

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

values, beliefs, and traditions influence what people buy, how they make purchasing decisions, and why they choose certain products or services. Understanding these cultural foundations is essential for effective global marketing. For example, in many Asian cultures, gift-giving is a significant social practice that influences consumer behavior. Companies like Tiffany & Co. successfully use this cultural norm offering products that align with the tradition of giving and receiving gifts.

Adapting to Cultural Specificities is regarded. Global companies often face challenges of adapting their marketing strategies to diverse cultural contexts. Cultural adaptation involves adjustment of product offerings, advertising messages, and promotional activities to resonate with the values and expectations of a specific culture. For example, McDonald's, which is known for its standardized menu worldwide, adapts its offerings to cater to local tastes. In India McDonald's showcased cultural sensitivity by introducing a range of vegetarian options to accommodate the predominantly vegetarian diet in the country.

Navigating Cultural Diversity is discussed. Numerous companies have successfully coped with cultural diversity. Such example is Coca-Cola, which has a long history of tailoring its advertising campaigns to different cultures [2]. The company's "Share a Coke" campaign, which personalizes bottles with individual names, has been implemented in various countries with names that are culturally relevant and resonate with consumers.

Cultural Perception of Brands is approached. The perception of a brand can vary widely across cultures. A brand that is highly regarded in one culture may face skepticism or rejection in another. Companies must carefully manage their brand image to ensure it aligns with the cultural values and expectations of their target market.

Apple is a good example of a company that has successfully cultivated a global brand image associated with innovation and modern design. This brand identity has destroyed cultural boundaries, resonating with consumers worldwide [3].

The impact of culture on global marketing is undeniable. Cultural values, consumption patterns, and perceptions influence consumer behavior and brand choices. To stay competitive in the global marketplace, companies must not only recognize these cultural influences but also adapt their marketing strategies accordingly. In a world characterized by cultural diversity and globalization, understanding and respecting cultural nuances is not just a competitive advantage; it is an extremely necessary aspect for effective global marketing.

Resources

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INNOVATIONS AND STARTUPS IN SILICON VALLEY

Инновации и стартапы в Кремниевой Долине

In today's world, innovation and start-ups are the engine of economic development and a key tool for overcoming economic and other global problems. New technologies are created, changing the way of doing business and simply improving everyday life. However, the places where innovation and start-ups take place vary in nature and capacity. They can occur in mega-cities such as Singapore, New York or Tokyo, due to the high concentration of capital and talent. Innovation and start-ups can also flourish in small cities where communication and collaboration are more accessible [1]. The purpose of the article: to consider the territory – home of a huge number of start-up companies and innovative products – Silicon Valley and to analyze the reasons for its success in the studied sphere.

Silicon Valley, located in California, USA, serves as a place of strength, inspiration and model for many entrepreneurs, innovators and start-ups around the world. The region attracts technicians, investors and entrepreneurs through high levels of technological development and innovation [2]. The reasons why Silicon Valley is considered the epicenter of technological innovation are numerous and include:

1. Startup ecosystem. One of the key features of Silicon Valley is the presence of a developed ecosystem for startups. Venture capitalists, incubators, accelerators, technical universities and successful entrepreneurs are concentrated here, creating an enabling environment for innovation [3].

2. Knowledge sharing. Silicon Valley has a culture of sharing knowledge and experience. This facilitates collaboration between companies, thus contributing to the development of new ideas and technologies at a faster pace.