // Official website of the Department of Homeland Security [Electronic resource]. – 2024. – Access mode: <http://www.rra.gov.rw> . – Date of access: 04/28/2024.

the customs authorities with information on goods, their quantity, value, country of origin and destination, as well as the conditions of transportation and other information. The dual corridor system, which includes "green" and "red" corridors, is used to simplify and speed up customs procedures.

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## **PROSPECTS FOR THE USE OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN CUSTOMS CONTROL**

*Research Field:*  
*Simplification of state control procedures at the border*

This article discusses the use of artificial intelligence in customs control as well as its potential for the customs transformation.

Modern methods of customs control management represent a complex and diverse system which is displayed in automatic or automated informational processes.

The relevance of the use of artificial intelligence in the customs sphere is due to the growing need to simplify and shorten the timing of customs control. An effective and primarily verification protects the economy, national security, as well as the health and well-being of the population.

In an era of rapid technological progress, the introduction of artificial intelligence is becoming crucially important for optimizing processes in various fields, including customs.

The modernized customs control system involves basic automated tasks, processing large amounts of data and increasing efficiency. Artificial intelligence acts as the tool which allows you to make these processes automatized, and ultimately leads to an increase in the quality and efficiency of customs procedures. Artificial intelligence is rapidly becoming an indispensable tool for customs authorities around the world. Due to its ability to analyze huge amounts of data and to identify patterns, artificial intelligence can significantly improve the efficiency and accuracy of customs control as well as to simplify customs procedures at the border.

Artificial intelligence is a set of technologies that allow machines and computers to simulate human behavior, and if used during a customs control procedure, to simulate the actions and decisions of a customs officer.

Recently, artificial intelligence has been actively used in customs, automating a number of processes and increasing the efficiency of customs officials. Artificial intelligence in customs is used in the following processes:

1) the development and implementation of document recognition and processing systems. Thanks to artificial intelligence, the documents which are required to cross the customs border will be subject to more accurate and effective verification which will significantly reduce customs control timing.

2) the quality control. Using artificial intelligence customs authorities can more effectively control the quality of goods transported across the border and promptly respond to violations of this property by identifying counterfeited goods.

3) the scan check in real time. When using artificial intelligence technologies customs officials will ensure the detection of smuggling, of illegal trade as well as of other illegal actions in the shortest time possible. That will significantly reduce the time of state border control.

4) the comparison of statistical data. By using databases of governmental organizations artificial intelligence will allow customs officials to accurately compare statistics related to goods in the order which will make it possible to perform their duties faster and more efficiently.

Currently, the automation of customs control processes is reaching a qualitatively new level. In particular, one carries out the registration of declarations for goods and the release of goods for which no risks of law violation have been identified. In accordance with the “Strategic Directions for the further development of the Eurasian Economic Integration until 2025” the main goal and the objectives of the customs business unit is to improve customs regulation in the Eurasian Economic Union which involves expanding the use of digital technologies as well as the automation of customs authorities and includes the digital transformation of customs clearance and customs control technologies using artificial intelligence methods<sup>1</sup>. This problem has been reflected in a number of works containing both general characteristics of artificial intelligence technologies and the development of specific methods and algorithms for their use in the customs authorities’ activities.

In the near future it will be necessary to resolve the issues with the development of mechanisms and tools for automating the control of risky shipments at the border using artificial intelligence technologies. Taking into account the current economic and geopolitical situation in the world and in the countries which make up the Eurasian Economic Union, the solution of this key task becomes especially relevant.

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<sup>1</sup> The website of the Eurasian Economic Commission [Electronic resource] – Access mode: <https://eec.eaeunion.org/> – Access date: 04.24.2024.

Currently, more and more digital technologies are being introduced during customs control. The digitalization of customs control is based on the use of technologies that will automatically perform customs operations at places where goods are moved across the customs border of the Eurasian Economic Union, and is aimed at creating an intelligent checkpoint.

An intelligent checkpoint must operate under the control of an automatic system based on preliminary information data, on a risk management system, and on the results of intelligent processing of the information received with the help of some technical means of automatic control. Sensors which capture the technical characteristics of the transported goods and vehicles which are associated with artificial intelligence will play an important role in the intelligent checkpoint. That will automatically detect and prevent the illegal movement of radioactive substances, nuclear materials, and radioactive waste across the State border of the Republic of Belarus.

In the Republic of Belarus the introduction of artificial intelligence technologies began at the Kozlovichi road checkpoint in 2011 by commissioning the country's first stationary inspection and an inspection complex designed for X-ray scanning of cargo vehicles<sup>1</sup>. Artificial intelligence identified goods which were banned by analyzing the images with the information that was stated in the declarations of goods.

Summing up, artificial intelligence has a huge potential for transforming customs control processes. It increases efficiency, improves accuracy, automates basic tasks, and facilitates data analysis. While there are ethical and practical issues which need to be addressed, artificial intelligence will undoubtedly play an important role in securing borders and facilitating legitimate trade. Responsible and reasonable use of artificial intelligence can become a powerful tool for improving customs operations, and that will make customs control more effective.

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## **LEGAL REGULATION OF BIOMATERIAL TRANSPORTATION ACROSS THE BORDER: TRANSPORTATION OF GERM CELLS AND EMBRYOS**

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<sup>1</sup> Stationary inspection and inspection complex [Electronic resource] – Access mode: <https://stroytrest8.by/be/about-company/projects/alreadybuild/304-idk.html> - Access date: 24.04.2024

*Research Field:  
Customs and business: problems of cooperation.*

The advancement of the reproductive medicine has made significant progress in recent years. The control of infertility with the help of in vitro fertilization (hereinafter - IVF) allows women realize their dream of having a child of their own. This procedure would be impossible without cryopreservation.

