

3. User-friendly interface.
4. Not aggressive advertising
5. Dialogue with the audience.
6. No mass mailings, even to friends in social networks. This can cause negative emotions.
7. Beautiful and stylish design.
8. Real people with names and views behind profiles.
9. Creating trusting atmosphere.
10. Placing special prices on products and codes for promotions.
11. Using Search to find new business representatives, colleagues, competitors and potential customers.
12. Holding competitions, maintaining corporate events.
13. No need to spray on many social networks instead of focusing on a few.

To sum up, social networks, on the one hand, have become an integral part of modern life, and, at the same time, have become an effective tool with huge audience and unique technologies for the development of your business on the Internet.

УДК 339.543

**AUTHORISED ECONOMIC OPERATOR: STATUS,
REQUIREMENTS AND BENEFITS
УПОЛНОМОЧЕННЫЙ ЭКОНОМИЧЕСКИЙ ОПЕРАТОР:
СТАТУС, ТРЕБОВАНИЯ И ПРЕИМУЩЕСТВА
(УПРОЩЕНИЯ)**

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The growth of global trade and increasing security threats to the international movement of goods have forced Customs administrations to shift their focus more to securing the international trade flow. The World Customs Organisation (WCO) recognising these developments drafted the WCO Framework of Standards to Secure and Facilitate global trade (SAFE). In the framework, several standards are included that can assist Customs administrations in meeting these new challenges.

Developing an Authorised Economic Operator programme is a core part of SAFE.

An Authorized Economic Operator (AEO) is defined as: "a party involved in the international movement of goods in whatever function that has been approved by or on behalf of a national Customs administration as complying with WCO or equivalent supply chain security standards". Authorised Economic Operators include inter alia manufacturers, importers, exporters, brokers, carriers, consolidators, intermediaries, ports, airports, terminal operators, integrated operators, warehouses and distributors”

The European Commission (EC) - AEO program was created to ensure a safer and more secure end-to-end supply chain entering or leaving the European Union (EU). According to the EC, reliable traders that comply with criteria and offer a high degree of security in respect to their role in the supply chain may be granted AEO status. Also, according to the EC, traders granted the AEO status receive additional customs simplifications benefits than non AEO traders.

The SAFE Framework provides baseline technical guidance for the implementation of AEO programmes at the global level between WCO Members and the international trade community. It is designed to serve as a starting point for national AEO programme implementation. This guidance will provide for long-term application of meaningful standards that will apply to both Customs and AEOs at the global level. These core international standards shall form a baseline that must be followed by all parties engaged in this effort. This document also allows for the inclusion of supplemental national criteria that may be required by any given Customs administration.

The SAFE Framework recognizes the complexity of international supply chains and endorses the application and implementation of security measures based upon risk analysis. Therefore, the SAFE Framework allows for flexibility and the customization of security plans based on an AEOs business model. There are 13 best security standards and practices as well as the expectations for Customs administrations and business. Both are grouped under titled sub-categories:

- Demonstrated Compliance with Customs Requirements;
- Satisfactory System for Management of Commercial Records;
- Financial Viability;
- Consultation, Co-operation and Communication;

Education, Training and Awareness;
Information Exchange, Access and Confidentiality;
Cargo Security;
Conveyance Security;
Premises Security;
Personnel Security;
Trading Partner Security;
Crisis Management and Incident Recovery;
Measurement, Analyses and Improvement.

The creation of the AEO grants certain benefits for the participants of foreign economic activity. The SAFE Framework is premised upon four core elements:

1. harmonization of the advance electronic cargo information
2. each country that joins SAFE commits to employing a consistent risk management approach to address security threats
3. on request of the Customs administration of the receiving nation, the customs administration of the sending nation will perform an outbound inspection of high-risk containers and cargo.
4. definition of benefits that Customs will provide to businesses that meet minimal supply chain security standards and best practices.

Being based on these core elements the benefits for the AEO are:

- Measures to Expedite Cargo Release, Reduce Transit Time and Lower Storage Costs
 - Providing Access to Information of Value to AEO Participants
 - Special Measures Relating to Periods of Trade Disruption or Elevated Threat Level
 - First Consideration for Participation in Any New Cargo Processing Programs

Ultimately, effective implementation of the SAFE Framework will best be realized by striking a balance between trade security and trade facilitation. Tangible benefits for Authorized Economic Operators are a measure of such balance. Benefits should be meaningful, measurable and reportable.

As a result, customs will trust the operator and perform less or no inspections on goods imported or exported by or via the AEO. This benefits the mover of the goods as goods are available more quickly, which means lower transport costs. Customs benefits as scarce

inspection capacity can be targeted better at cargo of unknown and potentially unsafe operators.

Finally, it should be acknowledged that a global system of mutual recognition of AEOs will require some time to accomplish and, in this respect, it has been suggested by WCO Members and the Secretariat that the SAFE Framework be implemented in a progressively phased approach, so too should be the expectations for the future application of mutual recognition of Customs systems of control for AEO programmes. Customs and business partners stand to gain additional effectiveness in both the security and facilitation of the international supply chain, provided they capture the momentum of the SAFE Framework and take affirmative action to implement its provisions as soon as practicable. An operator with AEO security and safety status implies that apart from being reliable in the traditional financial and customs terms, they are also compliant in respect of security and safety standards and can therefore be considered as a "secure" trader and thus a reliable trading partner.

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PROBLEMS OF HIGHER EDUCATION ПРОБЛЕМЫ ВЫСШЕГО ОБРАЗОВАНИЯ

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In the "new economy" based on knowledge, education is regarded as the most important socio-economic resource of the state. So the aim of my report was a comprehensive study of existing education system, the main trends of reformation, as well as analysis and offering solutions to attendant problems.

Up-to-date education should provide:

- 1) increase of the intellectual capital of the educational institution,
- 2) more innovative proposals in the education market,
- 3) improvement of the educational process quality,
- 4) competitiveness of graduates in the labor market.

So we can identify the following aims of modern education: