

## **PECULIARITIES OF DOING BUSINESS IN GEORGIA**

### **Особенности ведения бизнеса в Грузии**

We live in a world where we need to communicate with other people in order to live comfortably. If a person decides to start his own business, he needs to be more than just a social being. He should do it on an international level and know the cultures of those countries with which he would like to co-operate. The Republic of Belarus has many foreign partners, which are located in different parts of the world. The business etiquette in Georgia caught our attention most of all, that is the reason to tell about it in this article.

Georgia is a country of innovations and foreign assets, so this country is attractive for starting a business. You can stay in this country for a whole year without a visa, startups are registered quickly, taxes are much lower than in other countries and most of the points of business registration can be done online. In this country there is no clear "formal" understanding of business, small businesses are not "stifled" by taxes, so Georgians communicate with business partners in the same way as they do with their relatives. But this will be only outwardly, as they start to assess you from the first seconds of the conversation: they ask a lot of qualifying questions about your education, work experience, the success of your projects and the firm as a whole. Despite this, Georgians will try to get to know you on a personal level, so there will be a lot of far from business questions during the dialogue. And this leads to the fact that they are extremely emotional. At a business meeting, you may encounter both tears of joy and anger. This is evidenced by active gesticulation and raising the tone during the conversation.

A good quality is that Georgians are united by. If some enterprise is unprofitable, they unite and all together put it back on its feet, but this can also play in the opposite direction. For example, if these Georgians are friends not of the head of the enterprise, but of an ordinary disgruntled worker who does not get a percentage of sales.

In Georgia, it is customary to postpone work as long as possible and locals prefer celebrations to work, so they postpone all business meetings and duties for a few days if there is a holiday. They are not punctual: it is normal for them to be an hour late for a meeting or to go home in the middle of the working day.

They tend to praise their product, company or people in order to show everything in a more favourable light. And despite the fact that Georgians often

present even goods of poor quality as "top class" and pad the price, even if the goods have been sitting on a dusty shelf for several years, they love to bargain. And they often pad the price precisely in order to talk to the client or customer and reduce it. They actively practice a system of discounts and mutually beneficial concessions.

If you decide to give a bribe to Georgians, you can forget about further cooperation with anyone in this country, because bribery is regarded as a crime. The government makes sure that corruption is minimised.

Attention should also be paid to the disadvantages. In Georgia, practically all business processes are seasonal, so the realisation of projects is postponed indefinitely. Small businesses develop at the expense of acquaintances, passed on by word of mouth. Since Georgians are very charismatic, it is easy for them to find clients through voice and facial expressions.

As a bottom line, Georgia is a nice country, but if you want to cooperate with the locals or start your own business, you need to be prepared that your company may become unprofitable because you don't say hello to one of your subordinates or look askew at someone. Georgians are warm and open-minded people, but to run a successful business you need to fit all their criteria, because these people will not even negotiate if they don't like you.

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## **THE FEATURES OF DOING BUSINESS IN THAILAND**

### **Особенности ведения бизнеса в Таиланде**

In the modern world, a large number of businessmen seek to start or expand their business abroad. Recently, thanks to rapid economic growth, Thailand is one of the most attractive and promising countries for doing business. The purpose of this paper is to study the economy of Thailand and features of doing business in Thailand. In order to start a company in a given country, it is necessary to understand how its economy works.

Due to the variety of climatic and natural conditions, Thailand has a dynamic economy that is at an average level and can compete with the neighboring states. The largest share of Thailand's GDP is occupied by the service sector, the industrial sector is in second place by percentage, and agriculture is next. Agriculture occupies a smaller share of GDP, but remains an important sector for the country, as it accounts for a large part of exports, and also provides jobs for the population of the country.