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М. Копырин

СЕГМЕНТ HORECA В РОССИИ: ВЫЗОВЫ И ВОЗМОЖНОСТИ

Аннотация

Данная статья дает представление о текущей ситуации в сегменте HoReCa в России и рассказывает о том, какие уже существующие западные компании могут извлечь выгоду из выхода на российский рынок в данный момент и почему для них самое подходящее время. По данным Euromonitor International, темпы роста российского рынка быстрого питания в 2018 году были в два раза медленнее, чем в 2017 году. Самые сильные сети быстрого питания продолжают расширяться, но удерживают клиентов только с помощью рекламных предложений, что плохо для их маргинальности. Дальнейший рост оборота фаст-фуда будет осуществляться регионами.

Ключевые слова: HoReCa, быстрое питание, российский рынок быстрого питания.

K. Kostareva

EXHIBITION AND TRADE FAIR ACTIVITIES IN THE SYSTEM OF ENTERPRISE DEVELOPMENT IN THE REGION ON THE EXAMPLE OF THE DEUTSCHE MESSE AG

Abstract

The article describes the impact of modern exhibitions and fairs on the development of the regional entrepreneurship. The importance of international exhibitions and fairs, as large transnational corporations, which open up a large number of opportunities for regional entrepreneurship and its development, is considered.

Keywords: exhibition and fair activity, international exhibition, trade fairs, role of trade fairs in economic development, regional entrepreneurship, TNC, exhibition organizer, Deutsche Messe AG, Hannover Messe, Lower Saxony.

The exhibition and fair activity occupies a special place in modern market relations, as it represents very wide possibilities for the demonstration of advertised products, services, projects for establishing direct contacts with consumers. Every field of activity, every industry, every year offers great opportunities to learn something new, to evaluate it and to sell their products at international, national and local level – exhibitions and expositions. For any business, this activity is vital for its development.

This is actually much more than just a fair or a market. This is the place and time when strategic and sometimes determining business decisions are made. Over the course of several days during exhibition fairs businessmen have an unique chance to strengthen old friendships and made a lot of new ones. New sources of supply and information are opened, new trends, ideas, products or projects are discussed, trade relations are revealed, innovations are announced and new markets are discovered.

Exhibition events provide entry of firms in close contact with their markets. Often at trade fairs there are new products, new projects or even new enterprises are presented. One of the world's largest providers of international exhibition and fair services is the German exhibition operator Deutsche Messe AG. This exhibition operator is located in Hannover, in the federal state of Germany Lower Saxony. And in some circles is a symbol of this region. Today, Deutsche Messe AG holds 130 exhibitions, has more than 3.5 million square meters of production areas, where more than 40 thousand exhibitors present their innovative products and that are visited by 3.5 million people annually [1, p. 2-3]. Deutsche Messe AG – the organizer of the main industrial exhibition of the world – Hannover Messe and the largest exhibition in the world in the field of information technologies and telecommunications – CEBIT (till '18). Since the company was founded in 1947 and until today, Deutsche Messe AG has set itself many significant goals, one of them is promoting entrepreneurship at the international level, as well as at the national and regional levels. This company has also quite a diverse portfolio of the fields where this activity can be done: Trade fairs for capital goods, human resource management as well as consumer goods.

A major international exhibition is always a bright event, not only for participants and visitors, but also for the industry and the region where the event is held. However, due to the lack of evidence on the effect that accompanies the holding of exhibition events, their role often remains underestimated.

So, the foremost largest industrial exhibition Hannover Messe, held since 1947 in the Hannover region, attracts hundreds of thousands of visitors to Hanover city, both from Germany and from all over the world. 210 thousands only industry visitors participated in this trade fair. 70 thousands of them were from abroad. At the same time, more than 5 thousand exhibitors from 75 countries took part in this exhibition and fair event. 60 % are foreign companies. All these quantitative data resulted in thousands of international and national concluded contracts and business contacts [2, p. 3-4]. Moreover, the Hannover Messe is also especially interesting because of the fact that every year since 2005 the German industrial fair chooses a partner country to run the exhibition together. It allows the enterprises of the two countries to interact more intensively within the project, and not only in the economic sphere, but also in politics.

