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## **SPECIFIC FEATURES OF NEGOTIATIONS WITH JAPANESE CULTURE REPRESENTATIVES**

### **Особенности ведения переговоров с представителями японской культуры**

Business communication with Japan means a lot for the development of economic, political and sociocultural aspects of international relations. Japanese culture differs significantly from Western countries, which can lead to misunderstandings and plays a crucial role in establishing and fostering effective business connections. The success of negotiations depends on many factors, such as appearance, etiquette, observance of traditions and hierarchical structure. This fact predetermined the necessity of our research in order to have a possibility to improve the quality of ongoing business communications with the Japanese as well as establishing the new ones.

Japanese business interactions are characterized by a strong emphasis on building relationships. Trust and familiarity are paramount in Japanese business deals and individuals tend to collaborate with those they know and trust. Therefore, our study aims to explore the main traditions and cultural nuances that can not only help avoid conflicts but also lead to successful business relationships.

First and foremost, it is essential to align negotiations with Japan's cultural and religious aspects. Understanding the significance of religious practices like Shintoism and Buddhism is vital. It is respectful to avoid scheduling business meetings during religious festivals or important cultural events. Additionally, acknowledging the importance of silence during moments of reflection or meditation is key to respecting Japanese customs.

Also, business meetings and negotiations in Japan follow a structured and formal process. Punctuality is essential and it is advisable to arrive slightly earlier. Meetings often begin with an exchange of business cards, known as "meishi." The presentation of business cards is a ritual which should be done with both hands while bowing. During negotiations patience and the willingness to compromise are key virtues.

Non-verbal communication plays a crucial role in Japanese business etiquette. Some key points to remember include:

1. The Japanese do not like when their personal space is invaded, so in no case say hello to the interlocutor with a handshake familiar to Europeans. On the contrary, in Japan it is customary just to bow. Bows have a certain protocol and etiquette. For

example, it is usual for a person with a lower status to bow first and a person with a higher status to bow last.

2. Avoid eye contact, because this is a sign of respect and humility in Japan.

3. When giving or receiving business card or gift, it is considered respectful to use both hands, so you show a careful attitude to the gift.

4. In any circumstances try to avoid the number "four", because the Japanese consider it unlucky.

5. There is no excuse for being late, so a delay of even a minute will doom the negotiations to failure.

6. Japanese people are known for their politeness and courtesy. During the first meeting, it is customary to show respect by asking about your family.

7. Regarding gender dynamics, Japan's approach is quite traditional.

In conclusion it seems necessary to stress that there are substantial differences in the norms and rules of business conduct and communication between Japan and Western countries. These distinctions arise from national peculiarities, history, climate, and deeply rooted cultural norms. These factors influence how businessmen dress and behave, and can serve as indicators of respect or disrespect towards business partners. However, despite these differences, the fundamental principles of business conduct remain consistent - showing respect for the business partner and their time, respecting their right to privacy, and honoring the culture and history of the country.

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## **FEATURES OF DOING BUSINESS IN SINGAPORE**

### **Особенности ведения бизнеса в Сингапуре**

The purpose of our scientific research is to analyze and highlight the peculiarities of setting up a business in Singapore. To start with, let's focus on the requirements that you need to meet in order to start a business in Singapore. According to the Law on Legal Entities, any person – a resident of Singapore or a foreigner – over the age of 18 can register a company in Singapore. Still here are some more requirements that you need to meet. Among them: 1. Choosing a name for the company and getting approval from ACRA (The Office of Accounting and Corporate Regulation); 2. Issuing a legal address; 3. Applying for registration with ACRA by providing corporate documents, as well as certificates that confirm the