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**THE PRESENT STATE AND PROSPECTS OF THE
DEVELOPMENT OF EXCHANGE TRADE IN THE
REPUBLIC OF BELARUS**

**СОВРЕМЕННОЕ СОСТОЯНИЕ И
ПЕРСПЕКТИВЫ РАЗВИТИЯ БИРЖЕВОЙ
ТОРГОВЛИ В РЕСПУБЛИКЕ БЕЛАРУСЬ**

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Ключевые слова: биржа; биржевой товар, биржевая секция, биржевая торговля.

Abstract. The article deals with the theoretical aspects and parameters of the identification of an exchange commodity. A detailed evaluation of the characteristic features of the exchange commodity is given, current trends in the transformation of the exchange portfolio are highlighted. The analysis of the state of exchange trade for 2015-2016 is given. Negative trends that prevent the development of exchange trade in goods in the Republic of Belarus are determined.

Аннотация. В статье рассматриваются теоретические аспекты и параметры идентификации биржевого товара. Дается развернутая оценка характерных черт биржевого товара, выделяются современные тенденции трансформации биржевого портфеля. Приведен анализ состояния биржевой торговли за 2015-2016 год. Определены негативные тенденции, препятствующие развитию биржевой торговли товарами в Республике Беларусь.

In Belarus, according to the law "On Commodity Exchanges," an exchange commodity is anything that is determined by generic attributes not withdrawn from turnover, as well as property rights, unless otherwise provided by this Law and (or) the President of the Republic of Belarus, admitted by the commodity exchange to

exchange trade [3]. By definition, the characteristic features of an exchange commodity are the following: the mass nature of production and consumption, standardizability, uniformity, transportability and independence of quality characteristics from a specific manufacturer. Proceeding from this, energy goods (oil, gas, peat), ferrous and non-ferrous metals, agricultural products, industrial raw materials, etc., usually fall into this category. The realization of such goods through exchange trades allows to form an objective market price on the basis of the currently available demand and supply. In this case, stock quotes, as a rule, are taken as a basis for determining prices in the over-the-counter market. This is a worldwide practice, which Belarus adheres to, but with some exceptions. For example, such a classic exchange group of goods, like petroleum products, is sold not on the exchange, but on the Unified Trading Platform of the Belneftekhim Concern. You cannot buy potash fertilizers, gas and electricity on the exchange, although by their characteristics they ideally fall into the category of exchange. Despite the above limitations on the specific commodity to the exchange, the potential for expanding the range of exchange commodities is far from being exhausted, and first of all it concerns the trading in industrial and consumer goods. In this commodity category, anything can be traded, therefore, based on the requests of bidders, new demanded items are constantly being introduced into the exchange turnover.

In 2016, 273,000 transactions for a total of 2.53 billion rubles were concluded on the trading floors of the OJSC "Belarusian Universal Commodity Exchange" (hereinafter BUCE), which is the largest share in the overall exchange turnover fell on the metal products section, the volume of transactions in which amounted to 981 million rubles. The largest volume of transactions in terms of value was provided by ferrous metals, the second place in terms of exchange turnover was occupied by electro-technical and in third place - non-ferrous metal. In terms of sales growth, coal (12 times) and coke (2 times) demonstrated the best results [1]. The volume of trading in the section of timber products in 2016 amounted to 895 million rubles (an increase of 23%), this is due to increased supplies of roundwood to the domestic market and sawn timber for export. In the agricultural products section, the volume of transactions exceeded 482 million rubles, providing an increase of 38% compared to 2015. The main sources of growth were oilseed and fodder additives. In 2016, the section of industrial and consumer goods was able to increase its share in the all-round turnover to 6.8%, ensuring growth for the year by 1.6%. In an effort to improve the efficiency of trade and procurement activities, Belarusian and foreign business entities have concluded 27 thousand transactions in the amount of 172 million rubles. The list of the most sought-after commodity items for the year included construction materials, automotive equipment and food products. In the first half of this year, the volume of transactions in OJSC "Belarusian Universal Commodity Exchange" amounted to 1.5 billion rubles, which is 36% more than for the same period in 2016. As of July 1, 2017, 17892 companies were accredited to BUCE, including 3,717 non-residents from 59 countries of the world [2].

Analyzing the above, we can note the positive trends in increasing the volume of exchange trade in the Republic of Belarus. However, there are active factors in the

economy that restrain the development of exchange trade. The main one is the unwillingness of the leaders of Belarusian companies to learn new methods of work. According to the "Belarusian Universal Commodity Exchange", since the beginning of the year, Belarusian business entities have received almost 90 million rubles of additional revenues and savings through participation in exchange trades. The main advantage of the exchange mechanism for firms participating in exchange trades is the minimization of risks and expansion of the geography of trade.

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INTEGRATED COMMUNICATIONS AND EXHIBITION MANAGEMENT

ИНТЕГРИРОВАННЫЕ КОММУНИКАЦИИ И ВЫСТАВОЧНЫЙ МЕНЕДЖМЕНТ

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Key words: event management, special events, exhibition activities, international exhibition, integrated communications.

Ключевые слова: событийный менеджмент, специальные события, выставочная деятельность, международная выставка, интегрированные коммуникации.

Abstract. The article describes the main mistakes having been made by the project managers and the top management of the Exhibition Unitary Enterprise "BELINTEREXPO" of the Belarusian Chamber of Commerce and Industry during the event management of the international exhibitions and the advice on the improvement of the enterprise's integrated communications system.

Аннотация. В статье изложены основные ошибки, допущенные менеджерами проектов и руководством Выставочного унитарного предприятия «БЕЛИНТЕРЭКСПО» Белорусской торгово-промышленной палаты в процессе событийного менеджмента международных выставок и