The aim of the article is to investigate the existing problems of legal regulation of biomaterial transportation in the Republic of Belarus.

The methodological basis of the research is the methods of analysis, synthesis, deduction and analogy, methods of observation and description.

Cryopreservation is the process of preserving biological material at very low temperatures<sup>1</sup>. Nitrogen allows reaching a temperature of minus 196<sup>0</sup> C. By means of cryopreservation it is possible to store sex cells and tissues as well as embryos for further fertilization procedures.

The use of sex cells and embryos is often performed in the clinic in the country of collection and storage of biological material. However, there are cases when there is a need to transport cells and tissues subjected to cryopreservation procedure to another country. This is where difficulties can arise.

The problems concerning the transportation and border-crossing are regulated by the 81<sup>st</sup> Article of the Customs Code of the Eurasian Economic Union, namely "The priority order of customs operations with certain categories of goods in respect of which customs operations are carried out on a priority basis", "The list of goods other than those provided by the Customs Code of the Eurasian Economic Union" approved by the Eurasian Economic Commission on July 15<sup>th</sup>, 2022 № 118, "The list of c goods subjected to the rapid deterioration in respect of which customs operations are carried out on a priority basis".

Still there exists a risk of irreversible deterioration of biomaterial while waiting for clearance, customs control and placement under customs procedures. That can affect in reduction or complete absence of positive results in IVF. At present, there also exists a risk of abuse of the sex cells movement, for example, for illegal purposes or without the consent of all parties involved. But the most frequent case is the movement of sex cells and embryos across the border without accompanying documents. For example, a woman from Vladikavkaz crossed the border with Georgia with seven tubes filled with egg cells in the traveler's possession. When the officers

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<sup>1</sup> What is cryopreservation? Relevance of the technique in medicine [Electronic resource]: - Mode of access: <https://vc.ru/u/2274206-anna/814113-cto-takoe-kriokonservaciya-aktualnost-metodiki-v-medicine> - Date of access: 17.02.2024.

asked her to show a certificate from the Federal Service for Technical and Export Control, the woman replied that she had not had such a document<sup>1</sup>.

In addition, there have already been cases of the illegal transportation of sex cells and embryos for subsequent sale as well as their use for the growth of stem cells. For example, Nigerian IVF clinics buy biomaterial from all over the country. They use it not only for the fertilization of infertile couples, but also they use it in European and American laboratories for the embryonic stem cell research. Companies charge wealthy clients up to \$1.5 million and pay female donors in Nigeria 100,000-120,000 naira per a cell. At the exchange rate, in dollar terms, women get a little more than 104 dollars, the rest is the company's profit<sup>2</sup>. Thus it violates not only the national legislation, but also the ethical considerations. After all, the transportation and the biological material sale requires the authorization and the accompanying documents; and it is a direct blow to the country's economy since this activity is often not legalized and therefore not taxed.

In the Republic of Belarus such an experience is relatively new and it is insufficiently regulated by some legislative acts. This increases the level of possible criminal activity in this sphere. Due to the poor awareness of clinics in the Republic of Belarus engaged in the collection, storage and transportation of sex cells and embryos, the risks of violation of the national and international legislation are high.

At the moment, the transportation of sex cells and embryos is possible only if there is an opinion (an authorization document). The decision to issue an opinion (a permit document) for the transportation across the border is signed by the Minister of Health or the authorized deputy, and is issued to the applicant in two copies on the day of the decision. Samples of seals and signatures of the Ministry of Health officials are authorized to sign conclusions (permissive documents) and shall be submitted to the State Customs Committee. The conclusion (an authorization document) shall be issued for one year only since the date of issue<sup>3</sup>.

In the Republic of Belarus the issue of the liability for committing crimes in the field of reproductive rights is topical. At present, it is possible to bring a criminal to the responsibility only using the Article 13.12 "the Violation of the order of acquisition, storage, use in production,

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<sup>1</sup> Is it possible to transport eggs to another country independently? [Electronic resource]: - Mode of access: <https://reprobank.ru/novosti/novosti-reprobanka/samostoyatelno-perevezti-> Date of access: 18.02.2024.

<sup>2</sup> Eggs for export: the way to the continuation of birth or to business [Electronic resource]: - Mode of access: <https://dzen.ru/a/ZaaM4DIlfH2puLDd-> Date of access: 17.02.2024.

<sup>3</sup> Regulations on importation into the customs territory of the Eurasian Economic Union and exportation from the customs territory of the Eurasian Economic Union of human organs and tissues, blood and its components, samples of human biological materials [Electronic resource]: Decision of the EEC Collegium, April 21. 2015, № 30 // National Legal Internet Portal of the Republic of Belarus. - Access mode: [https://eec.eaeunion.org/upload/files/catr/EP.pdf/appendix %203.pdf](https://eec.eaeunion.org/upload/files/catr/EP.pdf/appendix%203.pdf) - Date of access: 17.02.2024.



transportation, release and sale of goods", the Article 15.5 "Non-declaration or the submission of false information about goods" of the Code of the Administrative Offences of the Republic of Belarus. As well as under the Article 228 "Smuggling" and the Article 228<sup>1</sup> "Illegal transfer of goods across the customs border" of the Criminal Code of the Republic of Belarus. These articles are universal and one can rarely assume the expediency of their application in the case of sex cells and embryos.

