

organisation of training of managerial personnel in the system of continuous professional education served as a guideline for the unified republican information and educational environment for the continuous education of managerial personnel.

During the implementation of the system of continuous professional education:

- a fundamentally new form of competency-based development of personnel in the field of management has been created in the system of distance education;

- a unified information and educational network and adaptive learning environment based on the SharePoint LMS distance learning system have been created;

- modern educational technologies and tools for designing electronic educational materials based on the professional package iSpring Suite 6.0. and electronic course editor ToolBookt have been introduced;

- tools and methods of remote assessment of the development level of managerial competencies have been developed.

Based on the above, the following conclusions can be drawn:

Higher education institutions should be able to provide educational services at the level of global requirements for employees and managers, as well as be able to use and assimilate the latest achievements of educational practice in terms of content, methods and technologies of training. In addition, it is necessary to introduce and actively use innovative technologies in the educational process of employees, as this will simplify the learning process.

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## **FEATURES OF COLOR USING IN THE EXPANSION OF THE SALES MARKET**

### **Особенности использования цвета при расширении рынка сбыта**

The purpose of the report is to assess the significance of the packaging color when entering the international market and adopting products for different cultures.

Each country has its own traditions, rules and prohibitions. Therefore, when developing a marketing program, it's worth paying special attention to color. The color of the product or advertisement plays an important role in the promotion of the product. You can write a great slogan and describe the product features but first we analyze the color.

Many studies have proofs that a person first perceives color, and then performs actions such as purchase of a product. According to research, only 20% of colors are analyzed by vision and 80% are perceived by the nervous system. Each person reads certain information from the color and kind of such information depends on the cultural features of the region.

Table shows examples of the meanings and associations of green and blue for people from different countries.

Color meaning in different countries

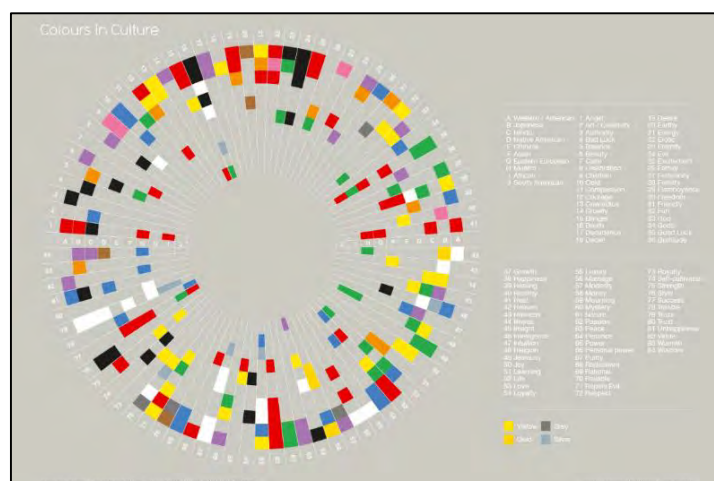
Color	Country	Color meaning
Green	Belarus	Freshness, health, safety
	China	Betrayal, exile
	USA	Safety
	France	Crime
	Greece	Greed, envy, jealousy, «To be green with envy»
Blue	Belarus	Sky, unity, harmony, tranquility
	Iran	Grief
	USA	Masculinity
	Japan	Meanness, fraud

Already on the example of these two colors, we can see how much the perception of the product can change if choose the wrong color. Therefore, when expanding the market, it's worth thinking about adapting the package color. One should not be afraid that company's product will lose recognition, because the logo, slogan, and the product itself will remain the same.

The practice of changing the color is already used in the market, for example, the company Red Bull with their usual silver and blue packaging for Belarus, in China produces drinks in gold and black. This adaptation of the product based on the fact that in China gold is a symbol of wealth and happiness, and black is a symbol of popularity.

In 1976, Kupchella released washing powder in multi-colored packs. It was one product, but with a different packaging color. They asked consumers which powder is more effective. Consumers chose orange, and blue had lost. This proves that the impression of the quality of the product also can change by using the wrong color.

Figure shows a color circle in cultures, according to this scheme, we can make a primary analysis of the product success in different markets. For example, red symbolizes good luck in African, Eastern European and Chinese cultures. So if we produce goods in red packaging, it'll be in demand in these cultures. At the same time, if we are entering a new market, to keep the idea of luck, it's necessary to change the color to green and get the approval of customers in Muslim, Hindu and Western/American cultures.



**Color circle in culture**

In conclusion, we can say that the adaptation of the packaging color is a working practice for expanding the market and increasing the loyalty of the company's customers around the world. For the correct adaptation of packaging, we can use the color circle in culture, but for a more detailed analysis, it's also worth taking into account the peculiarities of female and male perception, as well as age preferences.

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## **THE IMPACT OF THE CULTURAL FACTOR ON BUSINESS BETWEEN BELARUS AND CHINA**

### **Влияние культурного фактора на бизнес между Беларусью и Китаем**

Cultural factors play an important role in the formation of business and relations between countries. In the case of Belarus and China, understanding and adapting to each other's cultural norms, values and customs are crucial to the success of business. The research will analyze the impact of cultural factors on business behaviour between Belarus and China and make recommendations for effectively addressing cultural differences.

Belarus and China have different cultural norms and practices. Chinese culture places strong emphasis on hierarchy, harmony and preservation of «face», while Belarusian culture values politeness, moderation and direct communication. These differences manifest themselves in various aspects of business practices, including negotiation styles, communication models and relationship-building approaches.