

Before starting business negotiations, remember that it is very important for Italians to understand what kind of person you are. It is important to make a good impression: this can be done with, for example, small corporate gifts.

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## **PECULIARITIES OF DOING BUSINESS IN BELARUS**

### **Особенности ведения бизнеса в Беларуси**

Belarus, as a country with a developing economy and stable geopolitical position in Eastern Europe, attracts both local and foreign investors. The peculiarities of doing business in Belarus are determined by legislative and economic factors as well as by cultural and social characteristics. Facing modern challenges, including globalization and digitalization, Belarus actively develops its business climate, supports small and medium-sized enterprises, and attracts foreign investment. The purpose of this report is to examine the key features, opportunities, and challenges of doing business in Belarus, focusing on economic, legislative, and cultural aspects.

The Belarusian economy combines elements of a market economy with a significant role of the state. The government controls a substantial portion of the economy, including key industrial and agricultural sectors, which affects the business climate. Economic reforms aimed at supporting small and medium-sized businesses have been implemented since the late 1990s, but the private sector still faces stiff competition with state-owned enterprises. Nevertheless, the government has created favorable conditions for small businesses, including simplified taxation for entrepreneurs and incentives for residents of free economic zones.

One of the key features of doing business in Belarus is the strict regulatory framework and the controlling role of the state. In 2016, the country adopted Decree № 7 «On the Development of Entrepreneurship», which eased several administrative barriers and simplified the business registration process. Legislation also provides tax incentives and a simplified tax system for small and medium-sized businesses, making the business environment more attractive for entrepreneurs.

Special conditions are available for residents of the High Technologies Park (HTP), created to stimulate the IT sector and innovation activities. HTP residents enjoy significant tax benefits and are protected from administrative barriers, which has contributed to the active growth of the IT ecosystem. Additionally, the country has established special economic zones (SEZs) that offer tax and customs benefits for companies working in industrial production, logistics, and agriculture.

The peculiarities of doing business in Belarus are also linked to the local business culture and social factors. Honesty, conscientiousness, and respect are highly valued in the Belarusian business community. Relationships with partners are built on trust and the fulfillment of agreements. Belarusians strive to establish long-term business relationships, an important factor for foreign partners seeking to cooperate in Belarus. Cultural characteristics such as attention to formal aspects of communication, adherence to business etiquette, and compliance with established rules also influence the business process.

In recent years, the Belarusian government has taken steps to diversify the economy, increase its innovation potential, and make it more resilient. The IT sector, in particular, shows great promise, supported by the High Technologies Park. There are also promising opportunities for agro-industrial and manufacturing enterprises capable of occupying niches in international markets through access to EAEU markets.

In conclusion doing business in Belarus has several distinctive features shaped by economic structure, legal conditions, and cultural traditions. The country has created favorable conditions for companies in the IT sector and free economic zones, fostering growth and attracting foreign investment. At the same time, the high degree of state control and frequent legislative changes present certain challenges for entrepreneurs. Overcoming these challenges is achievable through state support and the development of strategic economic sectors.

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## **FEATURES OF BUSINESS COMMUNICATIONS IN CHINA**

### **Особенности делового общения в Китае**

China has significantly strengthened its position in the global economy in recent years. The country's key achievements in the socio-economic sphere compel the international business community to pay special attention to the Asian market and the nuances of Eastern business etiquette.

The aim of the research is to identify the unique features of business communication in China, and formulate strategies that facilitate successful interaction and partnerships in this multinational environment.

Due to China's economic growth, its citizens strive to adhere to established entrepreneurship standards and European etiquette norms. Nevertheless, they have preserved and actively utilize their unique approaches rooted in Asian culture.