

THE PLATFORM ECONOMY IN BELARUS

Платформенная экономика в Беларуси

Lately, world markets have seen big change from a fast-rising force: platform economy. Digitally driven businesses link consumers with goods services sparking growth of industry giants such as Amazon Alibaba and Uber. Belarus, with its expanding tech sector, follow a similar path with distinct prospects in this boosting business landscape. The purpose of this research is to analyze the growth of the platform economy in Belarus.

Local e-commerce platforms like CJSC Internet-shop Euroopt and LLC Onliner shape this landscape offering buyers and sellers some new ways to connect online. These platforms, which are both locally established, now experience rapid growth. They cater primarily Belarusian consumers offering a vast range of products from cutting-edge electronics to household essentials. At the same time Belarus' platform economy encounters numerous obstacles because of sanctions and logistical delays that hinder its growth.

Locally rooted e-commerce platforms can exploit developing online shopping demand for Belarusian consumers, despite the fact that established international platforms such as Wildberries and Ozon have more popularity and financial support that severely hamper competitiveness. Belarusian companies such as CJSC Internet-shop Euroopt and LLC Onliner keep growing rapidly. They use local expertise innovating and refining their products in a new digital landscape.

Belarus's digital infrastructure and high internet use rates are major factors fueling the rise in its platform economy. During the past decade Belarusian government invested much into digital infrastructure, boosting connectivity all over the country. Recent statistics reveal a significant number of Belarusian citizens now have mobile and broadband internet access, while mobile usage is skyrocketing. This easy access to digital tools makes it possible for platform-based businesses to reach lots of different people, allowing online shops like CJSC Internet-shop Euroopt and LLC Onliner to work big all over the nation.

Belarusian authorities display a steady dedication towards nurturing the tech industry by establishing the Belarusian High-Tech Park in Minsk. HTP provides tech companies with necessary software, while the government offers tax incentives and regulatory support that makes it a pretty great place for platform businesses. Belarusian tech firms have gained traction globally thanks to this backing, which could potentially influence local e-commerce players' rapid growth. Skilled workers play a crucial role in constructing and upholding digital infrastructure.

Some obstacles are still worsening the growth of Belarus's platform economy. Countryside regions suffer from undeveloped logistical infrastructure making it hard for e-shops to reach all possible buyers. Western sanctions create permanent supply chain risks. But these sanctions have forced Belarus to navigate a new economic reality and find a new trade partners in other parts of the world.

The growth of online markets in Belarus offers big chances yet significant obstacles simultaneously emerge in this market. Belarus platform economy should continue fostering a more conducive ecosystem to achieve sustained expansion. For the successful development of the platform economy in the absence of any external support, it is necessary to increase national human resources, intellectual and technological advantages, form a flexible regulatory framework for the introduction of digital technologies in all spheres of life.

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PECULIARITIES OF DOING BUSINESS IN COUNTRIES AND REGIONS OF THE WORLD. COMPARISON OF BELARUS AND CHINA

Особенности ведения бизнеса в странах и регионах мира. Сравнение Беларуси и Китая

The goal of this text is to compare the business environments of Belarus and China, highlighting the unique challenges and opportunities in each country. This comparison helps understand the different approaches and strategies required for successful business operations in these regions.

Doing business in different countries and regions of the world presents many unique challenges and opportunities. By comparing the business landscapes of Belarus and China, we can better understand the different approaches and strategies needed for successful operations in different regions.

Belarus offers a stable business environment characterized by equal conditions for all enterprises and strong state regulation. Uniform rules of technical regulation and sanitary standards simplify business and reduce barriers for new companies. Freedom of movement of goods, services, capital and labor is a key feature of the Belarusian market. Establishing trusting relationships with partners is critical to success, as they can significantly affect the results of business negotiations. The deal-making process can take longer compared to other countries due to formalized procedures and an emphasis on personal connections.

Belarus offers several incentives for investors, including preferential tax regimes, simplified administrative procedures and benefits for small and medium-sized businesses.