It is important to note that the Hannover Messe, despite its already large-scale and global activities, remains micro-entrepreneurship friendly. More than 150 start-ups were successfully presented during this trade fair event [3, p. 6]. Moreover, the exhibition has a separate hall for the exhibition of exclusively startups – Young Tech Enterprises. It is safe to say that Hannover Messe does not discriminate against small and medium-sized businesses, but, on the contrary, is interested in it, as representatives of these business circles often have and develop innovative ideas and have a fresh look at many ordinary things. Moreover, not only local regional young companies are very welcome, but also foreign ones. This, in turn, allows us to attract foreign international business in Lower Saxony and Germany, and also help German local startups with access to the international market and with the establishment of international relations. Besides the German ministry of Economics promotes trade fair participation for start-ups at the state level.

German international trade fairs are held in high esteem all over the world. Deutsche Messe AG has 9 subsidiaries worldwide - in Russia, Canada, the United States, Mexico, Italy, Turkey, India, Australia and China. Also, this exhibition operator has 55 agencies, which carry out the direct interaction of the main office with 110 countries around the world [4, p. 1]. Deutsche Messe AG subsidiaries are primarily dedicated to the conceptualization, planning, organization and staging of trade fairs and public exhibitions in their respective regions, as well as the acquisition of exhibitors and visitors. They support internationally active companies with exhibiting at overseas locations,

and with trade promotion initiatives in their respective regions. And besides all this, they are promoting their region of Lower Saxony and Hannover in particular to attract foreign investment, foreign business and, what is sometimes even more important – foreign specialists. And they do it very successfully and fruitfully. In 2017, compared with the previous, 2.5 % more exhibitors took part in Deutsche Messe AG exhibitions and 2 % more stands were booked. It was also noted that the number of foreign participants in the fair grew by 4 % compared with the previous year [5, p. 17]. What also speaks about the demand for entrepreneurs at the Deutsche Messe exhibition and fair events is the fact that the turnover of this operator was 356.4 million euros, which was 17.9 percent more than in the past 2016 [6, p. 1].

What concludes and actually explains all the importance of this financial data is the percentages in the share capital or rather, the owners of these percentages. It is an interesting fact that half of the Deutsche Messe AG is owned by the state of Lower Saxony. The capital of the Lower Saxony – Hannover holds another almost a half – 49,871 %; the Hannover region owns the rest 0,129 percent of the whole exhibition operator [7, p. 48]. Interestingly, although some researchers argue that Germany has a regulatory strategy, in terms of government intervention in the exhibition business, Deutsche Messe AG's exhibition activities are not under state control [8, p. 59]. This, in turn, greatly simplifies the work of the exhibition and fair events of this operator.

The data obtained clearly demonstrate the role of exhibitions in expanding sales markets and geography of sales, introducing innovations and provide an opportunity to evaluate additional economic benefits for the region of the event. It is generally recognized that international exhibitions are one of the most effective marketing tools for increasing sales and expanding their geography. According to the survey, 97 % of participants in international exhibitions note that exhibitions promote the search for new customers and partners, 88 % indicate that exhibitions play an important role in increasing sales, 84 % in expanding sales geography. 66 % of exhibiting participants recognize exhibitions as the most effective tool for finding new customers in terms of price-quality ratio [9, p. 1].

However, it should be noted that the demand thus develops in accordance with the situations in the markets, while the exhibitions themselves do not change the volume of demand. However, they contribute to a serious change in its structure, providing opportunities to demonstrate the latest, latest product and technological developments. For most visitors, the exhibition influences the subsequent development and implementation of innovative solutions. Another of the most important factors stimulating the development of industry is competition as a tool to improve the efficiency of companies in the markets. It is exhibitions that are the platform where companies compete with each other, and representatives of consumer companies can choose the optimal solution for their company. Thus, negotiations and demonstrations taking place within the framework of the exhibitions contribute to the optimization of technological processes and product lines for both exhibitors and visitors. Respondents note that visiting exhibitions has an impact on the correction of the product portfolio. Sometimes the product itself is transformed. Thus, some exhibitors, as a result of feedback from visitors, have changed various elements of their products. Exhibitions also play a significant role in increasing the brand awareness of a company / product. What is very important for small and medium enterprises for their successful development.

For the intensive development of regional entrepreneurship is also important that the level of specialists present at the exhibition site is quite high. As a rule, companies are represented by leading experts, and specialists attend exhibitions well aware of the specifics of what they plan to purchase. During the discussion by such experts of individual product parameters, new technical solutions may appear - especially if the discussion of high-tech products occurs between representatives of different countries, since different scientific approaches can cause extraordinary decisions.

