

In conclusion, companies, such as Relouis can effectively utilize various approaches to achieve goals set, for example to cover a larger group of potential customers and bring revenue. Successful examples of event marketing implementation demonstrate that creativity and adaptation to the ever-changing demands of the market will keep the company afloat and bring success.

Resources

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FEATURES OF DOING BUSINESS IN JAPAN AND ITALY

Особенности ведения бизнеса в Японии и Италии

Conducting business across various cultures presents unique challenges and opportunities that can significantly impact success. Understanding the distinctive features of different cultural environments is essential for effective communication, negotiation, and relationship-building. The purpose of this research is to compare the peculiarities of doing business in Japan and Italy.

To start up with, traditions and culture play a significant role in Japan. When engaging in business, one should be ready to dress formally, as the Japanese business etiquette does not favor casual American-style attire. Punctuality is highly valued, so it is expected that one arrives on time for meetings. The bow is their traditional greeting. If someone bows to greet you, bow to the same depth as you have been bowed to, because the depth of the bow indicates the status relationship between you. In Japan, business is founded on personal trust, so initial conversations will likely focus on family and personal interests before transitioning to business matters. Moreover, the Japanese often use indirect communication and may not express their opinions openly, so it is important to pay attention to non-verbal signs. It should be noted that the decision-making process may

take a long time, but it is usually implemented very quickly. Gift-giving is regarded as an art in Japan, symbolizing friendship, respect, and gratitude. Also, it is important to remember that Japanese people may decline a gift once or twice before ultimately accepting it, and you should refrain from opening the gift in front of the giver.

When conducting business in Italy, it is important to remember that both individualism and family hold significant importance. Italians prefer to engage in business with individuals they already know, making an introduction and a written letter prior to a meeting crucial. Punctuality is not emphasized, and it's advisable to avoid scheduling business meetings in August, as many people take vacations during that month. Dressing well is important, so consider including accessories such as cuff links, jewelry, and watches. A handshake serves as the traditional greeting. Rather than attempting to instill a sense of urgency in your presentation, focus on using small talk and maintaining eye contact to express honesty and sincerity. Furthermore, establishing strong relationships is essential for successful business dealings in Italy. Italians often engage in elaborate and emotional dialogue, using facial expressions and hand gestures to make their points. In both business and broader Italian society, status and hierarchy are highly regarded, with a particular respect shown to older individuals and those in positions of authority. While last-minute changes to agreements can occur, you are expected to maintain your original offer. Be ready for discussions to continue for some time post-meeting, sometimes extending over a couple of months, as patience is valued in Italian business culture. Gift-giving is not a common practice unless a solid and trusted relationship has been established; only then might it be appropriate to give a small, modest gift [1].

To sum up, understanding cross-cultural differences in each country is a major skill for succeeding in business. Doing business in Japan emphasizes formality, punctuality, and hierarchies, with a strong focus on building deep, trust-based relationships that often begin with personal conversations, while communication tends to be indirect. In contrast, Italy values emotional expression and familiarity, where business discussions are more casual and spontaneous, though professional attire remains important. Both cultures appreciate the significance of gift-giving, but Japan treats it as an art form steeped in tradition, while in Italy, it typically occurs only after a trustful relationship has been established.

Reference

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