

in South Asia (Japan, Korea): here, only 18% of firms are owned by women. Europe has an average of about 30%. The result of Belarus is higher and is 31.5% [1]. And finally, women are most successful in doing business in Latin America and the Caribbean: there, 50% of all companies are led by women [2].

As a result, based on the analysis of the current situation in various countries, it can be concluded that women entrepreneurs demonstrate success in countries with developed economies and progressive gender equality policies. However, in conservative societies and nations with restricted educational opportunities, women face serious challenges in developing their businesses. The solution to this problem could involve implementing professional growth initiatives aimed at supporting women in business, establishing governmental programs that promote easy access to finance and loans for women, the promotion of policies aimed at creating equal opportunities and eliminating gender stereotypes in business and society. These recommendations will help create a favorable environment for women entrepreneurs and contribute to their successful participation in the global business environment.

Resources

1. Треть белорусских предпринимателей – женщины [Электронный ресурс] // Thinktanks.by. – Режим доступа: <https://thinktanks.by/publication/2022/06/27/tret-belorusskih-predprinimateley-zhenschiny.html>. – Дата доступа: 08.11.2023.

2. Dzen.ru [Electronic resource]. – Mode of access: <https://dzen.ru/a/XnYiU2sdSzvPHNJG>. – Date of access: 08.11.2023.

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ELECTRIC CAR INDUSTRY IN CHINA: PECULIARITIES TO BE CONSIDERED WHEN ENTERING THE MARKET

Отрасль электромобильной промышленности в Китае: особенности, которые следует учитывать при выходе на рынок

The electric vehicle industry is becoming increasingly attractive to entrepreneurs due to several key factors. Firstly, there is a growing demand for environmentally friendly transportation options. Secondly, advancements in technology have made electric vehicles more efficient and affordable. Finally, the electric vehicle industry presents a significant opportunity for growth and profitability. China is currently the global leader in both producing and purchasing electric vehicles.

The subject of the research is the industry of electric cars in China. The purpose of the research is to find out and elucidate the distinctive attributes inherent to the electric vehicle industry in China. In the course of this research, a comprehensive literature review was undertaken, followed by a theoretical examination of the compiled resources on the topic, employing the techniques of synthesis and analysis.

The findings derived from this research reveal the presence of several preeminent characteristics intrinsic to the electric cars industry of China which warrant profound consideration by aspiring entrants seeking to enter this specific market.

1. Government support. The Chinese government has been actively promoting the use of electric vehicles through various incentives, including subsidies, tax exemptions, and free license plates. As a result, there is a strong demand for electric cars in China, which can be advantageous for businesses.

Specifically, there is a possibility of extending the purchase tax exemption for electric vehicles and plug-in hybrids.

2. Competition. The electric vehicle market in China is highly competitive, with both domestic and foreign companies vying for market share. To succeed, businesses need to differentiate themselves by offering unique features, such as longer battery life or faster charging times.

3. Infrastructure. Despite the government's efforts to build charging stations across the country, the infrastructure for electric vehicles in China is still developing. Businesses may need to invest in their own charging stations or partner with existing networks to ensure their customers have access to charging facilities.

4. Localization. To appeal to Chinese consumers, businesses need to understand the local market and adapt their products accordingly. This may include offering models that cater to Chinese tastes and preferences, such as larger vehicles for families or luxury models for affluent consumers.

5. Partnerships. Collaboration with local partners can be beneficial for businesses entering the Chinese market. Working with established companies can help navigate the complex regulatory landscape and provide access to local networks and resources.

To sum it up, the burgeoning electric car industry in China represents a compelling opportunity for prospective market entrants. The research has elucidated a range of distinctive features that demand careful consideration, such as the government's supportive policies, intense market competition, developing infrastructure, the importance of localization, and the benefits of forging strategic partnerships. As the world's leading producer and consumer of electric vehicles, China remains a focal point of growth and innovation in this sector. Thus a comprehensive understanding of these unique dynamics is imperative for businesses seeking success in this dynamic and promising market. With the right strategy and execution, it can be a lucrative and impactful venture.