



# CERHA HEMPEL CEE NEWSLETTER *Belarus*

## New advertising regulations in Belarus

### Introduction

The current Law of the Republic of Belarus "On Advertising" was amended on 4 January 2021. The amendments come into force on 8 July 2021.

### The key points of the new regulations

Under the amended advertising regulations, it will henceforth be possible to use foreign languages in the names of cultural and sporting events as well as in the names of different competitions, awards, and sports teams.

The ban has been lifted on using foreign companies and foreign citizens and their identities to advertise goods manufactured in Belarus. Previously, for example, it was unlawful to use pictures of foreign celebrities to advertise Belarusian goods.

At the same time, a ban on increasing the sound volume of television advertising during the regular TV programming schedule was introduced.

The advertising of tobacco and other nicotine-like substances was liberalized a little. Under the amended regulations, such products can be advertised via the websites of manufacturers and official importers in Belarus.

In addition, the authorities have introduced regulations requiring advertisers to stop sending advertisements to private mailboxes upon the first demand of the relevant recipient, coupled with a ban on advertising via telecom networks (including landline phone and fax communications, electronic mail, and cellular networks) without the prior written consent of the recipient.

### Summary

The amended advertising regulations, on the one hand, are opening up the Belarusian advertising market to foreign players and, on the other hand, are keeping up with international privacy standards.

### For more information

Sergei Makarchuk, LL.M.  
Managing Partner Belarus, Advocate  
[sergei.makarchuk@cerhahempel.com](mailto:sergei.makarchuk@cerhahempel.com)  
Tel: +375 17 2663417