

MANUFACTURING INDUSTRY OF THE REPUBLIC OF BELARUS AND ITS ROLE IN THE INTERNATIONAL DIVISION OF LABOR

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Резюме – роль обрабатывающей промышленности Республики Беларусь в мировой экономике. Проблема низкой конкурентоспособности. Административные методы содействия разгосударствлению предприятий.

Resume – the role of the manufacturing industry of the Republic of Belarus in the world economy. Low competitiveness problem. Administrative methods of promoting denationalization of enterprises.

According to TRANSITION REPORT 2019-20 structural changes in the economy of Belarus were one of the most efficient in the region [1]. It generally coincides with the main dynamics of the development of the Belarusian economic policy and industry, however, in the international division of labor, Belarus plays the role of a periphery, acting as a supplier of raw materials and a consumer of finished products.

The Belarusian industry is in 47th place in the world Competitive Industrial Performance Index and in 2nd in the region, where following only Russian [2]. Despite this in the manufacturing industry, which forms about a third of all proceeds from the sale of products and constitutes 1/8 of all enterprises in the republic [3], we are facing a number of serious problems. First of all, these include the dominance of large state-owned companies (often monopolists), as well as outdated methods of production and management of companies, and, as a result, reduced competitiveness of products. Administrative methods of increasing profitability and competitiveness used in the Republic of Belarus in absolute majority are reduced to the policy of protectionism. To solve this problem, IMF recommended cuts in the state sector by selling unprofitable enterprises [4]. However, such enterprises will not be able to restructure efficiently without government support, and, more likely, will be declined. In 2019 it was registered decrease of the enterprises-employers number in the mining industry by 5% and manufacturing by 1% compared to 2018 [5]. Carrying out such restructuring without reforming the legal framework will be disastrous for the manufacturing industry. As an aid to newly created and privatized enterprises, there are proposed such measures as reducing the tax rate (which will be compensated by the absence of budgetary costs for maintaining unprofitable enterprises and proceeds from the sale of these businesses), simplifying the tax system and creating special economic zones and zones with reduced taxation, as well as subsidies and concessional lending to innovative and knowledge-intensive enterprises.

These measures should help not only to increase the competitiveness of Belarusian enterprises by stimulating internal competition, but also help to solve the problem of unprofitable state-owned enterprises, as well as increase the per-

centage of small and medium-sized enterprises in the Belarusian manufacturing market. Also, these measures will help to solve problems such as unemployment and demographic decline in single-industry towns.

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STRATEGIES FOR ENTERING THE INTERNATIONAL MARKET FOR BELARUS

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Резюме – статья раскрывает стратегии выхода на рынок и оценивает наиболее благоприятную для Беларуси.

Resume – this article reveals the strategies for entering the market and evaluates the most favorable for Belarus.

Introduction. The modern economy is going through an era of globalization, more and more new companies want to place their business on foreign markets. This allows them to strengthen their leading positions in the industry and generate more profits. When a business has foreign clients, it allows attracting new businesses for cooperation, reducing the risk of losses, increasing the competitiveness of the enterprise and increasing its capitalization.

Main part. The method by which a business can enter the market depends on the size of the investment, the degree of managerial control over the process and the service to the market. There are three main groups of strategies that ena-