This document highlights the definition and key insights into the strategic development of the Belarusian Chamber of Commerce and Industry until 2020.

The strategic plan defines BelCCI principle development agenda and is designed to give a new impetus to the Chamber's commitment to provide BelCCI members with cutting-edge and in-demand services of the supreme level, actively promoting national export activities, consolidating and elaborating the role of the Belarusian Chamber of Commerce and Industry as the country's largest business community.
The strategic plan of the Belarusian Chamber of Commerce and Industry depicts priorities for the Chamber's development until 2020 and the main spheres the BelCCI will focus on to achieve its goals.

It's is a scaleable document that can be adjusted and changed in case new and/or additional information is introduced.

The strategic plan is not a stand-alone document. It will be put in operation in conjunction with annual integrated workplans of the Belarusian Chamber of Commerce and Industry.
BelCCI development priorities

**National Export**
Dynamic and pre-arranged promotion of Belarusian export of goods and services

"One-Stop Shop" for Business
The Belarusian Chamber of Commerce and Industry provides the whole range of services in the field of foreign economic activity

"Right Here, Right Now"
BelCCI members can access the maximum range of services using a PC and any mobile device

The Largest Business Union
BelCCI is widely known for its active business support
Priority 1

DYNAMIC AND PRE-ARRANGED PROMOTION OF BELARUSIAN EXPORT OF GOODS AND SERVICES

Priority areas:
• the geography of cooperation with the partners of the "Far Arc" countries, especially the ones with no Belarusian diplomatic missions on their territories, is expanded;
• the foreign economic activities are planned with due regard to the foreign marketing studies, the monitoring of business needs and the BelCCI members' interests;
• the pre-arranged interaction with the state authorities assigned to the specific countries and regions is ensured, aimed at facilitating goods and services exports ramp-up and diversification;
• B2D meetings of the Belarusian enterprises heads with:
  • the heads of foreign diplomatic missions accredited in the Republic of Belarus;
  • the trade and commercial counsellors of the diplomatic missions accredited in the Republic of Belarus (the Commercial Counsellor's Day);
  • the heads of the diplomatic missions of the Republic of Belarus abroad;
  • the honorary consuls of the foreign states in the Republic of Belarus are held on a regular basis;
• the activities of business cooperation councils that are established upon the business initiative and headed by the reputable businesspersons are facilitated;
• the activity of the BelCCI representatives abroad is viewed as one of the important anchor points for the BelCCI international activities development;
• congress activities are expanding;
• the new-format business events are arranged with emphasis being placed at B2B and B2G;
• Made in Belarus international forum-exhibitions are held annually in different countries worldwide;
• a large-scale exhibition-and-congress international event is held in every regional center annually;
• the legal framework of cooperation of the BelCCI with its foreign partners is developed.
Priority areas:

- BelCCI members can get the whole range of services in the field of foreign economic activity, including the following new services:
  - advising on national and international legislation, foreign economic practice;
  - legal, organizational and document support of foreign economic activities;
  - legal expert examination of statutory documents and the legal acts regulating the enterprises activities;
  - legal support of various transactions, purchasing and disposal of equity investments;
  - pre-trial dispute settlement;
  - marketing studies of foreign markets, search for business partners, provision of necessary information on goods and services;
  - novelty patent research;

- A major part of domestic disputes are settled via mediation process at the BelCCI; the majority of foreign economic disputes are settled at the International Arbitration Court at the BelCCI;

- The range of the business training services offered within the BelCCI membership fee is largely expanded, including in the regions;

- At the suggestion of BelCCI members, the Chamber shapes the business agenda to be presented to the state authorities in the field of foreign economic activity;

- The BelCCI membership ensures receiving of advanced and efficient information and analytical products;

- The services are rendered to the foreign partners longing for working in Belarus;

- The BelCCI system business processes and services comply with the requirements of modern standards (ISO 9001, ISO 26000, etc.) and advanced world practices.
BELCCI MEMBERS CAN ACCESS THE MAXIMUM RANGE OF SERVICES USING A PC AND ANY MOBILE DEVICE

Priority areas:

- business service support system is developed: the electronic services portfolio is expanded with their quality and service speed being increased simultaneously;
- more than 50 percent of services are available online, and the opportunity to monitor the process of their execution is provided;
- the services are rendered via the BelCCI member's personal account on the BelCCI electronic service portal;
- single database of certificates, expert examination and assessment is being formed with the option of the optimized interaction with the concerned authorities;
- the activities of "a public reception office" have been arranged and online consultations for the BelCCI members are held;
- customer relationships management subsystems are implemented (the BelCCI CRM system);
- the functioning of BelCCI event electronic database is ensured;
- groupware means are implemented, including electronic document flow systems, project management, conference call and message handling, as well as a common knowledge base;
- the whole range of services are available via the BelCCI mobile apps.
BELCCI IS WIDELY KNOWN FOR ITS ACTIVE BUSINESS SUPPORT

**Priority areas:**
- membership increase by at least 20 percent by the end of 2020;
- modern marketing communication tools are widely used for BelCCI promotion;
- continuous cooperation with leading national and regional mass media, systematic presence on the Internet have been arranged;
- marketing and communication strategies are developed with due regard to targeted BelCCI services promotion, the coverage of the success stories of BelCCI and its member enterprises;
- the places for the BelCCI information distribution have been fixed;
- the cutting edge technologies, including video live streaming, are widely used at the events.