Thus, using the analysis of the normative legal acts of the Republic of Belarus as well as the information contained on official websites of reproductive medicine clinics, it is necessary to:

1. Have qualitative legal information about the subjects of reproductive medicine;
2. Include germ cells and embryos in the List of Categories of Goods subjected to rapid deterioration or in the List of Goods other than those provided by the Customs Code of the Eurasian Economic Union in respect of which customs operations are performed as a matter of priority;
3. Establish the administrative and criminal liability for committing crimes related to sex cells and embryos.

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## **THEORY AND PRACTICE OF APPLICATION OF NAVIGATION SEALS BY CUSTOMS AUTHORITIES**

*Research Field:  
Modern technical means as a basis of the effective border management*

Customs regulation is always at the intersection of government and business interests. It is important for government authorities to ensure economic security. Business needs simple and understandable customs regulation, selective and predictable customs control and absence of unreasonable financial costs.

The evolution of customs regulation is to some extent connected with the implementation of modern electronic technologies, the crowding out of paper workflow and the maximum digitalization of all processes. A good example of this is the creation of a mechanism for tracking cargo transportation within the EAEU using navigation seals. It is used in the transportation of

goods under customs control, as well as those moving in mutual trade between the countries of the Union.

A navigation seal is a technical device that includes a sealing element and an electronic module that ensures the functioning of this device on the basis of navigation satellite system technologies and the transmission of data on the transportation of goods to the National Operator's information system in which this navigation seal is registered. All information about the transportation of goods will be available to the supervisory authorities of the participating countries through which territories they are carried out. In case of unauthorized disconnection or breaking of the locking cable, loss of communication, battery discharge, the seal records this event and sends an alarm signal to the national operator<sup>1</sup>.

The purposes of using navigational seals are:

1. Monitoring the movement of intruder vehicles. Tracking takes place online, through which the operator receives information about the location of the vehicle at any time.
2. Seals - an alternative to customs escorts.
3. Reducing the time that the transporter's vehicle stays in the customs control zone.

It will also take less time for customs operations.

4. Minimization of costs of state customs control authorities.

An important achievement reflecting our country's work in the field of information development is the use of electronic navigation devices (seals) when performing road transport on the territory of the state in accordance with the Resolution of the Council of Ministers of the Republic of Belarus from 25.05.2020 № 311 «On the use of navigation devices (seals)» (hereinafter – Resolution № 311), adopted just during the COVID-19 pandemic. Of course, the introduction of seals not only became an effective new measure of Customs control, but also reduced the number of contacts between Customs officers and transporters, reduced the number of paper transactions<sup>2</sup>.

In addition to the above-mentioned provisions, electronic seals, unlike standard Customs seals or sealing devices, offer the following advantages:

1. Cargo security.
2. The presence of a seal on the cargo compartment prevents unauthorized access to the cargo.

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<sup>1</sup> What effect does the introduction of navigation seals in the EAEU have [Electronic resource] : [official website]. – 2023. – Access mode: <https://www.tks.ru/reviews>. – Access date: 28.04.2024.

<sup>2</sup> International relations: history, theory, practice : materials of the XIII scientific-practical conf. of young scientists of the international relations faculty of Belarusian State University, Minsk, 2 Febr. 2023 г. / Belarusian State University ; editorial board: E. A. Dostanko (editor-in-chief) [and others]. – Minsk : BSU, 2023. – . P 577-582.

3. In an emergency situation, the seal instantly reports the incident - breach of the sealing device body integrity; breaking the locking pin or breach of the cable integrity; loss of communication.

4. Transparency and the possibility of continuous monitoring of the transportation process, such as tracking the location and speed of the vehicle on a map; monitoring of vehicle stops; track analysis of each shipment allows to identify deviations on the route and optimize delivery routes; access to shipment monitoring by third parties to transfer control and safety functions to contractors.

The process of using the electronic navigation seal begins after placing the goods under the customs transit procedure, which increases the release time, but when moving the goods through the territory of several EAEU members, there is no need to inspect the goods at intermediate customs posts, which significantly reduces the time costs of the transporter.

Subparagraph 1.3 of Paragraph 1 of Resolution № 311 contains provisions regarding the procedure of applying (removing) navigation devices (seals). Thus, it is stipulated that the application of such devices shall be performed by customs authorities, or by the national operator (currently RUE Beltamozhservice), or by individuals authorized by it to carry out these actions at republic customs clearance points located at checkpoints across the State border of the Republic of Belarus or at departmental customs clearance points.

Along with the advantages, it is necessary to note the shortcomings of the use of navigational electronic seals:

1. Seals are applied not at all Republic customs clearance points and as a result, the transporter has to plan his route in order to cross the border through a particular checkpoint.

2. The responsibility to pay for cargo monitoring is assigned to the subject of foreign economic activity: the transporter, applying to an agent of RUE Beltamozhservice, signs a contract for monitoring services with this agent; then payment shall be made according to the contact number (in accordance with paragraph 2 of Resolution № 311, the tariff for the services of the national operator for tracking (monitoring) of sealing objects is set at 10 basis rates per service, including VAT). Thus, transporters incur financial losses, which eventually affect the cost of goods.

3. Taking into account the fact that any vehicle that transports goods and follows from Latvia, Lithuania and Poland is equipped with a navigation device, it is possible to speak

about unreasonable control, as it would be rational to use electronic navigation seals for sanctioned goods and unscrupulous participants of foreign economic activity<sup>1</sup>.

