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**BUILDING RELATIONSHIPS WITH CHINESE PARTNERS:
SPECIFICS OF DOING BUSINESS IN CHINA**

**Выстраивание взаимоотношений с китайскими партнерами:
специфика ведения бизнеса в КНР**

In today's world, where international trade and global economic relations are becoming increasingly integrated, entrepreneurs and companies are faced with the need to adapt to different business conditions and rules. Study of national legislation and legal norms governing the business environment in different countries and regions of the world. The objective of work is to analyze cultural, historical, and social features that may influence business practices and strategies in different regions.

Cultural differences can affect the way we interact with partners, customers, and employees. For example, let's take China, which, in turn, is becoming more and more attractive both for Belarusian entrepreneurs and the world community wishing to expand their activities at the international level. However, such a step requires taking into account the peculiarities of doing business in China, which have their own unique aspects that differ from those inherent in China.

Belarus and the world as a whole. Initial introduction into the Chinese business world can be challenging, especially in light of China's significant cultural differences and legal specificities. One of the key aspects of doing business in China: entrepreneurs need to be prepared to adapt to local values and business practices. In the course of the analysis, as noted by Chinese expert Li Yan: «... The linguistic and cultural differences between the Russian business language and business culture and the Chinese business language and business culture have indicated the opposition of the objects of business communication in all respects, which means the need to develop a special approach to the study and training of business communication in Russian and Chinese».

One of the key aspects of doing business in China is establishing long-term relationships and developing personal connections. In Chinese culture, great importance is attached to the development of trusting relationships and the establishment of harmonious relationships. You should also keep in mind that regulations and regulations can change over time, so it's important to stay up to date with the latest changes. Cities such as Beijing, Shanghai, and Guangzhou have better

infrastructure, access to technology, and better human resources, which can create more opportunities for entrepreneurship. However, even within these cities, there are peculiarities and preferences in industries and types of business.

Based on the above, the specifics of doing business in China for entrepreneurs require careful preparation and adaptation to cultural, legal, and business features. Success depends on a thorough understanding of local conditions, the development of personal connections, and close cooperation with partners in China. With the right strategy and taking into account the specifics, China can present significant opportunities for the development and growth of Belarusian business.

It is necessary to take into account and adapt to local customs and traditions in order to successfully conduct business and establish positive relationships with local authorities and representatives of the business community. Political and economic stability is also an important component of running a successful business. As a result of these characteristics, entrepreneurs operating successfully in different countries and regions of the world must have a thorough knowledge of international law and local regulations, cultural differences and the ability to adapt to changing situations.

In conclusion, the specifics of doing business in different regions are determined by national legislation, cultural and historical characteristics, policies and the level of economic development and infrastructure. Running a successful business in an international context requires entrepreneurs to have a deep understanding of local conditions, the ability to adapt and a strategic mindset.

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PROBLEMS OF SMALL AND MEDIUM-SIZED BUSINESS IN THE REPUBLIC OF BELARUS

Проблемы малого и среднего предпринимательства в Республике Беларусь

Small and medium-sized businesses operate in two forms: individual entrepreneurs and legal entities that meet certain criteria. This is the topic of our research. To analyze the problem, Figure 1 shows the dynamics of the number of enterprises in the Republic of Belarus in 2017–2022.