

other materials with some Central Asian and European countries, and that Belarus improve its ability to export key agricultural and industrial products on a sustained basis by lowering the operating costs of the relevant entities.

Fourth, we are working hard to promote regional and international factor circulation. Using geographic and regional advantages, we should actively promote the capacity of international logistics services, strategic material reserve and transformation capacity, and the capacity of upgrading and transformation of industrial production and industrial services under the Belt and Road Initiative, to effectively play the role of city as a driving force for high-quality development.

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УДК 339

THE STUDY ON BELARUS' EXPORT OF FROZEN BEEF TO CHINA

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Summary. *This research report aims to investigate frozen beef exports from Belarus to China in the context of the deepening Belt and Road cooperation between China and Belarus, analyzing the current trends, challenges, and potential opportunities for growth in this trade relationship. By examining the existing literature and data, this study provides valuable insights into the key factors affecting the export of frozen beef between these two countries.*

Increasing Demand: the Chinese market's demand for meat products such as beef has been growing steadily due to changing food consumption patterns and urbanization. Belarus can tap into this growing market by offering quality frozen beef products.

Competitive Advantage: Belarus has developed its animal husbandry and is China's 14th beef import permit country. Thanks to the vast grasslands and high-quality feed, coupled with a strict quality control system, its beef products are of excellent quality, low costs and are favored.

Trade Barriers: in 2017, China and Belarus signed the Protocol on Inspection, Quarantine and Veterinary Hygiene Requirements for Belarusian Frozen Beef exported to China. With the deepening of China-Belarus cooperation under the Belt and Road Initiative, more quality Belarusian beef has entered the Chinese market by sea, China-Europe freight train and road transport. At present, Belarus has become the 7th largest source of beef imports to the Chinese mainland.

Although China and Belarus enjoy bilateral trade agreements, barriers such as tariffs, non-tariff measures, and certification requirements hinder the expansion of frozen food exports. Efforts should be made to simplify customs procedures and facilitate mutual recognition of certification standards.

Logistics and Distribution: Improving transportation facilities and infrastructure plays a vital role in ensuring the timely and cost-effective delivery of frozen food products. In the past, it took 45 to 60 days for goods to reach China by container sea. In 2022, China's Alashankou port opened the import of cold chain goods, greatly shortening the transport time of cold chain goods, refrigerated trucks from Belarus, through Russia, Kazakhstan, can direct to Xinjiang Alashankou port, the whole cycle shortened to 5 to 7 days.

In conclusion: the export of frozen beef from Belarus to China is a promising area for bilateral trade growth. By recognizing and addressing the challenges identified in this report, both countries can take advantage of the increasing demand for frozen food in China. Streamlining trade procedures, improving logistics networks, and ensuring compliance with import regulations will contribute to the sustainable development of this trade relationship.

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“SILK ROAD TOURISM” – RESEARCH ON THE CULTURAL TOURISM ECONOMY OF CHINA AND BELARUS UNDER THE “BELT AND ROAD INITIATIVE”

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Summary. *The continued deepening of China-Belarus international cooperation on “Silk Road Tourism” will greatly promote the construction of cultural tourism-related fields between China and Belarus under the “Belt and Road Initiative”. On the one hand, “Silk Road Tourism” will further guide the development of cultural tourism into economic clusters, expand the scope of China-Belarus cultural tourism region, continue to optimize and upgrade the China-Belarus tourism ecological chain, promote the economic growth of China-Belarus cultural tourism, and help China-Belarus cultural tourism flourish. On the other hand, “Silk Road Tourism” will drive the development of a series of industrial chain economies around China and Belarus, promote the upgrading of individual tourist destinations to urban belts and economic clusters, and produce a “1+1>2” effect.*