



Рисунок 1 – Товарооборот между Туркменистаном и Беларусью, млн долл. США.

Товары из Туркменистана в Беларусь: бумага и волокно, ткани, трикотаж, шерсть, постельное и кухонное белье.

31 марта 2017 года в рамках экономического сотрудничества с Республикой Беларусь в городе Гарлык Лебапского веляята открыто и введено в эксплуатацию предприятие по производству калийных удобрений. Доверие туркменской стороны Открытому акционерному обществу «Белгорхимпром» по проекту строительства Гарлыкского горнодобывающего комплекса по производству крупных калийных удобрений в Азии является ярким доказательством особого характера доверия в долгосрочных отношениях. Белорусские партнеры подтвердили свою приверженность обеспечению высокого качества строительства этого важного промышленного объекта. Нет сомнений, что этот комплекс будет экономически выгоден.

Такое сотрудничество имеет значение для укрепления народов и культур двух стран, усилий белорусского государства в жизненных планах на будущее. Закупка Туркменистаном на протяжении многих лет сельскохозяйственной техники белорусского производства, открытие торговых домов двух стран в Ашхабаде и Минске, а также эффективная работа Делового совета по сотрудничеству торгово-промышленных организаций показывают, что он основан на многолетнем опыте на взаимовыгодной основе и создается по-новаторскому.

Тот факт, что международные инициативы, выдвигаемые туркменской стороной, особенно предложения, направленные на глобальную энергетическую безопасность и расширение взаимного сотрудничества в транспортной сфере, имеют широкую поддержку, показывает, что белорусские партнеры с уважением относятся к политике суверенного Туркменистана, направленной на поддержание и укрепление системы миролюбивого, активного сотрудничества и глобальной безопасности, а также устойчивого развития.

Заключение. В целом в установившихся плодотворных отношениях схожесть взглядов по основным вопросам мировой политики, а также развитие взаимного экономического сотрудничества Туркменистана и Республики Беларусь, совершенствование принципов определения пути развития государства обуславливают дальнейшую активизацию отношений по всем важным направлениям. Также при рассмотрении будущих программ между двумя странами определение того, какие области подходят для торгово-экономических отношений, является одним из наиболее важных направлений. Перспективным считается также сотрудничество в сфере транспортной инфраструктуры.

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DIGITAL INDUSTRIAL PLATFORM: ECONOMIC CHARACTERISTICS AND ADVANTAGES

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Resume. *With data as the core and the latest development of digital technology, this paper discusses the characteristics of digital industry market, the advantages of digital industrial economy, the optimization process of digital technology and industrial data management. Through literature review and case analysis, the economic value of digital industry in improving industrial production efficiency, reducing cost and optimizing resource allocation is revealed, and policy suggestions are put forward. The research results show that digital technology can significantly improve the sustainability and quality of industrial production.*

Keywords: digital industry; digital technology; economic theory; digital industrial platform; data management.

Introduction. As the core pillar of the modern economic system, the improvement of digital industry's production efficiency and innovation capabilities is directly related to national competitiveness and sustainable development. The problems of resource mismatch, insufficient production flexibility and inefficient value chain coordination that are prevalent in the traditional industrial economy have long restricted the process of industrial upgrading. With the deep penetration of digital technology, the industrial system is undergoing a paradigm shift from mechanization and electrification to networking and intelligence. The digital industrial platform reconstructs the production function through real-time data streams.

Based on the existing literature, this paper analyzes the particularity of digital industrial economy market from the perspective of economic theory, and discusses the role of digital technology on industry. The study aims to answer the question: how can the dynamic pricing and flexible production enabled by digital technology.

Main part. The digital industry takes data as the core production factor, and realizes the intelligence of production, operation and decision-making through the Internet of Things, artificial intelligence and other technologies. Data recycling and asset conversion (Data Assetizing) are their key.

The digital industry relies on a new generation of digital technologies (such as AI, blockchain, and cloud computing), and the speed of technological innovation is fast, which drives the shortening of product life cycles and changes in business models. For example, digital transformation significantly increases the capacity utilization of enterprises by optimizing production processes and matching supply and demand.

Digital industrial platforms integrate technologies such as the Industrial Internet, cloud computing, and the Internet of Things to break through data silos within enterprises and upstream and downstream of the industrial chain, and achieve full-chain collaboration in production processes, supply chains, and customer service. For example, digital industrial platforms can connect equipment, systems, and personnel, promote real-time monitoring and remote operation and maintenance of production equipment, and optimize resource allocation [1].

Data-driven intelligent decision-making: The digital industrial platform empowers enterprises dynamic capabilities through data full life cycle management (collection, analysis, and application). For example, JD.com uses a data analysis platform to achieve intelligent quality monitoring and business opportunity perception, a data operation platform to support process optimization and business model updates, and a data empowerment platform to promote industrial chain reconstruction [2].

Cost reduction, efficiency improvement and flexible production: The digital industrial platform supports digital production management, such as flexible adjustment of production lines based on real-time data, predictive maintenance and precise inventory management, which significantly reduces operating costs and improves efficiency. Studies have shown that digital production lines can reduce production waste.

