

something when it is in shortage. Let's think about it now unless the mankind turns out to be on the edge of extinction. Because then it may be too late.

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FOREIGN TRADE: THE MIDDLE EAST  
AS A PERSPECTIVE MARKET  
FOR BELARUSIAN EXPORTERS

ВНЕШНЯЯ ТОРГОВЛЯ РЕСПУБЛИКИ БЕЛАРУСЬ:  
БЛИЖНИЙ ВОСТОК КАК ПЕРСПЕКТИВНЫЙ РЫНОК  
СБЫТА ДЛЯ БЕЛОРУССКИХ ЭКСПОРТЕРОВ

В условиях кризисных явлений в белорусской экономике, в которых одной из наиболее серьезных проблем является постоянно увеличивающееся отрицательное сальдо внешней торговли, актуальным становится поиск новых рынков сбыта белорусской продукции и путей повышения эффективности экспорта. Именно в силу этих причин мы, как будущие специалисты в сфере внешней торговли, изучили и предложили наиболее перспективные пути решения этой проблемы.

The Republic of Belarus has its own specific way of development — that is why it is not always easy to find points of contacts with completely democratic European countries as well as with the USA. Therefore it is pivotal to find some alternatives while talking about establishing foreign policy in trade, science, education and other spheres of collaboration. Trying to solve the problems in consolidation of the international authority of Belarus, the further development of the trade relations between Belarus and the countries of the Middle East region should be expanded.

The similarity in some governing principles and in the priorities in foreign policy gives strategic opportunities to evolve business relations, to set up joint ventures which can become main exporters of Belarusian products to the Middle East market. Joint ventures provide the best partner-like manner of obtaining foreign trade income. The firm then chooses to begin a business relationship with a firm in the host country. International joint ventures are used in a wide variety of manufacturing, mining and service industries.

Inter alia Belarusian goods are much more competitive on the Middle East markets than on the Western ones. According to the data published by National Statistic Committee of the Republic of Belarus the negative foreign trade balance formed at the rate of 7282 mln USD — the necessity to expand the level of export is obvious.

Selecting and preparing a product for export requires not only product knowledge but also a knowledge of the unique characteristics of each market being targeted — it is especially crucial about the Middle East markets on account of dramatic cultural and religious differences between Slavonic and Middle East countries which every businessman should keep in mind while doing business and collaborating with these countries.

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