4. Despite the fact that the Belarusian part of the EAEU border is one of the most traffic-loaded with cargo transit, and our country produces electronic navigation seals on its own, what is done by JSC «AGAT Control Systems», however, the customs authorities have devices produced in China and Russia<sup>2</sup>. The later ones, in turn, to determine the coordinates of the cargo and the vehicle transporting it, operate on the basis of the global satellite system GLONASS, which is placed in Earth orbit, which, with the support of ground infrastructure, ensures accurate location of the object in space with minimal uncertainty. After that, the received data is overlaid on the map, through which the dispatcher receives the most objective and operative information.

In addition to the considered theoretical points, it is reasonable to describe the process of step-by-step introduction and use of navigation seals in the EAEU member states.

Thus, on April 3, 2023, the Agreement of the EAEU dated 19.04.2022 «On the use of navigation seals for transportation tracking in the Eurasian Economic Union» came into force, which establishes the legal basis for the application of a new technological tool for controlling the transportation of goods and vehicles – navigation seals – in the EAEU, and also determines the following: cases and procedure for the application of navigation seals; objects of tracking; participants of transportation tracking; types of transport, to which tracking will be applied; the procedure and conditions for implementing forms of customs and other types of government control in the process of transportation of tracked objects; the basis of interaction, including informational, between controlling authorities, as well as national operators that will provide monitoring of shipments in the interests of supervisory authorities.

As part of the implementation of the Agreement, a step-by-step introduction of tracking is envisaged from January 2024, taking into account the categories of goods and modes of transport by which they are transported. This approach will ensure smooth adaptation of transportation participants and government agencies to the new, modern working conditions.

Thus, the development and improvement of the use of electronic navigation seals in the field of customs control during cargo shipments has great potential, but the introduction of innovative technologies should be realized not only in the EAEU participating countries individually, but also at the supranational level, because only through the harmonization of

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<sup>1</sup> Resolution of the Council of Ministers of the Republic of Belarus from 25.05.2020 №311 «On the use of navigation devices (seals)» [Electronic resource] : [official website]. – 2024. – Access mode: <https://www.alta.ru>. – Access date: 28.04.2024.

<sup>2</sup> Agreement of 19.04.2022 «Agreement of 19 April 2022 on the application in the Eurasian Economic Union of navigation seals for tracking traffic» [Electronic resource] : [official website]. – 2024. – Access mode: <https://www.alta.ru>. – Access date: 28.04.2024.

legislation, and a common approach to the use of devices, it is possible to get the greatest benefit from the implementation of programs.

Today Customs authorities are working to improve their interaction with businesses, and to achieve this, they are using information technologies, such as sealing devices, which ensure the security of goods during transportation. In addition, such technical means help Customs authorities to prevent illegal actions, ensure transparency and acceleration of Customs procedures and more effective monitoring and control over the transportation of goods. Thus, electronic navigation seals play an important role in modern customs activities.

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### **PROBLEMS AND PERSPECTIVES OF MANAGEMENT AND MARKETING DEVELOPMENT IN DIGITAL ECONOMY.**

*Research Field:  
Innovative technologies in international trade*

The digital economy is an economy where the main types of its activities are carried out using electronic networks, and at the same time digital technologies play a key role. It includes all processes that are based on the use of digital input or output data, as well as those that use digital technology to support or improve their work. This applies to such areas as e-commerce, e-government, e-education, e-health, e-finance, e-media, e-security and others.

The digital economy is a new reality that has a profound impact on all economic aspects of society, including management and marketing. Management includes the processes of planning, organizing, directing, and controlling an organization's resources to achieve its goals. Marketing, in turn, includes the processes of researching, creating, distributing and exchanging values between an organization and its customers. Management and marketing are key elements in the organization of the functioning of any enterprise, as they determine its competitiveness, efficiency and stability in the market<sup>1</sup>.

Digital technologies such as artificial intelligence, blockchain, cloud services, machine learning, virtual and augmented reality, nanotechnology, biotechnology and others provide managers and marketers with new opportunities to improve productivity, quality, innovation and customer satisfaction. However, they also present new requirements and challenges related to adapting to the changing environment, developing digital competencies and skills, analyzing and using big data, forming flexible and adaptive organizational structures and business models, complying with ethical and legal standards, and ensuring personal data protection and information security.

The main advantages of digital management and marketing can be summarized as follows:

1. Increased reach and accessibility. Digital technologies make it possible to reach more potential customers and provide them with services and goods anytime and anywhere.

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<sup>1</sup> OECD Digital Economy Outlook 2017 [Electronic resource] - Mode of access: <https://www.oecd-ilibrary.org/> - Date of access: 25.04.2024.

2. Increased loyalty and satisfaction. Digital marketing allows you to build direct and personalized communication with customers, taking into account their interests, needs and preferences.

3. Increase conversions and revenue. Digital technologies help optimize sales and marketing processes, increasing the efficiency and effectiveness of campaigns and reducing costs.

4. Increased competitiveness and innovation. Digital marketing enables new business models, creates unique value propositions, and adapts to changing market and customer demands

5. Flexibility. Digital marketing tactics can be quickly customized to meet specific objectives that often change along the way.

6. Ease of measurement. Marketers can easily evaluate the results of the work done and choose the most effective tactics<sup>1</sup>.

Although the digitalization of management and marketing offers many advantages, there are also a number of challenges in this area. Some of the most important ones include the following:

1. Adapting to new business models based on platforms, ecosystems, networking and collaborative consumption. This involves reorienting from product to customer, creating value through interaction and data sharing, and finding new sources of competitive advantage. Adapting to new conditions is usually a labor-intensive and time-consuming process, which also requires raising capital to adapt to innovations.

