

Export of Minsk Tractor Plant in 2023 is planned to increase to 1 billion dollars. In 2022 the plant produced 2,100 tractors more than in 2021. Export growth rate exceeded 128 %. In monetary terms, it is over 900 million dollars. This year, MTW plans to increase exports by 109 % in comparison with the previous year and beat the bar of 1 billion dollars [1].

At the same time in 2021 MTW increased the production by 41.6 % more than the year before. Among the countries, so-called “long arc”, the author especially notes the significant increase in supplies to Pakistan and Egypt, as well as to Cuba. Despite difficult relations with the European Union, the Minsk Tractor Plant has expanded its presence in some markets, for example, Hungary, Poland and Romania. Overall export growth in Europe exceeded 120 % [2]. However, MTW continues to actively work on other markets, in Africa, Latin America, and the CIS markets. In 2021, the volume of exports to African markets increased by 50 %, to Latin American markets – by 24 %, to the CIS markets – by 11 % [3].

Conclusion. The analysis of the MTW market during the period from 2020 to 2023 has shown that the sanctions imposed by the EU and the US have had a significant impact on the company's operations. However, MTW has managed to adapt to these challenges and find new markets, which have allowed it to maintain its position in the Belarusian economy. It is important to note that the sanctions have had negative consequences not only on MTW but also on the Belarusian economy as a whole. Therefore, it is necessary to seek ways to resolve issues through dialogue and negotiation, rather than through economic pressure.

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IT OUTSOURCING AS A FACTOR OF ENTERPRISE ACTIVITY

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Резюме – в этой статье раскрыта тема айти аутсорсинга. Также описан перечень услуг, предоставляемых компаниями, занимающимися айти аутсорсингом. Приведены примеры белорусских компаний, их перспективы в развитии айти.

Resume – in this article reveals the topic of IT outsourcing. The list of services provided by companies engaged in IT outsourcing is also described. Examples of Belarusian companies and their prospects in the development of IT are given.

Introduction. The 21st century is the century of information technology. The IT sector is one of the fastest growing branches of the modern economy. Every year more and more companies realize the need to use modern technologies to improve the efficiency of their activities.

However, building and maintaining an IT infrastructure can be a very costly and demanding process, especially for small and medium-sized enterprises. In this situation, IT outsourcing becomes an attractive solution for companies that want to gain access to highly qualified IT specialists and reduce their IT infrastructure costs.

Main part. IT outsourcing is the process of transferring part of the information technology functions to a third-party company. It can be either a separate project or a permanent collaboration. Outsourcing of IT services allows companies to focus on their core business processes rather than solving IT problems. IT outsourcing can become a factor in the development of an enterprise, providing high quality services, cost reduction, quick problem solving, focus on core business and flexibility.

IT outsourcing provides a wide range of services, including software development, testing and quality control, database management, maintenance and support of information systems, consulting services, as well as various types of technical support and maintenance of computer equipment. In addition, IT outsourcing may include services for the development and support of websites, mobile applications, e-commerce systems and other information technologies.

Belarus has a high level of qualification of IT specialists, which allows it to compete with other countries in this industry. Such well-known companies as EPAM Systems, IBA Group, Belitsoft, SoftTeco are the leaders of outsourcing in Belarus and provide a wide range of services in the field of information technology.

EPAM Systems continues to actively develop in the field of IT outsourcing. EPAM is a company that provides outsourcing services in the field of software development, testing and quality control, database management and other information technologies. The company is constantly expanding its staff of specialists and opening new offices in various countries of the world to meet the needs of its customers. EPAM also actively invests in innovative projects in order to be at the forefront of technological progress and offer its customers the most modern solutions. The company also actively participates in the IT community and professional associations to keep abreast of the latest trends and best practices in the industry.

Conclusion. Thus, the prospects for the development of IT outsourcing in Belarus are at a high level. Belarus has all the necessary resources for the development of IT outsourcing: highly qualified specialists, affordable prices for services, a convenient geographical location and a favorable investment climate. Companies working in this field can count on stable growth and high competitiveness in the global market.

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DEVELOPMENT OF SMALL BUSINESS IN THE CLOTHING INDUSTRY IN BELARUS

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Резюме – в данной работе мы рассмотрим современное состояние и перспективы развития малого бизнеса в сфере одежды в Беларуси.

Resume – in this paper, we will consider the current state and prospects for the development of small business in the field of clothing in Belarus.

Introduction. The clothing industry is one of the most important and developing industries in the business world. The development of business in the field of clothing in Belarus began in Soviet times, but in recent years the industry has significantly changed and developed. In this paper, we will consider the current state and prospects for the development of small business in the field of clothing in Belarus.

Main part. The modern clothing market in Belarus is represented by a wide range of goods that are produced by both local and foreign companies. Competition in this area is very high, which makes it one of the most difficult to develop. On the other hand, there are many promising areas in the field of clothing that can bring good results for small businesses.

To date, the clothing market in Belarus is in the stage of active development. The country has a large number of manufacturing companies engaged in the production of clothing for the domestic market and export. In addition, there are many world brands in Belarus that open their stores and production centers.

The clothing industry is developing not only at the level of global brands. Many young designers are developing their own brands. Many sewing workshops and production facilities have been opened on the territory of Belarus, so it is not difficult to launch the production of your own clothes. Such young brands are popular among young people and are rapidly gaining popularity.

First of all, to develop a small business in the field of clothing, it is necessary to have a quality product. The quality of clothing must meet international standards. This includes not only the quality of materials, but also the quality of tailoring and design. In this regard, small businesses should pay special attention to