

деятельности, что увеличивает их шансы донести свое сообщение до конечного потребителя. Помимо возможностей, которые создает цифровое продвижение в целом для охвата более широкой аудитории, использование этих каналов продвижения охватывает новое поколение потребителей и повышает вероятность долгосрочного успеха. Используя инструменты цифрового продвижения, бренды могут более эффективно собирать данные и использовать их для более надежных и эффективных методов продвижения. Таким образом, даже отслеживание ключевых показателей эффективности в цифровой среде становится более точным процессом.

Цифровой маркетинг не является заменой традиционному маркетингу, но это эффективная альтернатива, которая иногда может достичь больших результатов.

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ANALYSIS OF FOREIGN TRADE IN AGRO-FOOD PRODUCTS IN THE REPUBLIC OF BELARUS

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The agrarian economy of Belarus is going through a difficult period of adaptation to the new market realities. The problem of the sustainability of foreign trade in agricultural products is insufficiently developed in theoretical and methodological terms and requires monitoring. In this regard, the

development of the basis for the formation of food security of the state should be based on the effective development of the agro-industrial complex, increasing competitiveness and optimization of foreign trade activities.

The current state of foreign trade in agri-food products in recent years is not constant. Until 2021, export-import supplies were regular, there was a certain diversification of sales markets, but the Russian Federation remained the main trading partner. This is due to historical, socio-economic, political and other prerequisites. Let us analyze agro-food trade for 2016-2020 in table.

Table – Volume of foreign trade in agricultural products and foodstuffs for 2016-2020, million USD [1]

Indicators	2016	2017	2018	2019	2020
Total					
Foreign trade in agricultural products and foodstuffs	8307,9	9555,0	9704,5	10192,6	10043,6
Export	4231,6	4971,2	5280,1	5536,8	5771,8
Import	4076,3	4583,8	4424,4	4655,8	4271,8
Balance	155,3	387,4	855,7	881,0	1500,0
Including:					
with CIS countries					
Foreign trade in agricultural products and foodstuffs	5481,8	6398,3	6811,6	7253,5	7059,9
Export	3986	4659,8	4761,3	4965,1	4975,9
Import	1495,8	1738,5	2050,3	2288,4	2084,0
Balance	2490,2	2921,3	2711	2676,7	2891,9
of which the Russian Federation					
Foreign trade in agricultural products and foodstuffs	4722,4	5356,8	5514,8	5898,0	5762,4
Export	3781,7	4242,8	4180,7	4416,8	4320,4
Import	940,7	1114,0	1334,1	1481,2	1442,0
Balance	2841,0	3128,8	2846,6	2935,6	2878,4
with countries outside the CIS					
Foreign trade in agricultural products and foodstuffs	2826,1	3156,7	2892,9	2939,1	2983,7
Export	245,6	311,4	518,8	571,7	795,9
Import	2580,5	2845,3	2374,1	2367,4	2187,8
Balance	-23349	-25339	-18553	-17957	-13919

In 2016-2020 trade in agricultural products increased by more than 20 %, exports increased significantly and in 2020 they amounted to almost 6 billion USD. The main trade and economic partner of the Republic of Belarus is Russia, which is confirmed by data on exports and imports of agricultural products. This situation is worrisome because the market for agricultural products is almost non-diversified. With the possible onset of "trade wars" it will be quite problematic for domestic commodity producers to promptly establish trade flows of agricultural products in the foreign market.

Thus, the current situation in foreign trade in agricultural products

serves as an additional catalyst for expanding the geography of agricultural products supplies.

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SOME ASPECTS OF THE BALANCED DEVELOPMENT OF FOREIGN TRADE IN BELARUSIAN AGRO-FOOD PRODUCTS

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International trade in agricultural products is now an integral part of a country's economy. The export potential of these products, according to the results of 2022, amounted to more than 8 billion U.S. dollars. This emphasizes the relevance of the research topic.

According to our research, in the sphere of agro-industrial complex the most important of them are the following:

- domestic production, which is determined by production resources, natural and climatic conditions and the country's place in the international division of labor;

- the domestic food market, which is characterized by such parameters as the domestic food market, which is characterized by such parameters as the existing capacity, the volume of personal and productive consumption and export orientation of the industries, as well as food security;

- domestic food market, which is characterized by such parameters as the established capacity of the actual volume and geographic structure of foreign trade, the comparative effectiveness of export and import, as well as the comparative effectiveness of export and import;

- world market conditions, including the volume of world food export (import), demand and supply balance for the main commodity groups of agro-food products;

- participation of the country in regional and international integration communities, which has to take into account the norms and rules of trade within regional communities, capacity of partner countries' markets, foreign trade policy of member-states of the community in trade with third countries, terms of access of domestic products to the markets of trade partners and the WTO requirements [1].