2. Data Security. In a digital environment, it becomes imperative to protect sensitive information and prevent unauthorized access. It is data security that is the key factor in doing business. The issue of data security is relevant from the very beginning of the global Internet. Information security includes the development of security policies and standards, the use of encryption, authentication and access control, as well as monitoring and responding to external and internal threats.

3. The need for staff development. Digitalization requires employees to train and adapt to new technologies, which in turn requires certain resources as well as the time. In addition to trivial training, it is necessary to develop human skills such as creativity, critical thinking, communication and cooperation, which will allow to utilize the potential of each employee.

4. Changing work processes. Digitalization entails streamlining, automating and integrating business processes, which can lead to changes in employee roles, functions and

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<sup>1</sup> Asaul V. V., Mikhaylov A. O. Ensuring information security in the conditions of formation of digital economy // Theory and practice of service: economy, social sphere, technologies [Teoriya i praktika servisa: ekonomika, sotsial'naya sfera, tekhnologii]. 2018. No. 4 (38). P. 5–9.

responsibilities. It also requires flexibility, adaptability and continuous upgrading of skills and qualifications<sup>1</sup>.

In order to successfully develop in the digital economy and remain competitive in this area, managers and marketers must overcome the challenges discussed above and capitalize on all the opportunities and advantages that digital technologies offer. For this purpose, it is possible to consider the following promotional strategies:

- Develop employee competencies and skills. Digital competencies and skills are the ability to understand, use and create digital products, services and solutions. They include technical, analytical, creative, communication, critical and ethical aspects. Workers in this field must constantly learn about new technologies, as well as upgrade their skills to meet new market demands and technological innovations. For these purposes, there are various forms of training. The most popular of them are: online courses, webinars, master classes, hackathons, mentoring and others.

- Utilize the most up-to-date digital tools and platforms. Digital tools and platforms are software, hardware and services that allow you to analyze, process, store, transmit, present and interact with data

- Build flexible and adaptive organizational structures and business models. An organizational structure is the way roles, responsibilities, and resources are allocated within an organization. A business model, in turn, refers to the way value is created, delivered, and captured for the organization and its customers. Managers and marketers must build structures and models that can respond quickly to changes in the external environment and internal needs, as well as capitalize on digital opportunities. To do this, they can apply agile development, lean startup and other methods.

- Shape the digital culture and values in the organization. The set of attitudes, beliefs, norms, and rules of conduct that define attitudes toward digital technology and its use in the organization will help establish the climate necessary for productive work. Managers and marketers must foster a culture and values that promote innovation, creativity, collaboration, openness and customer focus. They can do this by using communication, motivation, feedback, recognition, rewards and other methods.

- Comply with ethical and legal standards when using digital technologies. Ethical and legal standards are a set of principles, rules and regulations that define acceptable and unacceptable actions when using digital technologies. Managers and marketers must comply

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<sup>1</sup> Plotnikov V. A. Production digitalization: theoretical essence and the prospects of development in the Russian economy // News of the St. Petersburg State University of Economics [Izvestiya Sankt-Peterburgskogo gosudarstvennogo ekonomicheskogo universiteta]. 2018. No. 4 (112). P. 16–24.



with the above norms, as well as take into account the interests and rights of all stakeholders: customers, partners, employees, and government agencies. For this purpose, there are methods of risk analysis, auditing, certification, encryption, anonymization and others.

Summarizing the above, it can be argued that it was thanks to the development of digital technologies and the digital economy as a whole that humanity began to develop at an incredibly high speed. The digital economy is presented as both a challenge and an opportunity for management and marketing, for the successful development of which it is necessary to constantly study and apply new technologies, as well as to take into account the interests and needs of all stakeholders. There are a number of specific challenges in this area, which are being addressed gradually. However, the negative aspects do not outweigh the positive ones, which has long been clear in practice. Companies that are active in digital marketing and management significantly outperform competitors who neglect digital technologies. This explains why digital marketing and management is so widespread.

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## **RELEVANCE OF THE ACTIVITIES OF THE CYNOLOGICAL SERVICE DURING CUSTOMS CONTROL AND OPERATIONAL AND INVESTIGATIVE MEASURES AT THE STATE BORDER**

*Research Field:  
Current Issues of State Border Protection*

One of the main functions of the customs authorities of the Republic of Belarus is to provide protection of economic interests and fight against illegal movement of goods across the customs border (see Art. 351 of the Customs Code of the Eurasian Economic Union and Art. 239 of the Law “On Customs Regulation in the Republic of Belarus”). On the customs checkpoints of our state work not only people, but also their four-legged partners. It is difficult to imagine fighting against illegal movement of individual categories of goods across the customs border without tracker dogs. Even in the age of the development of modern technologies and information systems, the canine sense of smell is and remains the most efficient and accurate for detecting and recognizing odors. Four-legged searchers can distinguish even the most subtle shades of smell. Almost all countries in the world use tracker dogs to secure their borders, detecting smuggling and finding people on the ground. Due to its senses, special purpose dogs

can find not only hundredths of narcotic drugs and psychotropic substances, but also ammunition and currency.

