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BUSINESS SPECIFICS IN CHINA

Особенности бизнеса в Китае

In most countries having rich experience in business communication, there are a number of strict rules of etiquette, violation of which can damage the image of a business person. The knowledge of business etiquette is the key to success in doing business in China.

The main indicator of business success is the actual performance, i.e. profits, output growth, professional fulfillment, creation of a positive social image, respect for business partners, and reliability of a company or an enterprise.

Achieving success requires knowledge of business technology, negotiation skills, commercial communication ethics, ongoing marketing, developing effective advertising, studying demands and sales, overcoming language difficulties, knowledge of banking, constant upgrading of professional qualifications, monitoring the positive image, and others.

The important feature of doing business in China is traditionally a high degree of trust, personal understanding in relations with a partner.

All the means that can help improve personal relationships (spending time together, lunches or dinners, gifts, etc.) are widely used by the Chinese and should be factored into the strategy of your interactions with Chinese local partners.

The degree to which a Chinese partner can go in providing conditions favorable to Russian-speaking customers depends to a large extent on the level of personal understanding. Personal relations in China are not built up immediately, with some of them succeeding over a relatively short period of time, with others even over years.

It is worth realizing that Chinese partners also expect the same attitude from your side. If you have built up a trust relationship with them allowing them to be compliant, one day the Chinese will also need your help or concessions. And if you do not comply with their request, there will be an imbalance in the relationship that will not have a positive impact on the overall work environment.

The current trends in global economy and business environment make it more common to think about establishing new contacts, expanding the existing business or starting a new one.

Chinese business is very much focused on long-term cooperation. For example, Chinese partners of the older generation almost always think about how you will do business with their children, and your children with their grandchildren. This point

requires special attention, given that Belarusian business often takes a very short-term view.

It is worth mentioning that the activity in Chinese business communities sharply decreases during the celebration of the traditional Chinese New Year, which can take place in various companies and organizations until the end of February. In this regard, it is better not to plan serious events with Chinese partners during this period and postpone them to later periods. It is also traditional to take annual "vacations" during a week of public holidays from the beginning of October. In addition, according to Chinese unspoken etiquette, it is not quite convenient to disturb your Chinese colleagues at lunchtime – from 12-00 to 13-00.

In the long run, no matter how many nuances of the Chinese business you might learn from the various articles, you will still encounter difficulties in practice. The language barrier, a different kind of mentality, different methods of marketing promotion, and the absence of the usual social networks - all this is awaiting entrepreneurs who decide to open a business in China.

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FEATURES OF DOING BUSINESS IN COUNTRIES AND REGIONS OF THE WORLD

Особенности ведения бизнеса в странах и регионах мира

Currently, most companies want to expand their production and their business. They see great prospects in doing business in different countries. Now all large companies have their own production facilities and offices in different parts of the world.

Doing business in different countries and regions differs depending on various factors. When creating a business abroad, you need to prepare carefully, so when choosing a country to start your business, you need to take into account certain factors, there are many of them, but some of them are listed below:

1. Cultural characteristics, as they play a very important role. Differences in culture can create various management problems, can make it difficult to work with clients and employees.

2. Provisions regulating the entrepreneurial activity of foreigners. It is important to consider whether a businessman needs to have a residence permit in a given country or just have a visa, a foreigner's participation in a company, obtaining patents for business, etc.