Digital technology reconstructs industrial processes through the following paths: (1) Automating production processes to improve efficiency; (2) Collaborating with the supply chain to reduce operating costs; and (3) Intelligent resource scheduling to reduce waste. For example, the digital workshop of Wuhan Ship Machinery and Ship Equipment uses a dynamic scheduling system, a digital industrial platform, and intelligent algorithm scheduling. The results are: product production cycle shortened by 30%, equipment efficiency increased by 38.57%, and production capacity increased by 22.29%. The order fulfillment rate increased by 18.75% [3], and the cost savings through resource utilization reached tens of millions of yuan each year.

As a new production factor in the digital economy era, the economic value of industrial data is reflected in the comprehensive empowerment of production process optimization, business model innovation, industrial chain collaboration and service-oriented manufacturing transformation, including the following aspects: Optimizing production efficiency and reducing costs and increasing efficiency. Industrial data collects equipment operating parameters (such as temperature, vibration, and energy consumption) in real time, combines AI models to predict equipment failures, reduce downtime, and improve enterprise capacity utilization. For example, Haier's interconnected factory uses digital twin technology to achieve predictive maintenance of equipment, reduce operation and maintenance costs, and improve equipment availability [4].

Data assetization has spawned new business models. For example, a Zhejiang company processes production data into products such as purchasing master data and production trend reports, and realizes direct monetization through trading platforms, with a single transaction amount of thousands of yuan.

Conclusion. This paper reveals the core role of digital industrial platforms in improving economic efficiency and data management. Research shows that digital means can effectively cope with the industrial economy and play an important role in realizing intelligent production, operation and decision-making by using technologies such as big data, networking and artificial intelligence. Future research can further explore the application strategies of digital technology platforms in different industrial fields, as well as data-based platforms in the context of globalization [5].

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DIGITALIZATION AND REGIONALIZATION: A NEW ENGINE FOR INTERNATIONALIZATION

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Resume. *The integration of digitalization and regionalization will provide a more efficient platform and tools for regional cooperation, promote the optimal allocation of resources and collaborative innovation in the region, such as through the establishment of a regional digital platform, realize information sharing and business collaboration among enterprises in the region, and improve the efficiency of regional economic operation.*

Keywords: *digital industry; digital technology; regionalization.*

Introduction. In the wave of digitalization, its impact on internationalization is extensive and profound. From the perspective of opportunities, digital technology has comprehensively reshaped the internationalization path of enterprises from multiple dimensions. The rise of cross-border e-commerce platforms has broken the limitations of traditional trade in time and space, such as the Amazon platform, with its huge user base and perfect service system, connecting global sellers and buyers, helping Chinese small and medium-sized enterprises to export characteristic handicrafts, clothing and other products to all over the world, broadening sales channels and enhancing the international popularity of the brand. Social media platforms have become an important position for enterprises to carry out global marketing, taking Facebook as an example, which has billions of active users, covering all countries and regions around the world, Xiaomi has directly interacted with overseas consumers by publishing product promotion videos, user reviews and other content on Facebook, collecting feedback and optimizing products, which has significantly improved the competitiveness of products in the international market. The application of the industrial Internet platform realizes the interconnection and data sharing of production equipment, and the industrial Internet platform built by Siemens AG in Germany enables production plants distributed around the world to share production data, technical parameters and other information in real time, optimize the allocation of production resources, and realize collaborative production, which not only greatly improves production efficiency, but also makes customized production possible and enhances the adaptability of enterprises in the international market. Scholar Zhu Rui pointed out in "The Connotation and Practice Path of Local International Development of Universities in the Context of Digital Transformation" that digital transformation opens up new opportunities for international development and promotes the in-depth participation of various industries in the international market.

Main part. Enterprises face many serious challenges in the process of digital transformation. The speed of technology update and iteration is extremely fast, and enterprises need to continuously invest a lot of money to update and upgrade technical equipment and systems. Taking cloud computing technology as an example, enterprises migrating to the cloud platform not only need to invest in the transformation of the adaptation system, but also need to be equipped with professional cloud technology management and operation and maintenance personnel. Digital transformation requires an urgent need for interdisciplinary talents, who must not only understand technology, but also be familiar with business, with an international perspective and cross-cultural communication skills. However, according to a McKinsey survey, the supply of such professional digital talents in the market exceeds the demand, and it is difficult and expensive for enterprises to recruit, and the digital skill level of internal employees is uneven, and the task of training and upgrading is arduous. The Digital Risk Insight Report (202401) in the process of internationalization of Chinese enterprises highlights that once a data breach occurs, enterprises will suffer huge economic losses and seriously damage their reputations, such as the 2017 Equifax credit rating agency data breach in the United States, which led to the leakage of personal information of about 147 million consumers, and the company's reputation has plummeted.

Global regional economic integration is booming. As a model of regional economic integration, the EU has greatly contributed to the economic development of the region by establishing a unified market and monetary system and realizing the free movement of goods, services, capital and people. In the automotive industry, German auto parts suppliers can easily sell their products to France, Italy and other member states, and automakers can also efficiently obtain high-quality raw materials and parts from other countries, optimize resource allocation, and enhance the competitiveness of the EU automotive industry in the international market. The North American Free Trade Area (now the USMCA) strengthens cooperation among the three countries in agricultural trade by removing trade barriers and promoting investment liberalization, allowing Canadian agricultural products to enter the U. S. and Mexican markets at