

Turkiye of two Wonders of the World (the Temple of Artemis in Ephesus and the Mausoleum in Halicarnassus located in the modern city of Bodrum) as well as of other important archaeological and historic sites contributes to a considerable flow of tourists taking excursions and, thus, bringing profit to the country.

As compared to Turkiye, the state of things in travel industry in the Republic of Belarus is not that bright, still having its potential. Belarus is known as a country with huge historical and cultural heritage, rich traditions, beautiful nature, amazing architecture, industrial giants and well-developed agriculture. These factors focus tourism development in Belarus on the following areas: visiting attractions such as the Brest Fortress, Mir Castle, Ruzhansky Palace; recreation in resort areas, and ecotourism.

One of the oldest branches of Turkish economy is a textile industry. Turkey is a large-scale manufacturer of home textiles and a major exporter of textile fabric to the European Union. The carpet industry plays a significant role in the share of textile production.

As for the Republic of Belarus, it is worth saying that the sphere of fabric production plays an important role. Light industry enterprises are able to meet the needs of the population in clothing and footwear and even export surplus goods to other countries. Due to the sanctions, the foreign market has ceased to be a permanent income zone of the Republic. Difficulties also arise due to the small amount of raw materials and a limited number of reliable vendors.

Doing business in Turkey requires attention to cultural, economic and regulatory specifics. Successful business is possible if you build strong relationships, understand the local market and adapt to its changes. Turkey, with its rich potential and variety of opportunities, remains an attractive place for entrepreneurs who are ready for challenges and striving for development. Compared to it, Belarus seems to have more limited opportunities: on the one hand, it comes up with special economic zones, but on the other hand, investors are to be prepared for bureaucratic hurdles.

To conclude, markets of both countries offer unique opportunities and challenges for foreign investors: Turkey with its dynamic economy, strategic location and the importance of trust-based personal relationships in business; Belarus with its relatively stable economy and a peculiar status of a buffer zone between East and West.

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## **THE BUSINESS CLIMATE IN AUSTRALIA**

### **Бизнес-климат в Австралии**

Australia is a country that presents an attractive environment for investors, entrepreneurs, and business professionals. Its economy is highly developed, and it is open

to innovations and new ideas. Moreover, Australia's participation in globalization processes also contributes to its economic growth and resilience. Thus, the objective of this study is to examine the current state of the business climate in Australia

The research results helped to identify the factors that enable Australia to play a significant role in the global economy, being one of the largest economic players in the Asia-Pacific region and a leading country among the nations of Oceania.

What are the advantages of one of the most business-friendly countries in the world – Australia? First and foremost, the key industries forming the backbone of the Australian economy include mining, agriculture, tourism, financial services, education, and healthcare. Mining and energy resources play a critical role in the country's export structure, generating substantial revenue for the government. Additionally, political stability, openness to international trade and investment, and well-developed legal and financial systems make Australia an attractive place for business. Favorable conditions for innovation and high living standards make the country a desirable location for international professionals and entrepreneurs.

One of the main drivers of Australia's economic development is its mining and agricultural sectors. The country is a major producer of coal, iron ore, gold, aluminum, beef, and vegetables, which ensures its economic stability. Moreover, Australia boasts advanced infrastructure, including modern transportation networks, educational institutions, and research centers. The government's focus on supporting scientific research, innovation, and startups creates an environment conducive to the development of high-tech industries and attracts investment into innovative projects.

Australia is an open, economically and trade-oriented country, actively participating in the global economy. Free trade and minimal barriers for foreign investments make Australia an appealing business destination. Thanks to globalization and advancements in information technology, entrepreneurs can easily find partners and clients overseas. Being a distant island-continent with a relatively small population, Australia relies heavily on international trade and investments to sustain its economic growth.

However, there are certain considerations when conducting business in this country. First, Australia has strict labor laws that set minimum employment standards, including minimum wages, working hours, leave, and safety guarantees. Entrepreneurs must comply with these regulations to avoid fines and penalties. Second, the tax system in Australia is complex and requires careful study. Additionally, Australia faces challenges such as high household debt levels and limited water and energy resources. For long-term sustainable development, the country needs to continue investing in infrastructure, education, and science, as well as take measures to reduce greenhouse gas emissions and adapt to climate change.

For many years, Australia has demonstrated steady growth, a favorable investment climate, and strong competitiveness indicators. According to expert forecasts, the country's GDP is expected to increase by 2–3 % annually by 2025. In the global economy, Australia holds an important position, being a member of the G20 and having free trade

agreements with various countries. Its timely response to changes in the global economy, economic diversification, and high level of professionalism make it a leader in both the region and the world.

Thus, Australia's economy continues to gain momentum and strengthen its position in the global economy towards 2025, ensuring the well-being of its citizens and offering attractive opportunities for investors.

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## **THE ROLE OF PACKAGING IN CROSS-CULTURAL BUSINESS: INSIGHTS FROM THE BELARUSIAN MARKET**

### **Роль упаковки в межкультурном бизнесе: опыт белорусского рынка**

This article delves into how different aspects of packaging design impact consumer preferences and purchasing decisions. The study, conducted among the Belarusian population, highlights how key elements such as color, texture, and graphic design play crucial roles in shaping consumer perceptions and influencing buying choices.

The psychology of packaging is an intricate field that emphasizes how design elements can greatly affect consumer behaviour. One of the most impactful aspects is colour. Colours have the power to evoke specific emotions and associations, which can strongly influence purchasing decisions. For instance, white and blue are commonly linked to purity and cleanliness, making them ideal for products like toothpaste and soap. On the other hand, red and yellow, with their lively and warm tones, not only evoke joy and excitement but also stimulate appetite – a tactic effectively used by fast food chains like McDonald's.

Green, widely associated with health and sustainability, is frequently used by brands offering organic or eco-friendly products. Consumers who prioritize environmental concerns are naturally drawn to products in green packaging, as it conveys a sense of quality and care for the planet. Luxury brands, on the contrary, often use colors like purple and black to signify exclusivity and sophistication. These colours attract consumers who value premium quality and uniqueness in their products.

Beyond colour, the tactile experience of packaging plays a significant role in consumer perception. Materials, textures, and weight contribute to how a product is perceived. For example, matte finishes are increasingly used for natural products as they communicate authenticity, while glossy surfaces can suggest artificiality. Women's cosmetics often feature velvety or matte textures, offering a soft, luxurious feel. Men's