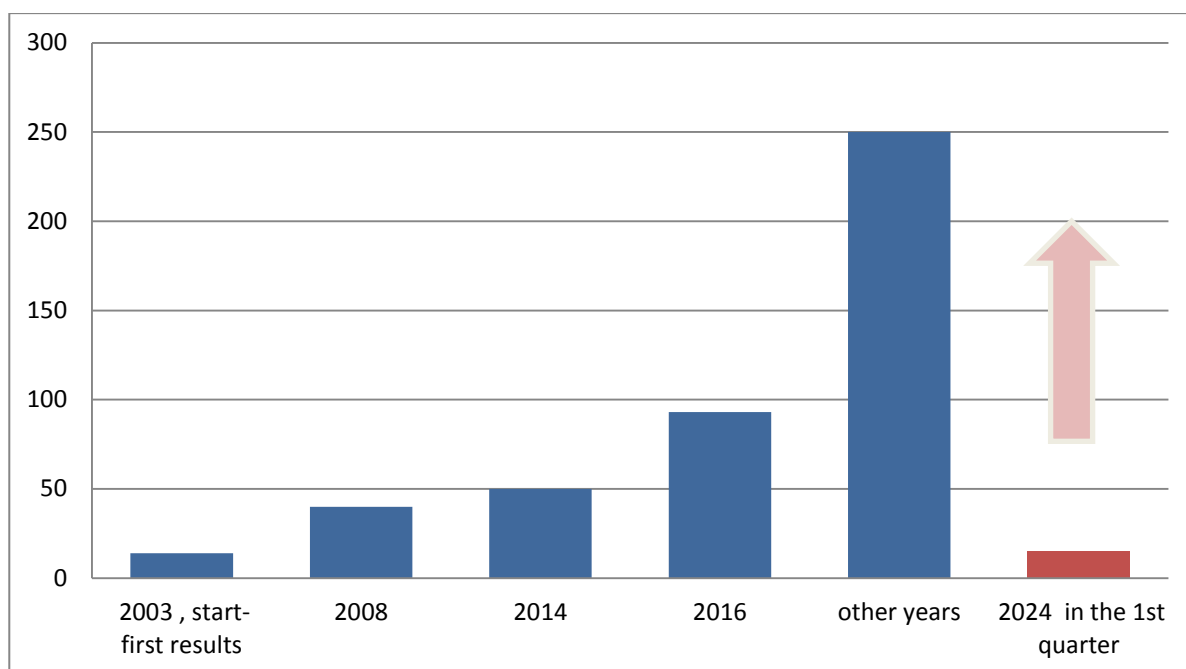
Every year, with the help of four-legged investigators, one in four violators of the state border and one in three smuggled cargo are arrested, more than 140 kilograms of narcotic drugs and psychotropic substances detect per year, and every time this number goes up. The high rates are confirmed by the results of participation in departmental, international and regional competitions, where dog handlers together with their partners win first and prize places.

Belarusian Cynological service of the Customs authorities appeared on the basis of the Resolution of the Council of Ministers of the Republic of Belarus No. 1054 of 14 July 2000 “On approval of the Concept of Creation and Development of the Cynological Service of the Customs Authorities of the Republic of Belarus” and immediately did justice to itself. The first results of the productive work have been already visible since 2003 year, when several citizens with 1.8 kg of methadone were arrested at the Belarusian-Lithuanian border. In 2008, on a passenger bus following the route Karlsruhe–Saratov, a highly dangerous psychotropic substance MDMA (ecstasy) was found with the help of a tracker dog – about 4,000 tablets disguised in cookies and two-liter juice packs. One of the biggest discovery was in 2014 year: 521 briquettes of hashish with a total weight of 330 kilograms were found among polypropylene bags with granite block in a wagon travelling from Poland to Belarus.<sup>1</sup> In 2016, more than 90 cases of illegal movement, possession or use of narcotic drugs and psychotropic substances were suppressed by cynological specialists on their own and in cooperation with other law enforcement agencies. More than 140 administrative offences have been registered. In the 1st quarter of 2024, 15 attempts of illegal movement of narcotic drugs and psychotropic substances across the customs border were detected at checkpoints during customs control by cynologists of customs authorities with the help of tracker dogs. So, in February 2024 at the checkpoint «Warsaw Bridge» during customs inspection of a cruise bus, following the route «Terespol-Brest», with the help of a tracker dog of the Brest Customs was found a package of foil with a particularly dangerous psychotropic substance «alpha – PVP» weighing 3.31 gr<sup>2</sup>.

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<sup>1</sup>SB.BY-BELARUS TODAY [Electronic resource] / Official site of the Belarusian public-political newspaper – 2024. – Mode of access: <https://www.sb.by/articles/kinologi-brestskoy-tamozhni-v-nyneshnem-godu-presekli-29-popytok-peremeshcheniya-narkotikov-i-psikho.html>. – Date of access: 27.04.2024

<sup>2</sup>The state customs Committee of the Republic of Belarus [Electronic resource] / Official site of the SCC Resp. Belarus. – Mode of access: <https://www.gtk.gov.by/pravookhranitelnaya-deyatelnost/pravookhranitelnaya-deyatelnost/?ysclid=ivi0hsn911342770122>. – Date of access: 27.04.2024



Pic.1- The Results of the activity of Belarusian Cynological service of the Customs authorities for different years

We made a conclusion about the high efficiency of the use of tracker dogs at the objects of customs control during the inspection of content, after analyzing the results of the activity of Belarusian Cynological service of the customs authorities for different years (Pic.1). An increase in the number of cases of detection of narcotic drugs with the use of tracker dogs indicates an increase in cases of suppression of illegal movement of narcotic drugs and psychotropic substances across the State customs border. This enabled us to estimate efficiency and relevance of the participation of specialists with tracker dogs in fight against illegal movement across the customs border of narcotic drugs, explosives, ammunition, weapons and other prohibited goods.

