

In conclusion we can say that business coaching is a new sphere in our country and people due to different reasons can't trust it. But with the help of TV-programs such as "My business", with the help of new agencies people will understand that business coaching is not trendy English word, but real help for Belarusian business society.

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Andrii Maltsev  
Science tutor A. Chepelenko  
Educational-scientific professional-pedagogical institute  
Ukrainian Engineering Pedagogics Academy  
(Bakhmut, Ukraine)

## FEATURES OF REGIONAL DEVELOPMENT OF THE EU AT THE PRESENT STAGE

Successful economic development depends to a large extent on an adequately constructed regional policy that is designed to address several multi-directional tasks at the same time:

- to ensure social justice;
- to keep incentives for innovation and investment activity;
- to improve the living conditions of the population on different territories according to geographic and economic parameters.

The mentioned systemic challenges increase the importance of considering the construction of regional policy in other stable state entities, which, among other things, differ in terms of size, geographical diversity, population size and economic potential.

The forecasts for the development of the regions are being built at the central and local levels on the basis of macroeconomic and social indicators such as gross regional product, industrial and agricultural goods and services, employment, incomes and expenditures of the population, expected tax revenues, necessary amount of centralized investments, budget subsidies, etc. . On the basis of the results obtained using the economic-mathematical models of the results, the effects of the current regional policy on the state of the territory are assessed, its budget is adjusted, new management decisions and further policy regarding the region's development are grounded.

The structure of the EU's regional policy has two components:  
an internal regional policy that covers EU member states and ensures cooperation between regions through the EU's internal borders;  
the EU's external regional policy, which involves cooperation with non-EU countries.

The EU's external regional policy is a transnational policy aimed at achieving a higher level of understanding and promoting a more effective policy and increasing the transparency of activities and regional policy priorities. It is

with it that the regional EU policy is connected with our country.

The evolution of the EU's regional policy is divided into certain stages, the essence of which is the change in the regional policy itself: from cohesiveness to cohesion ("Europe of the regions") and to a regional approach based on a local approach ("Europe for the regions").

The current stage of regional policy is based on a local approach that prioritizes diversity as a real European value, unlike homogeneity. It should become the key to meeting the ambitions of the community in each region, regardless of spatial, historical and national peculiarities, considering everything that any locality has unused opportunities for development.

Realization of projects and programs of regional cooperation of the EU with neighbouring countries can be effective only with their adequate information and communication support. Projects should include this aspect, in particular, in the plan of work and organization of events. This is necessary to inform target audiences about the purpose and objectives of the projects, their opportunities to participate, their results and their implications. The information and communication projects under study also take into account, as much as possible, the specificities of the southern and eastern regions of the partnership with the EU, which allows responding appropriately to the needs of specific territories and issues of interest to European partners in these countries.

Information and communication activities can not only help to achieve the goals of the projects and programs but also create their positive image, increase confidence in them and European integration in general.

Ensuring maximum awareness of regional partnership, its positive perception and understanding should be carried out throughout the European Neighborhood, in particular in the Ukrainian communicative space.

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