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FEATURES OF DOING BUSINESS IN GREECE

Особенности ведения бизнеса в Греции

The purpose of the article is to analyze the peculiarities of doing business in Greece. Among the many countries that are members of the EU and the Schengen Agreement, Greece stands out for its wide opportunities to open its own business and less strict control by the inspection authorities.

At the moment, taking into account the growth of the tourist flow, tourism is the most profitable business in Greece, although most of the vacant niches in it have long been occupied. At the same time, it should be taken into account that local residents prefer to visit establishments with local cuisine from year to year, where their ancestors often went for many years. As in any country in the world, Greece has its own rules of doing business, which also apply to foreigners. Therefore, before conducting business negotiations with Greek partners, it would not be superfluous to get acquainted with some of them. First of all, the peculiarities of doing business in Greece are related to climatic conditions, which directly affect both the daily routine and the schedule of meetings. In most cases, foreigners who do not have a direct invitation from a Greek employer go to Greece to study, combining it with work, which is not prohibited by law. The result of such an "internship", as a rule, is his own business in Greece, since during this time a foreigner, among other things, manages not only to master his chosen profession, but also to delve into the specifics of doing business in Greece.

As in Spain, Greece has its own "siesta", the duration of which is two hours plus another hour for a meal. Quite often, it is at the dinner table that business negotiations take place, although urgent issues can be resolved at the first meeting.

Despite the fact that the Greek government is interested in capital inflows from abroad and strives in every way to develop business in Greece, the level of taxation here is one of the highest in the EU. Depending on the type of occupation, as of 2019, VAT can range from 6.5% to 29%, although individual entrepreneurs pay even more – up to 42%, depending on the amount of income. The obvious advantages of doing business in Greece include the possibility of obtaining a residence permit (with an official income of over 2000 euros), which allows you to develop your own business in other countries without the participation of intermediaries.

However, you can open a business in Greece without having the status of a resident. For the Greek immigration authorities, the primary importance, in addition

to the absence of a criminal record and a decent state of health for a business applicant, is the legal origin of funds and the availability of a business plan that will not only bring profit, but also provide jobs to Greek citizens.

It is impossible not to say that Belarus is also one of the exporters to Greece. The basis of Belarusian exports to Greece in 2021 were antioxidants, inhibitors, thickeners, insulated wires, cables, glued plywood, joinery products, etc. Imports from Greece were dominated by fresh fruits (apricots, cherries, cherries, peaches, plums, citrus fruits, etc.), aluminum foil, medicines, copper pipes and tubes, spirits, items and accessories of fur clothing, other fur products, etc. In 2021, the volume of trade in services amounted to 1.42 million. (126.7% compared to 2020), including exports of services from Belarus – 653.6 thousand dollars (154.9%), imports of services – 762.4 thousand dollars (109.6%). This, in turn, allows Belarusians to maintain good relations for doing business in Greece due to our cooperation with them.

Thus, doing business in Greece is both difficult and easy at the same time, because a person will receive a huge prospect from the state in the form of a residence permit. Greece is a huge advantage if you do not know where to open a business, but it is important not to forget about the initial capital for it.

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EXPORT MARKETING AS A FACTOR IN THE FOREIGN TRADE DEVELOPMENT IN THE REPUBLIC OF BELARUS

Экспортный маркетинг как фактор развития внешней торговли Республики Беларусь

Under the conditions of sanctions, Belarusian organizations are forced to look for new markets, and marketing is an important part of export activities. Cosmetic products of JV "BELITA" LLC and CJSC "VITEX" and the Saudi Arabian market were selected for the study.

A significant type of imported product for Saudi Arabia is cosmetic care products, the import of which in 2022 exceeded \$1.5 billion [1]. Buyers in this region show great interest in foreign cosmetic products due to their recognized high quality and innovation compared to products from local manufacturers. The most popular products for the country under study are moisturizing, cleansing and sun protection products, which can include creams, serums, masks, tonics, etc.