

DIGITAL TRANSFORMATION INITIATIVES OF CHINA-BELARUS INDUSTRIAL PARK

The current era is the information age, and the digitization of information has been paid more and more attention. Digitization, on the other hand, is the process of converting information into a digital (ie, computer-readable) format. The three-year-old epidemic has not only swept traditional industries into a vortex, but also brought digital transformation to the forefront. The digital storm is sweeping the world. Digital intelligence has become an accelerator for the differentiation of economic growth among enterprises, regions and countries, achieving a watershed between leading and catching up. As early as 2019, the China-Belarus Industrial Park held a seminar on digital construction in the park. The China-Belarus Industrial Park has entered a stage of high-quality development after four years of entrepreneurship. The park has determined the development direction and goals of internationalization, industrialization, ecologicalization and digitalization. The meeting pointed out that in order to further build a smart park and develop the digital economy, the park will promote digital construction in planning, engineering construction management, industry introduction, project management, park social management, and enterprise operation management, so that the park will initially have a complete smart city. Function. At present, the rapid development of informatization in Belarus has created good conditions for the development of the digital economy. The internationalization and industrialization of the park cannot be separated from the digital construction. Therefore, the park must carry out digital construction. Create the commercial value of the digital economy and serve the development of the park. Both China and Belarus attach great importance to this digital construction.

Keywords: *digital transformation, digital intelligence, China-Belarus Industrial Park, digital construction, digital economy*

In the face of the new situation of the epidemic and the fluctuation of the situation around Belarus, the China-Belarus Industrial Park will continue to improve its operating capabilities, improve land utilization, and actively expand emerging businesses, guided by «the 2021–2025 Development Strategic Plan for the Park», and «internationalization, digitization and ecologicalization» as the development direction, focusing on precise investment in scientific and technological research and development, business logistics, biopharmaceuticals, high-end manufacturing, etc., to accelerate the formation of industrial agglomeration. Digital transformation is the top priority. It is an all-round change in corporate development concepts, organizational methods, business models, and operating methods. It requires overall planning, top-level design, and systematic advancement. Doing a good job in corporate strategic planning is to ensure the success of digital transformation. The essential. To this end, China-Belarus Industrial Park and Samoyed Cloud company carried out in-depth cooperation, signed a strategic agreement, and Samoyed Cloud company settled in China-Belarus «Jushi» Industrial Park to export China's digital technology and smart solutions to countries along the «Belt and Road».

Over the years, based on digital technologies such as deep learning and decision intelligence, Samoyed Cloud company has built an industry-leading AI decision-making technology SaaS product matrix, a one-stop, full-link solution that can be implemented, forming the first in the tide of industrial digital transformation. develop an advantage. At the same time, while continuing to explore digital transformation models and scenarios, Samoyed Cloud company has promoted industries such as finance, retail, manufacturing, Internet, and operators to achieve digital and intelligent transformation and high-quality development, and has extended to cross-border e-commerce and logistics industries to promote Enterprises reduce costs and increase efficiency. Based on complete basic functions, operational scenario data, AI data model analysis and cutting-edge technologies, Samoyed Cloud company has built the basic capabilities of a digital global trade ecological chain. With the advantages of extreme cost reduction and

efficiency enhancement, refined management, accurate data analysis, and comprehensive management decision-making, Samoyed Cloud company helps Amazon sellers to achieve efficient decision-making, intelligently analyze product potential and risks, comprehensively and deeply grasp financial reports, accurately determine sales trends, and use digital Technology helps Chinese brands go overseas. The integration, innovation and pragmatic cooperation between Belarus and Samoyed Cloud company have not only injected new vitality into my country's construction of a new «dual cycle» development pattern, but also provided new opportunities for the development of China-Belarus digital economy.

