

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.

3. The political situation is not a little significant fact. Changes in legislation may affect your business.

4. The economic situation, as it is necessary to monitor the level of competition and demand for certain goods in the country. It also reflects the degree of government interference in your business.

5. Taxation regime. It is very important to familiarize yourself with the tax rules so that no further problems arise.

6. Exchange rates. Fluctuations in the exchange rate may affect the amount of money needed to purchase foreign supplies.

7. Different language. This can create obstacles when interacting with customers.

Based on this, one may wonder which countries can match these factors? Such countries are:

1. Switzerland. This country is popular for the simplicity of doing business. There is a large share of GDP per capita, the best banking system, a high level of innovation development.

2. Panama. The country has a stable economy, the official currency is the US dollar, there is a favorable tax regime in this country, etc.

3. Finland is a highly industrialized and politically stable country. It is popular thank to skilled workers and a politically stable situation.

4. Norway. A country with a very strong economy, developed innovations and a high share of GDP per capita. Norway is also rich in natural resources.

5. Denmark. The country has a high share of GDP per capita and is very conducive to doing business.

From this we can conclude that doing business abroad has a number of advantages. This allows you to increase sales volumes, as you can get access to a new market and, accordingly, new customers. There are a lot of countries with developed innovations, which can make it possible to use new equipment. There are countries rich in natural resources that you can use to run your business. Many countries have a favorable tax regime, which favors doing business abroad. You can also get an opportunity to get acquainted with foreign suppliers, partners and entrepreneurs. You can improve your language skills, as well as get acquainted with the culture of different countries. It is very important to have human qualities, such as: stress tolerance, self-confidence, sociability, determination and purposefulness in order to cope with problems.