



## **INFORMATION AND MARKETING SERVICES**

The National Centre for Marketing of the Ministry of Foreign Affairs of the Republic of Belarus provides comprehensive information and marketing support to Belarusian and foreign companies in the promotion of products, services and trade.

One of the principle directions of activities of the National Centre for Marketing of the Republic of Belarus is carrying out a wide range of marketing research of commodity markets, both at the regional and global level.

### **Study of market indicators and trends**

Providing information about the current state of the market, including analysis of the main indicators characterizing market, trends and prospects of its development.

### **Competitive analysis**

Study of companies, product range and prices.

### **Study of customers and search for business partners**

Searching for customers and determining the degree of their interest in acquisition of products, as well as definition of a product or service, the most significant factors influencing the customers' choice. Searching for partners and suppliers of components, equipment, production lines, etc.

### **Comprehensive study of foreign markets**

Comprehensive market research is the basis for making decision for the implementation of a company's marketing strategy, including a strategy of access to foreign markets.

### **Consulting services**

Recommendations for decision-making are based on market research results with a view to improve interaction between company with customers and suppliers of goods.

### **Preparation of analytical reviews**

Preparation of analytical reviews of Belarusian and foreign markets of various products, including the analysis of data on market volume, foreign trade transactions, price movements, etc.

### **Advantages of cooperating with us are the following:**

- more than 5000 market research, including the markets of the CIS countries, Europe, Asia, America and Africa for 20 years of presence on the market;
- partnership with more than 150 organizations in 48 countries;
- close cooperation with ministries, government bodies and foreign missions of the Republic of Belarus;
- highly qualified specialists with a command of foreign languages;
- branch offices in all major business hubs of the Republic of Belarus.

**For further information please visit our websites: [www.icetrade.by](http://www.icetrade.by), [www.ncmps.by](http://www.ncmps.by), [www.export.by](http://www.export.by), [www.goszakupki.by](http://www.goszakupki.by).**

Thank you for your attention.



## **INFORMATION AND ADVERTISING SERVICES**

The National Centre for Marketing of the Ministry of Foreign Affairs of the Republic of Belarus promotes the development of Belarusian business entities with a view to increase its efficiency. The National Centre for Marketing provides comprehensive information and advertising services through its print editions «Market conditions», «Export of Belarus» and through its online resources.

### **PUBLICATION OF ADVERTISING MATERIALS IN THE PRINT EDITIONS**

- «Export of Belarus» is an advertising and information catalogue. The purpose of this edition is to present the export potential of the Republic of Belarus and Belarusian companies on foreign markets. The catalogue is distributed in print and electronic version at major international events with participation of foreign missions of the Republic of Belarus and the foreign partners of the National Centre for Marketing in more than 150 countries all over the world.
- «Market conditions» is an information-analytical journal. The print edition is targeted at representatives of business circles of the Republic of Belarus. The journal publishes unique analytical information on foreign markets conditions, the opportunity to enter these markets, promising directions of economic and trade cooperation, especially cooperation with foreign counterparts. Also there is information about successfully implemented projects and upcoming business events. «Market conditions» is published in Russian.

### **DESIGN OF COMMERCIAL ADVERTISING PRINTED PRODUCTS**

Design of prospects, flyers, brochures, etc. is being developed under individual orders in accordance with modern requirements and best international practices.

### **PLACEMENT OF ADVERTISING BANNERS ON THE WEBSITE [WWW.EXPORT.BY](http://WWW.EXPORT.BY)**

Placement of information in print and online resources is a simple and reliable way to convey information about a company, its products and services to target audience anywhere in the world.

For issues of advertising in print media and design of commercial advertising printed products, please contact: 220004, Minsk, 7, Pobediteley Ave., Editing and Publishing Department.

**For further information please visit our websites [www.icetrade.by](http://www.icetrade.by), [www.ncmps.by](http://www.ncmps.by), [www.export.by](http://www.export.by), [www.goszakupki.by](http://www.goszakupki.by).**