In the future development, Samoyed Cloud company will address the following two aspects in depth:

1. Samoyed Cloud company will jointly build a China-Belarus cross-border digital logistics system and a China-Belarus cross-border trade payment system. Relying on the mature and leading digital technology solutions of Samoyed Cloud company, based on key technologies such as decision-making intelligence, big data, and cloud computing, it will provide all-round and full-link digital solutions for Belarusian financial markets and banking institutions, and promote high-quality financial development. Assist Belarus in the construction of mobile payment application scenarios and infrastructure, and establish Belarus' leading advantage in the field of mobile payment; build a digital system for cross-border commerce and trade logistics centered on Belarus, and jointly build a «Belt and Road» hub; expand Belarus' commodity exports, increase Supply of high-quality commodities in China; Settled in Sino-Belarus Jushi Park, Samoyed Cloud company established a digital financial technology and international e-commerce industry innovation base to cultivate digital financial technology, cross-border e-commerce and other R&D and operation talents for Belarus, and increase local jobs; Participate in Bremino Group's digital logistics system construction, cooperation to create a modern warehousing and distribution management system and an online specialty commodity hall.

2. The Samoyed Cloud company will strengthen communication and docking with the Ministry of Finance of Belarus, the Development Bank of the Republic of Belarus, the Bank of Belarus, etc., to provide Belarus with the 1.0 solution of the global fund clearing and settlement platform, and build up the post-epidemic era between China and Belarus and benefit the world solid bridge. The global fund clearing and settlement platform 1.0 solution has access to the channel capabilities of many local banks in the two countries, and jointly serves foreign trade enterprises in the two countries through the clearing capabilities of financial institutions. Based on this solution, cross-border enterprises in Belarus and China can directly complete receipts and payments within the platform system, greatly improving the efficiency of capital exchanges between the two places and achieving efficient interoperability. In the future, Samoyed Cloud company will also give full play to its comprehensive technological advantages, integrate internal and external resources, and strengthen cooperation and innovation in product business, financial technology and other fields, so as to deeply empower Belarus' cross-border trade and provide comprehensive, multi-level and high-level services. The global funds clearing and settlement 2.0 solution. Through its strong cross-border clearing and settlement capabilities, Samoyed Cloud company will help Belarus to build its leading position in digital technology, thereby realizing financial integration with Russian-speaking countries, Central Asian and Eastern European markets, and countries around the world. The one-stop global fund clearing and settlement platform built by Samoyed Cloud company not only supports global collection and receipt, but also provides credit card issuance services in cooperation with international card issuers and supports online consumption by enterprises. Through its own foreign exchange decision engine, the platform can choose the optimal path and liquidity provider for delivery, and provide foreign exchange services for cross-border enterprises to ensure maximum profits. Under the support of «big data + AI» risk control technology, the platform is directly connected to the global local clearing network, and the clearing link is customized to provide cross-border enterprises with lower-cost and more efficient fund distribution services, helping cross-border enterprises to reduce costs and increase and enjoy convenient and efficient financial technology services.

Digital technology has become the core driving force of innovation and change, and has increasingly become the commanding heights and main battlefields of competition in major global central cities. Digital transformation is the use of digital technology to promote the transformation of business models, corporate culture and organizational structure, which can bring us many benefits: 1. Make full use of data to make it easier to unify and analyze data. 2. Save costs, and cloud technology can reduce IT costs, which are only a fraction of the cost savings. New technologies can provide valuable data to show where efficiencies can be improved and help companies optimize a wide range of business processes. 3. Create a customer-centric business: It provides data about customers that enables businesses to improve the customer experience. From messaging customers with the right channel and message at the right time, to personalizing product websites, to digital transformation enabling businesses to give customers the experience they want. 4. Accurate market segmentation: The technologies brought about by digital transformation allow them to obtain more information about their customers, which helps businesses discover new market segments that they were not aware of before. 5. More agile and innovative business: Digital transformation provides modern technologies that are faster and more powerful than traditional IT systems. It enables teams to work better together and enables businesses to respond quickly to market changes. It also accelerates the development and launch of new products, services and strategies. At present, Belarus attaches great importance to cooperation in digital technology, vigorously carries out digital construction, and sincerely invites enterprises from all countries to participate in the construction of digital economy. Samoyed Cloud company has leading digital technology capabilities, and the clearing and settlement system it developed is more advanced and trustworthy. In addition, the current international geopolitics has had a serious impact on the international trade and financing environment. In this context, it is imperative for Belarus to promote local currency settlement and establish a new settlement system. Finally, it is hoped that Chinese enterprises such as Samoyed Cloud company will participate in the digital infrastructure construction in key areas of Belarus, and continue to deepen the friendly relations between the two countries.

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