The units of the Cynological service of the Customs authorities of the Republic of Belarus operate on the territory of all customs offices today. Various methods for training of tracker dogs are being developed, concepts of development and improvement of the activity of the Cynological service of the Customs authorities of the Republic of Belarus are being approved, infrastructure are being actively developed. So lecturing desk to improve the quality of training of dogs was opened in the educational institution «State Institute for Advanced Studies and Retraining of Personnel of Customs Bodies of the Republic of Belarus». It is one of the evidence of effective dog activity and development of cynological units in the Republic of Belarus.

On the basis of the above information, we can draw conclusion about the relevance and necessity of using cynological units of the Republic of Belarus during customs control and the protection of the State borders. Cynological officers use tracker dogs for detecting narcotic drugs

and psychotropic substances, and their counterparts, ammunition, explosives, weapons, and other contraband goods. The indispensable four-legged officers assist during customs control operations and search operations. Thanks to the cynological units of the Republic of Belarus, a number of customs offences are detected annually. The Cynological service is one of the important units in fight against illegal movement of goods across the customs border. The safety of the citizens of the Country largely depends on the effectiveness of its activities.

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## **CURRENT PROBLEMS OF FOREIGN ECONOMIC ACTIVITY**

*Research Field:*

*Customs and business: problems of cooperation*

Customs authorities are one of the key government agencies in the economic sphere. Being at the same time a controlling, law enforcement and fiscal body, customs ensures foreign economic security of the country and contributes to its economic development. It is more important than ever to facilitate business in the current economic environment.

It is impossible to imagine foreign trade activities without transportation. In the period from 2022 to 2023, the transportation sector has been subjected to significant sanctions pressure. The Belstat website provides information on the total volume of freight transportation. The available data allow us to assess the current trend:

Table 1 . Cargo turnover<sup>1</sup>

Types of transportation	2020	2021	2022	2023
Types of transportation	123 158 106,3	118 775 657,7	88 626 008,5	72 919 772,8
Railway transportation	42 420 400,0	44 478 200,0		
Pipeline transportation	51 853 881,6	44 577 896,0		
Inland water transportation	29 909, 4	33 264,0		
Air transportation	76 351, 4	92 842,4		
Highway transportation on a commercial basis	28 777 563,9	29 593 455,3		

<sup>1</sup> 1020900002 Cargo turnover <http://dataportal.belstat.gov.by/Indicators/Preview?key=176184>  
Access date 14 .04.2024, time 19:30

Table 1 shows that the cargo turnover indicator has been decreasing over the last three years. Compared to 2021, the total cargo turnover for 2022 decreased by 25.4%. And already in 2023, the figure has fallen by 17.7% relative to the already low one in 2022. We suggest that the drop in this indicator of transport performance is due to a number of unfriendly acts of neighboring countries and the refocusing of transport flows.

For example, on April 9, 2022, a ban was introduced on transportation by Belarusian trucks within the territory of the European Union (hereinafter – the EU). As a response to the EU sanctions against Belarusian trucks, an adequate ban was introduced on transportation by vehicles registered in the EU countries, but at the same time the state allowed reloading of goods and hitching of semi-trailers (trailers) with such goods on our territory. These customs operations were organized at road checkpoints or close to them, at transport and logistics centers. It provided shipping carriers from Belarus with work and allowed them to keep their business. But it imposed additional responsibilities on customs. Now transport has to be registered twice: first at the border and then at the logistics center. Mobilization of human resources and remote release technology has made it possible to cope with the problem. In this way, customs authorities have helped businesses.

On January 9, 2024, the Ministry of Economy of the Republic of Belarus published the results of the survey of residents of free economic zones (hereinafter – FEZ)<sup>1</sup>. The survey was conducted to assess the conditions of FEZ activity, in particular, to find out the problematic issues resisting foreign economic activity. According to the received data, some of the key barriers to residents' activities are:

- 1) complication of logistic chains, including increased delivery period and cost of cargo transportation;
- 2) difficulties in accessing foreign markets (mainly EU countries).

Back in 2021, the State Customs Committee of the Republic of Belarus (hereinafter – SCC) faced an unforeseen situation: the checkpoint "Bruzgi" finished the functioning on the initiative of the neighboring party. In April 2024, there are only 5 checkpoints functioning on the State border of Belarus – two on the border with Lithuania and Poland and only one with Latvia. Recently the headlines are regularly published about another transportation collapse at the border. According to the data provided by the State Border Committee of the Republic of Belarus (hereinafter – SBC) there have been colossal queues at the border. For example, the anti-

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<sup>1</sup> Ministry of Economy summarises results of FEZ residents' questionnaire <https://economy.gov.by/ru/news-ru/view/minekonomiki-podvedeny-itogi-anketirovanija-rezidentov-sez-48636-2024/>  
Date of access 14.04.2024 , time 19:30

record of the border crossing point "Benyakoni" in April amounted to 1,050 cars. This situation creates numerous barriers for doing business:

- 1) waiting time at the border, delivery period and the cost of transportation are increased;
- 2) delivery schedules are disrupted;
- 3) logistics routes are destroyed;
- 4) access to foreign markets becomes more difficult;
- 5) fraud opportunities are created, several cases of selling places in the queue at the border have already been revealed.

