

– implementation of the means of navigation and information in the department of manufactured goods is required.

In order to solve these and other problems the following measures should be taken:

– significant improvement of light and color background by introducing bright colors which will motivate impulsive demand;

– introduction of the illumination of certain food departments according to their specific features;

– increase in both the quantity and quality of the information signs and means of navigation in the shop, etc.

Thus, this piece of work touches upon the best ways to improve efficacy and profitability of running any enterprise in food industry.

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## **ENLARGEMENT OF THE EUROPEAN UNION РАСШИРЕНИЕ ЕВРОСОЮЗА**

Европейский союз является политическим и экономическим союзом уже 27 государств. Процесс европейской интеграции динамичен и будет продолжаться довольно долго. За всю историю данного образования произошло 5 расширений, а самое значительное — 1 мая 2004 г., когда присоединилось 10 государств. Чтобы стать полноправным членом Евросоюза, государство должно удовлетворять так называемым Копенгагенским критериям. В настоящее время переговоры по поводу вступления в Европейский союз ведут такие страны, как Македония, Хорватия, Турция, а потенциальными кандидатами могут стать Албания, Сербия, Хорватия, Босния и Герцеговина.

А какие шансы у Беларуси, Украины, Грузии или даже России?

The **European Union (EU)** is union of 27 states. It was established in 1992 by the Maastricht Treaty, and is the de facto successor to the six-member European Economic Community founded in 1957. Since then new accessions have raised its number of member states, and competences have expanded. The EU is the current stage of a continuing open-ended process of European integration. The EU is one of the largest economic and political entities in the world, with 493 million people and a combined nominal GDP of 11.5 (\$14.2) trillion in 2006. The Union is a single market with a common trade policy, a common agricultural and regional policy.

There have been five enlargements, with the largest occurring on May 1, 2004, when 10 states joined, and the most recent on January 1, 2007 when Bulgaria and Romania joined. In order to join the European Union, a

state needs to fulfill the economic and political conditions generally known as the Copenhagen criteria established by the European Council in 1993:

- Stability of institutions guaranteeing democracy, the rule of law, human rights and respect for and protection of minorities;

- The existence of a functioning market economy as well as the capacity to cope with competitive pressure and market forces within the Union;

- The ability to take on the obligations of membership including adherence to the aims of political, economic and monetary union.

Current enlargement processes include negotiations concerning joining the EU such countries as Croatia, The former Yugoslav Republic of Macedonia, Turkey, and potential candidates are Albania, Bosnia and Herzegovina, Montenegro, and Serbia.

Future enlargement possibilities of the EU are Belarus, Moldova, Ukraine, Georgia. Has Belarus a real chance to join the European Union?

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## **YOUTH UNEMPLOYMENT IN BELARUS** **МОЛОДЕЖНАЯ БЕЗРАБОТИЦА В БЕЛАРУСИ**

В настоящее время для всей мировой общественности одной из наиболее важных проблем макроэкономической нестабильности является проблема молодежной безработицы. Сегодняшние молодые граждане оказались наименее конкурентоспособной категорией на рынке труда. Такая ситуация имеет место в силу особенностей молодежи как специфической социально-демографической группы.

Young women and men are among the world's greatest assets. They bring energy, talent and creativity to economies and create the foundations for future development. But today's youth also represent a group with serious vulnerabilities in terms of labour relations. In recent years slowing global employment growth and increasing unemployment, underemployment and disillusionment have hit young people the hardest. As a result, today's youth are faced with a growing deficit of decent job opportunities and high levels of economic and social uncertainty.

Nowadays the problem of youth unemployment is extremely urgent in Belarus. Young Belarusians have found themselves in a difficult situation that exists on our labour market in transition period for our economy. As a result the level of youth unemployment in Belarus reached an extremely high level. At the end of 2005 it reached 48,8 % when the total number of unemployed youth all over the world stood at 13,5 %.

48,8 % is a rather a high level of youth unemployment, but in practice this level is artificially lowered. Under Belarusian legislation only those