

## References

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**A. Ivanovich**

**А.А. Иванович**

БНТУ (Минск)

*Научный руководитель Н.П. Буланова*

## **FEATURES OF DOING BUSINESS IN FINLAND FOR NON-INDIGENOUS PEOPLE**

### **Особенности ведения бизнеса в Финляндии для некоренного населения**

Recently, there has been a problem of opening a business in various countries. Each country has its own rules, incomprehensible to many, and shortcomings, which can lead to a decrease in starting a business, and consequently to a decrease in the country's economy. Studying the peculiarities of doing business in different countries, Finland wins due to many factors. Finland is one of the few countries that are favorable for doing business. This especially applies to the non-indigenous population. The authorities and the country itself provide enormous information support for those who are interested in starting their own business. Here, the predominant number of different enterprises is small or medium-sized companies. Based on statistics, there are about 260,000 companies in the country we are considering. 93% of them are small companies that have staff from 1 to 9 people. In terms of percentage, companies founded by foreigners account for 3% of the total number of organizations in Finland. 3% is approximately 6,500 enterprises [1].

Each country has its own business culture. Here, the culture of sole proprietorship can be associated with such concepts as strict abidance with the requirements of the law, honesty, and clarity. The absence of corruption and bureaucracy allows investing money and time in the development of business, by that improving the service, as well as the quality of goods and services.

Most of the non-indigenous population in Finland is Belarusians and Russians. Here they are actively involved in small business: they are creating a company or starting with individual entrepreneurship. The most common areas for non-indigenous people to start a business are trade and services.

A synonym for the phrase “business in Finland” is an organization. A lot of time is spent studying statistics here, and informative infographics are also valued. What compulsory factors need to be taken into account when preparing for business negotiations and gaining the trust and respect of potential partners. As with any serious undertaking, there are dangers that need to be considered. Also, based on a survey of Belarusians/Russians who encountered Finns at work, some features are highlighted that are taken into account when creating a business in Finland with indigenous people. Finns do not tolerate lack of ceremoniousness; punctuality is also one of the important factors. The difference in mentality can be a small problem: Finns don't prefer to show off their personal wealth. Knowledge about culture and ecology can also play an important role in building a business in the country in question. Also, aggressive influence and pressure on potential Finnish partners may scare them away from cooperation.

Statistics have shown that differences in cultures often become a problem for cooperation between Belarusians and Russians with Finns. Therefore, it is worth considering the following features when communicating: gesticulation during negotiations is arrogance in the opinion of the indigenous population. The peculiarities of doing business in Finland will help open a branch of a company registered in another country, for example, in Belarus. After all, Finland ranks 1-st in the world in terms of the technological development index and is at the bottom in the EU in terms of corruption and crime, which is a huge advantage [2].

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