

РАЗДЕЛ 2 ЭКОНОМИЧЕСКИЕ НАУКИ

2.1 Финансы и коммерческая деятельность

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CHINA'S PLACE AND ROLE IN INTERNATIONAL TRADE AT THE CURRENT STAGE

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In the context of market reforms, the expansion and deepening of the integration of the Republic of Belarus and the People's Republic of China into the system of world economic relations, the role of foreign trade in the economic development of the countries has significantly increased. Successful integration into global economic relations can solve a number of internal economic problems of the state, promote the growth of domestic production and strengthen the national currency. The active use of the foreign economic factor, primarily foreign trade, is a necessary condition for the country to reach a qualitatively new level of socio-economic development.

However, it is worth noting the insufficiently effective participation of both countries in world economic relations. As a result, there is an urgent need to develop a scientifically sound foreign economic strategy that provides for improving the proportions, forms and directions of countries' participation in the international division of labor. The development of this strategy and the search for ways to solve this problem cannot be carried out successfully without a deep assessment of the current state of foreign trade between Belarus and China, which is still the main form of foreign economic relations. The comprehensiveness and validity of this assessment largely depends on the economic analysis of foreign trade based on the development of a new system of economic and statistical indicators, which should serve as reliable guidelines for identifying structural shifts and long-term trends in the development of foreign trade between countries. The need to improve the level of economic methods of analyzing foreign trade is also determined by the implementation of market transformations in the selected countries.

The relevance of the research topic is due to the fact that economic growth and population growth in different regions of the world occur unevenly, which makes it necessary to expand international exchange, which contributes to the development of new markets, the import of raw materials, technological and economic development [1].

Information exchange, scientific, scientific-technical, industrial, cultural and other foreign economic relations. The development of foreign trade policy with the countries of the near and far abroad plays a crucial role in the processes of modernization of the national economies of Belarus and China. In the context of the global financial and economic crisis, the diversification of foreign economic relations of the analyzed countries should contribute to more effective integration into the world economy, the formation of a full-fledged economic space, and the improvement of the quality and standard of living of the population.

With the continuous growth of China's economic aggregate and per capita income in the future, China's comprehensive national strength will be significantly enhanced. This is mainly

reflected in the following aspects: the economic structure has been significantly improved and regional economies are more coordinated. The quality of economic growth has been significantly improved, the capacity for innovation has been significantly enhanced, and an innovation-oriented country has basically been established.

More rapid growth than in advanced countries, combined with exchange rate appreciation, will make the emerging markets the main destinations for world trade.

Reference

1. Zhang, Integrity Analysis of the difference and influencing factors of regional economic growth in China // Economic problem exploration. – 2019. – № 12. – P. 95–98.

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GLOBAL LEATHER MARKET: STATE AND DEVELOPMENT PROSPECTS

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Leather industry is one of the most important industries in light industry and national economy. The leather industry is responsible for expanding exports, increasing employment and activating the market. Therefore, the development of the leather industry under the new economic normal is of great significance to the global economic development.

This paper mainly starts from the macro fundamentals affecting the global economy, analyzes the long-term demographic change factors and the short-term economic impact of the epidemic, and analyzes the structural characteristics, growth trend and reform characteristics of the leather industry in the future [1].

How to gain competitive advantage in such a complex environment and improve their profit space is a very serious problem facing leather enterprises. In today's increasingly fierce market competition, it is difficult to ensure the success of the enterprise with excellent quality products and services without strong marketing activities.

And the marketing plan must be consistent with the internal and external conditions of the enterprise, so as to develop a practical marketing program. Enterprise marketing strategy should also consider the internal and external conditions of the enterprise, and more is the external conditions.

Only according to the continuous development and change of the market situation of the enterprise marketing mix, marketing activities can be correct and effective. Take the market as the center, take the marketing thought as the guidance, search and capture all kinds of information resources that are beneficial to the enterprise operation and development, and adjust the enterprise operation and development direction and product structure in time.

Therefore, many modern successful entrepreneurs whether to do a good job in marketing research, as the key to business decisions and business success or failure.

Modern enterprise operators, managers and research scholars have summarized their years of operation and management experience and research results, believing that "the focus of enterprise operation and management is operation, the core of operation is decision-making, the premise of decision-making is prediction, the basis of prediction is information, the source of