

обусловило быстрые темпы роста иностранных инвестиций, что позволяет китайской экономике получать необходимые финансовые ресурсы. Средства, полученные от инвесторов, экспортируются из Китая в виде готовой продукции, в цену которой уже включены все налоги и сборы, уплаченные производителем. Таким образом, китайская экономика получает высоколиквидный инструмент, создает производственную инфраструктуру, обеспечивает работой своих граждан, а также получает финансовые поступления в местный и государственный бюджет в виде налогов. Вложенные средства улучшают производственные мощности предприятий, повышают качество человеческого капитала, решают проблему привлечения передовых технологий, стимулируют их интеграцию в смежные отрасли. Таким образом, СЭЗ Китая — пример одной из самых успешных экономических реформ. На практику создания СЭЗ в стране ориентируется нынешние партнеры Китая.

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## Promote the export of services from Chinese construction enterprises to Central Asia

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Chinese economic operation took place significant change period from 2020 to 2021. Large transportation and power projects, funded by Chinese government loans, have disappeared. Hydrocarbon exports to China continue but new projects. Instead, there are more industrial projects designed to produce export-high value-added products. The programs increasingly employ people from Central Asia, who are receiving technical training by Chinese construction companies.

This change was mainly due to the implementation of the “Belt and Road” project. Participating governments have long insisted on building local construction companies, including improving the skills of workers. Moreover, debt problems, especially those in Kyrgyzstan, make Chinese loans less attractive and less common. This trend coincides with Chinese policy banks adopting a more conservative global lending policy for large infrastructure projects.

Chinese construction companies have begun to meet these requirements. They have steadily increased the proportion of local employees, while training Central Asian workers at the project site and in China to address a human resource shortage. The Chinese government is now following suit. It is developing formal cooperation agreements on industrialization and skill development to complement previous special arrangements by individual construction companies.

Chinese construction companies export their services primarily for profit, but they must also reflect and promote (or are seen as promoting) the broad policy objectives of the Chinese government. As the former chairman of the Export-Import Bank of China) wrote in 2015, “Chinese companies are the executors of the “Belt and Road” initiative, depending entirely on their performance [1, p. 30].

As a result, Chinese construction companies overseas face competitive priorities. One of these priorities is to meet the requirements of the countries in which they operate. In Central Asia, national governments, local politicians and local communities now demand more on their international business partners. Governments and citizens of Central Asia demand more jobs, exports, government income, and Chinese support for local communities and skills training. To continue their smooth operations in the region, Chinese construction companies can simply not ignore these requirements. Thus, Chinese construction companies in Central Asia have responded, localizing their workforce, promoting local economies near large investment projects, and trying to build strong commercial and local regulatory structural links.

These changes drive many trend lines. First, “Belt and Road” countries have learned how to push the Chinese government and Chinese construction companies to meet their needs. They are increasingly pushing for the development of programs and regulations to hire and enhance more local workers, and government officials in the region have begun to coordinate with Chinese businesses and the Chinese government to develop joint development plans. Today, unlike in the past, they are looking for investment, not Chinese loans.

Second, the central government and its two major policy banks-the National Development Bank (CDB) and the Export-Import Bank of China-are encouraging this shift to investment and abandonment of large public debt financing infrastructure projects.

Third, Chinese construction companies are adapting to this new environment. Due to the large opportunities in overseas markets, fierce domestic competition, overcapacity, higher Chinese workers’ wages, tightened Chinese environmental regulations, and more and more Chinese construction enterprises are investing overseas.

Some of these Chinese construction companies eventually looked for new business expansion opportunities in Central Asia. As a result, a growing number of Chinese construction companies are operating and investing to expand Chinese

economic participation, starting with a small number of large construction projects funded by Bank of China loans that feature the early operation of “Belt and Road” construction companies. This pattern of operation of Chinese construction companies-large and small, state and private-seeking market opportunities in less competitive areas of the world is a sustained long-term trend, not the result of any Chinese government decree into the Central Asian market.

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## Market Strategy

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The mobile phone market competition is very fierce. If a new brand wants to enter it, that will be very difficult without a suitable market strategy. With the changes of time, the company’s strategy should also change accordingly, looking for and highlighting its own advantages, so that it can be accepted by users and gain a foothold in the market.

This article takes Huawei and Samsung as an example to study the market strategies of the two brands and compare their differences. It is hoped that can help on the new brands how to enter the competitive market.

Huawei is a private enterprise, registered in Shenzhen, China in 1987. Now it has become an international company and a role model for local Chinese companies in global operations. Huawei has more than 180,000 employees, and Huawei’s products and solutions serve more than 170 countries around the world [1]. Samsung Group was incorporated in Daegu, North Korea in March 1938, and is the largest electronics industry company in South Korea. It has production and sales networks in nearly 70 countries around the world [2].

According to data released by CANALYS [3], Samsung sold 266 million mobile phones in 2020, ranking first in the world for the eighth consecutive year, in the global smartphone market, Samsung is a well-deserved overlord. However, the sales of Samsung mobile phones in the Chinese market are very bleak. Judging from the share of 5G mobile phone brands, Samsung mobile phones accounted for only 1.3% of China’s 5G mobile phone market in the first quarter of 2021, ranking seventh. Samsung used to be the overlord of the Chinese mobile phone market, but now Samsung has lost its former glory.

According to data released by CANALYS, 2020 is the lowest growth rate for Huawei in the past ten years. Because the United States claimed that Huawei’s