To solve these problems, Belarusian customs authorities have taken a number of actions to reduce border crossing time:

- 1) electronic customs declaration system and electronic queue are used;
- 2) risk management system is used;
- 3) auto-release is implemented, including goods in transit (most of them are released within 10 minutes);
- 4) customs officials at checkpoints are assigned separate functions of automobile, border and sanitary-quarantine control;
- 5) equipment and staff are sent from the closed checkpoints to the working ones;
- 6) closed checkpoints are used within the structure of the Electronic Declaration Center (for remote release and electronic clearance of goods).

As stated by Vladimir Nikolayevich Orlovsky, the Belarusian part did everything to ensure the customs authorities did not delay the release of goods even for a second. The Chairman's assertions are corroborated by the findings of our investigation. The data provided by the SCC indicates that the customs authorities of neighbouring countries are not fulfilling the agreed norms of clearance per day. In a period when the Belarusian side is able to exceed the norms of interagency agreements, the neighbouring countries are failing to fulfil them. At the aforementioned border crossing point, Benyakoni, on 16 April 2024 at 20:00, 100 cars and 670 trucks were registered on the waiting list. The checkpoint's capacity is 390 cars and 250 trucks. On the previous day, 107 trucks were permitted to cross the border by the neighbouring country, representing 42.8% of the norm of 250 trucks that should be allowed through by the neighbouring country per day. Passenger cars were permitted to cross the border 258 times out of 390, representing 66.15% of the norm.

This phenomenon has been observed at all operational border crossing points for an extended period. It can be concluded that the primary issue contributing to the deterioration of transportation is the absence of effective collaboration with neighboring countries. Nevertheless,

it is evident that this issue cannot be resolved by the Belarusian customs authorities in isolation. While the SCC is currently working to facilitate foreign economic activity, it is clear that this issue can only be resolved through diplomatic means, contingent on the willingness of the leadership of neighbouring countries to resolve the situation.

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## **SECURITY REQUIREMENTS FOR THE INSPECTION OF MOTOR TRANSPORT, CARGO, AND HAND LUGGAGE**

### *Research Field:*

*Modern technical means as the basis for effective customs control at the border.*

Before inspecting hand luggage and baggage, it is necessary to ask the passenger if they have any dangerous items that could injure a customs officer.

During the inspection of hand luggage and baggage, it is recommended to use protective ointments and hand creams. After completing the inspection procedure, it is necessary to thoroughly clean your hands using water and soap. If there are suspicions of the presence of dangerous goods, it is necessary to pre-inspect the contents using X-ray machines or use technical means for customs control (TMCC).

When inspecting goods, hand luggage, and baggage, do not lift or carry items whose weight exceeds the established limit (for men 50 kg, for women - 7 kg).

When inspecting electrical appliances or items requiring disassembly, it is necessary to invite specialists from the TMCC department.

When inspecting glass and other fragile items, they should be placed on a flat surface and not held in the air.

When inspecting goods, hand luggage, and baggage, it is prohibited to:

- determine the taste and smell substances of unknown origin, suspected as drugs;
- pour and ignite liquids;
- extract dangerous goods on your own;
- open and move items that may contain dangerous goods;
- use faulty TMCC. Inspection of vehicles and goods transported on them.

The inspection of vehicles and goods transported on them is carried out on specially equipped inspection sites.

They are equipped with canopies, inspection pits, platforms, lifting and transport mechanisms, safety signs, and road traffic. Inspection sites should be well lit, free of garbage, and in winter cleared of snow and sprinkled with sand.

Inspection pits and platforms should be equipped with transition bridges and protective sides to prevent the car from falling during movement. Movement on the inspection site should be carried out observing safety measures to avoid getting under a car or getting injured. Cross inspection pits should only be on special bridges. The inspection of the car and the cargo it carries is carried out in the presence of the driver. If the driver refuses from this, then the inspection is carried out in the presence of a representative of the transport organization<sup>1</sup>.

If necessary, to inspect various parts of the vehicle, the driver of this vehicle, in case of his refusal, a representative of the transport organization, disassembles and opens it. When inspecting a car with a lifting cab, it is necessary to pre-check the cab fastening with a support rod.

It is necessary to be careful when touching hot parts of the engine, body, and electrical equipment of the vehicle.

When inspecting van trucks, it is necessary to be at a safe distance from the opening doors.

In bad weather conditions, it is necessary to be careful when entering a vehicle and when leaving it.

When inspecting buses and cars with high bodies, it is necessary to use ladders with special supports.

To inspect a vehicle with removed wheels, it is necessary to put special devices (goats) under it, and supports (shoes) under the removed wheels.

Before inspecting individual parts of the vehicle with their removal, it is necessary to drain the fuel and oil.

The inspection of vehicles carrying dangerous goods, as well as the fuel tanks of these vehicles, is carried out in compliance with the requirements set out earlier.

Inspection using TMCC should be carried out only with technical means of control adapted for these purposes.

When inspecting vehicles, it is prohibited to:

- be on the steps, wings, roofs, in the bodies, vans of vehicles during movement;
- Inspect vehicles with a running engine and unbraked wheels, as well as with removed wheels and raised only on lifting mechanisms

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<sup>1</sup> Personal safety measures of customs officials in various situations: Educational and methodological manual; comp. I. I. Dubik, V. M. Santarovich, V. M. Patar. - Minsk: 2013. - 100 p.



- Do not place objects under a lifted vehicle that are not intended for this purpose;
- Do not use extension ladders that do not have special supports; do not start the engine of the vehicle, do not drive it away from the inspection site;
- Do not allow the engine to start and the vehicle to leave before the inspection is completed;
- Do not inspect vehicles in open areas under bad weather conditions (thunderstorm, blizzard, etc.);
- Do not use tools and equipment not adapted for inspection.