Returning to the fact that exhibitions as the most effective tool for finding new customers and presenting the innovative product to the whole entrepreneurial world. This is the reason for interest in international exhibitions not only from companies, but also from government authorities of different countries, whose representatives support the creation of national expositions at exhibitions abroad and in some cases partially, and sometimes even completely, finance the participation of

companies through budgetary means. It must be remembered that exhibitions and fairs, helping to develop regional and national entrepreneurship, perform one of the strategically important tasks for the state. Therefore, it is also interesting how clean and trustworthy Deutsche Messe AG brand is, that the state of Germany has given this exhibition operator such significant autonomy in its actions.

Exhibition operator Deutsche Messe AG has a unique value not only for the region, but also for the whole country. This is underlined by the fact that the leading event of this company - the industrial fair Hannover Messe - is annually opened by the Chancellor of the Federal Republic of Germany - Angela Merkel. In her already annual addresses on the opening day of this event, she emphasizes the importance of this fair for establishing and maintaining international dialogue at all levels and in all areas. The Chancellor emphasizes the importance of the Hannover Messe for the development of national and regional entrepreneurship and notes the positive work in this direction [10, p. 1]. It is also worth noting that since Hannover Messe launched the partnership format for the fair, Deutsche Messe AG chose a partner country every year and invited ministers and presidents of this country to the fair itself. In 2018, the Hannover Messe partner country was Mexico. At that time current president of Mexico – Enrique Peña Nieto personally came to Hanover to the industrial fair. Nieto campaigned for partnerships and investment. He saw Hannover Messe as an opportunity to show the industrial progress of his country to the world public and to and introduce the entrepreneurship of both countries to each other.

In addition, the remuneration of temporary staff also has a positive effect on effective demand in the region. Thus, only the work of temporary staff employed by participating companies during the period of the exhibitions (stand assistants, promoters, translators) accounts for more than 10 thousand man-days per year. In this case, the estimated value of their remuneration is about half a million euros per year. [11, p. 54].

The increase in revenues of transport and expeditionary companies, whose services are used by the majority of participants, and the increase in revenues of hotels and catering establishments also have a positive effect on the region's total GRP.

Thus, international exhibitions play an important role in the development of the business of participating companies and visitors, have a positive effect on the development of industries and the economic situation in the region where these events are held, and to a much greater degree than might appear at first glance.

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К. Костарева

ВЫСТАВОЧНО-ТОРГОВАЯ ЯРМАРКА ДЕЯТЕЛЬНОСТИ В СИСТЕМЕ РАЗВИТИЯ ПРЕДПРИЯТИЯ В РЕГИОНЕ НА ПРИМЕРЕ DEUTSCHE MESSE AG

Аннотация

В статье описывается влияние современных выставок и ярмарок на развитие регионального предпринимательства. Рассматривается важность международных выставок и ярмарок, как крупных транснациональных корпораций, которые открывают большое количество возможностей для регионального предпринимательства и его развития.

Ключевые слова: выставочно-ярмарочная деятельность, международная выставка, ярмарки, роль ярмарок в экономическом развитии, региональное предпринимательство, транснациональная компания, организатор выставки, Deutsche Messe AG, Hannover Messe, Нижняя Саксония.

V. Maruvada

BRICS ECONOMIES IN DEVELOPMENT COOPERATION

Abstract

The BRICS economies group, Brazil, Russia, India, China and South Africa are recognized as the most developed economies from the emerging economies. The BRICS group offers to foreign investors a number of benefits such as young labor force, cheap labor force, natural resources and big markets. This paper analyzes how the BRICS group as representatives of emerging countries in the global economy have emerged as one of the key donors to international Aid and development cooperation. Globalization has made possible for and consumption of these nations has increased at the same time the giving capacity of these countries has increased. In terms of growth and economic expansion, BRICS assumed greater significance and wider acceptance as emerging super powers.

Keywords: BRICS, AID, GDP, global economy, Development cooperation.

Introduction

The BRICS nations have emerged as the most watched and promising group. From being an idea for investment, BRICS have grown to assume importance and significance in terms of strong domestic growth, contribution to the global economy, expanding financial markets, enhanced scope of engagement with other developing countries, etc. The global economic crisis, while it impacted the BRICS nations to a certain extent, also provided an important opportunity to harness increased growth opportunities caused by the slowing down of a sizeable part of the advanced world. The process of structural transformation of the global economy, in which the world's economic centre of gravity has been gradually moving towards the East and South, from OECD members to emerging economies, has been denoted by the OECD (2010) as «shifting wealth». This suggests that the rise