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THE ROLE OF EXHIBITIONS IN THE MARKETING COMMUNICATIONS SYSTEM ON BELARUSIAN MARKET

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Резюме – в данной работе рассматриваются роль выставок в системе маркетинговых коммуникаций на белорусском рынке. Дается характеристика организации выставочной деятельности Беларуси.

Resume – the article analyzes the role of exhibitions in the system of marketing communications on the Belarusian market. The characteristics of the organization of exhibition activities in Belarus are given.

Introduction. An exhibition or fair is a unique and innovative marketing strategy that integrates various tools for product promotion and sales. It serves not only as a powerful sales tool but also as a platform for advertising, marketing, and conducting market research to gauge product demand, aesthetic appeal, and consumer preferences. These events offer a distinctive opportunity to engage with both customers and competitors, as well as industry experts who can elucidate the optimal technological processes and materials required to elevate products to a competitive standard.

Main part. The core essence lies in exhibitions being a paramount tool for forging business connections, facilitating trade partnerships, and advancing enterprises towards their strategic objectives. Western companies are known to prioritize investments in exhibitions as they recognize the immense value they bring to the table. In recent times, fairs have evolved into pragmatic hubs serving as international advisory centers. While the Western world may have limited knowledge about the Republic of Belarus, Belarusian manufacturers often lack insight into the innovative business opportunities available. This underscores the pivotal role exhibitions play in bridging gaps, fostering global awareness, and fostering collaborations that transcend geographical boundaries.

Active development of exhibitions in Belarus and their introduction into the marketing complex was happening during the early 90s of the 20th century. The holding of international specialized exhibitions on the territory of Belarus is regular and systematic. More than 30 organizations are registered in the country that hold exhibitions for various sectors of the economy [1].

Mainly in Minsk there are exhibitions of various industries and the consumer market of the Republic of Belarus: automotive industry, mechanical engineering and instrument making, energy, light industry, agriculture and forestry, construction, chemistry and oil and gas complex, telecommunications, banking

technologies, medicine and education, advertising and printing, consumer goods, furniture, tourism, etc.

Table 1 provides information about exhibitions and their specialization planned for 2024.

Table 1 – Exhibitions of the Republic of Belarus 2024

Name of exhibition/fair	Specialization	Location	Date
LADY Expo 2024	Cosmetic products	National Exhibition Center "BelExpo", Minsk, Belarus	May 16–18
BaReCa 2024	Hotel and restaurant business	Exhibition Center "Falcon", Minsk, Belarus	May 21–23
National security. Belarus 2024	Safety	Minsk-Arena, Minsk, Belarus	June 19–21
Lesdrevtech 2024	Industry	National Exhibition Center "BelExpo", Minsk, Belarus	August 21–23
Unicon & Game Expo Minsk 2024	Game industry	Football arena, Minsk, Belarus	September 13–15

Source: compiled by the author based on [2].

Exhibition activities are the key to creating a positive image in the eyes of consumers and increasing brand awareness. The prestige of the exhibition also has a positive effect on the status of the enterprises that take part in them.

Active exhibition activities provide an opportunity to show potential investors new technologies, products and services, which can attract their attention and interest them in investing in the development of these projects. In addition, exhibitions provide an opportunity to establish contacts with potential partners and investors from other countries, both near and far, which can help expand business abroad. Participation in the exhibition allows companies to demonstrate their expertise and experience, which can inspire confidence among foreign investors and convince them of the prospects of cooperation.

Conclusion. Trade fairs are a very special, original marketing tool: a kind of intermediary, a communication tool with its inherent capabilities. This tool is different from newspaper ads, promotional letters, catalogs. If the latter give only an abstract idea, then the product itself is presented live at the fair; you can see in kind how machines and devices work. Such professional and technical visibility is complemented by the immediate and direct provision of all information of interest. To these advantages, we also need to add personal communication between market partners, which can begin to establish such a valuable long-term trusting relationship between the buyer and the seller. The company needs to pay special attention to exhibitions if it wants to increase its profits.

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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE SUCCESS OF STARTUPS: AN AI ANALYSIS IN THE FINANCIAL SECTOR

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Резюме – искусственный интеллект оказывает все большее влияние на все области нашей жизни. Важность применения ИИ в финансовой сфере возрастает. Исследование показывает, что с 2023 года финансирование финтех-стартапов стало сокращаться, однако наблюдается рост инвестиций в стартапы, использующие ИИ в своих проектах. Таким образом, технологии на основе искусственного интеллекта делают бизнес в финансовом секторе более конкурентоспособным и привлекают новых клиентов, а спрос на ИИ в финтехе продолжает расти.

Resume – artificial intelligence is having an increasing impact on all areas of our lives. The importance of using AI in the financial sector is increasing. The research shows that funding for fintech startups has been declining since 2023, but there has been an increase in investments in startups using AI in their projects. In conclusion, artificial intelligence-based technologies make business in the financial sector more competitive and attract new customers, and the demand for AI in fintech continues to grow.

Introduction. In the modern world such technology as artificial intelligence is becoming increasingly popular. It is being implemented in all areas of our lives. The financial sector is also not an exception, because AI is a crucial element of the digitalization of the economy. Let's discuss pros and cons of using this invention in FinTech.

Main part. Artificial intelligence – is a revolutionary technology, providing an easier process of interacting with programs. It gives people an opportunity to delegate some tasks to computer algorithms and performs routine work faster. Financial technologies (FinTech) – is the sector where AI demonstrates all its capabilities and reveals the extent of its potential. For example, it is able to automate some processes such as data entry, document verification, analysis, etc. It makes these processes less time-consuming, and therefore cheaper. It allows businesses to expand their customer base without losing the quality of service [1]. Since 2023 funding for all fintech startups has gradually begun to decline. Drop has happened in cause of various reasons. Recently, the market has been very unstable and risky, which has directly affected the quantity of investments. The bankruptcy of Silicon Valley Bank in 2023 had made the situation more severe: numerous companies were affected, customers experienced delays in with-