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PROSPECTS OF HONG KONG'S BUSINESS COOPERATION WITH BELARUS

Перспективы сотрудничества Гонконга с Республикой Беларусь в сфере бизнеса

Gong's cooperation with the Republic of Belarus in the field of business shows great hopes and has chances for further development. These countries have many differences in the field of doing business, but despite this, their cooperation can bring mutual benefits.

The prospects of cooperation can be assessed by the peculiarities of doing business in each of the regions. This, in turn, depends on many factors: political stability, economic conditions, geographical location, cultural and social factors, and much more.

Business in the Republic of Belarus is constantly developing. Recently, the Government of Belarus has been particularly active in taking steps to create a favorable business environment.

The peculiarities of doing business in Belarus is that it is one of the leading countries in Eastern Europe in the export and production of goods, mostly in mechanical engineering, chemical industry, timber industry and food industry. Belarus also has an advantageous geographical position, which gives it access to the CIS and European markets. One of the business trends is the gradual inclusion of business entities of the Republic of Belarus in the process of internetization and cybernetization. Belarusian companies are also striving to develop exports, information technologies, tourism development and search for new markets for their products. This allows us to cooperate with foreign partners, including Hong Kong.

Among the features of doing business in Hong Kong, the following factors can be distinguished: Hong Kong is an international financial center and trading hub, has low tax rates, favorable geographical location, which provides access to the large-scale market of China. It can be judged that this business is effective, since "The World Bank Group's Doing Business 2020: Comparing Business Regulation in 190 Economies" from the World Bank states that Hong Kong ranks 4th in the world ranking of ease of doing business.

Business development trends in Hong Kong include: the development of the digital economy, the improvement of startups and innovations, as well as the expansion of international relations.

Cooperation between Belarus and Hong Kong can be extremely fruitful and can be conducted in different spheres. For example, in the areas of trade, investment, technological exchange.

Among the factors that unite the development of business in Hong Kong and Belarus, the following can be distinguished: the openness of the countries considered for cooperation, economic development, large capacity of sales markets; interest in the development of new technologies and the availability of resources to invest in these projects.

In order to develop business cooperation between Belarus and Hong Kong, it is necessary to create a favorable investment and business environment, as well as to hold various events to attract and support entrepreneurs of both countries.

Resources

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THE IMPACT OF A CULTURE ON A GLOBAL MARKETING

Влияние культуры на глобальный маркетинг

In today's increasingly globalized world, successful marketing strategies must take into account the strong influence of culture on consumer behavior, brand perception, and market dynamics. This article explores the complex relationship between culture and global marketing. It describes the cultural foundations of consumption, strategies for adapting to cultural nuances, provides examples of companies navigating cultural diversity, and discusses the importance of brand perception in different cultural contexts.

The Cultural Foundations of Consumption is important. Culture plays a vital role in shaping consumers' preferences, perceptions, and behaviors [1]. Cultural