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FAMOUS BELARUSIAN GOODS IN FOREIGN MARKETS

It is widely known that the economy Belarus is open for cooperation and targeted to foreign markets. We can proudly say that more than 65 % of goods produced in our country are exported. Moreover, it is worth noting that the share of Belarusian goods in the world production ranges from 30 to 0.6 %. The number of Belarusian export products that are popular in foreign markets has increased from 126 to 164 during the last 5 years [1].

So, what kind of Belarusian goods are popular abroad and why? First of all, all our products are loved for their quality. The results of a poll conducted by the AD HUNTERS BALTICS advertising agency in Latvia showed that about 63 % of foreigners who bought consumer goods in Belarus were surprised by their high quality. Foreigners emphasize naturalness when it comes to food or cosmetics.

Nevertheless, every day in the supermarkets we see Belarusian goods and it even does not occur to us that some of them are perceived as exotic in Europe and the USA. I bring to your attention a list of goods and food products that our country can be proud of. Here are the 16 things that we can be proud of!

1. *Brest socks*. Technologists from Brest used their cue from the Swedish company Happy Socks.

2. *Elema coats*. Foreigners are keen on high quality and special style.

3. *Bags from Astra Design*. This company makes unusual backpacks and bags.

4. *Lida sneakers*. This striped miracle is still popular in many foreign markets.

5. *Mark Formell* manufacturer created an exclusive collection «From Belarus with Love» for famous foreigners with Belarusian roots.

6. *Bobruisk marshmallow*. It is the same as Turkish delight. It is special.

7. *Bonfesto mozzarella* of the Turov dairy plant. A distinctive feature of the products is a very fashionable packaging design.

8. *Rogachev condensed milk*. Condensed milk, known since our parents' childhood.

9. Protein products from *Exponenta*. The product for people who lead a healthy lifestyle and are keen on sports.

10. *Apple juice*. Absolutely natural, as from a grandmother's juicer.

11. *Spartak Chocolate Impresso*. Its coffee taste is appreciated by foreigners.

12. *Mascara XXL Luxvisage*. This mascara is a cheap product of high quality.

13. *Matte Lip Gloss Pin Up*. The color palette is represented by 19 tones.
14. *Jewelery from ZORKA*. The largest jewelry manufacturer in Belarus made a bet on European trends in jewelry design.
15. *Neman glass*. The glass plant «Neman» has long mastered, colored, figured, and handmade glass.
16. *Pachacun*. The Belarusian toy factory «Malvina» discovered the popularity of Zhdun with people. The first batch shattered at the speed of light [2].

Thus, it can be seen that the Belarusian goods, from food products to clothing, are in high demand in foreign markets, but it is a pity that only such a small part. According to residents of the European Union, most of the products of Belarusian enterprises could be successfully sold in the European market. Belarusian products often lack marketing and advertising. This is due to the fact that in the European Union countries information about Belarus as a whole is submitted unilaterally and often centers only around its problems, but not of successes.

References

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INTEGRATION OF THE REPUBLIC OF BELARUS INTO THE INTERNATIONAL LABOUR MARKET

Belarus is an active participant in the world economic system and international labor exchange, therefore the regulation of external and internal migration processes will become increasingly important as a condition for ensuring sustainable socio-economic development.

First of all, the low level of wage differentiation by profession, qualification, type of activity acts as an anti-stimulus for the growth of mobility within the country and between spheres and types of activity.

Second, inadequate policies with respect to young professional leads to an outflow of prospective physicians, scientists, engineers, programmers.

Thirdly, the migration policy of Belarus still focuses on attracting foreign citizens, but the retention mechanism of young, educated, and active ones is poorly developed. Experience has shown that successful activity