

government actively promotes foreign investment, making it an attractive destination for international businesses seeking to expand their operations.

Understanding Swedish culture is essential for successful business interactions. Swedish business culture is rooted in values such as equality, transparency, and consensus-driven decision-making. Relationships are often built on trust and mutual respect, requiring time and effort from foreign entrepreneurs. Direct communication is valued, and it is essential to approach negotiations with honesty and openness. Recognizing these cultural traits can facilitate smoother collaborations and enhance long-term business relationships.

Sweden's legal framework is known for its clarity and efficiency. The country has established a transparent regulatory environment that protects both consumers and businesses. Key regulations include strict labor laws, environmental standards, and corporate governance requirements. The corporate tax rate is competitive at 22 %, with various incentives available for startups and innovative enterprises. Understanding these regulations is crucial for compliance and successful business operation in Sweden.

Sweden is a global leader in sustainability, with companies increasingly expected to adopt eco-friendly practices. The government supports innovation through funding programs and initiatives aimed at fostering research and development. Entrepreneurs can tap into this ecosystem to create sustainable solutions that meet both market demands and environmental goals. The emphasis on green technologies presents significant opportunities for businesses focused on sustainability.

In conclusion, conducting business in Sweden offers a wealth of opportunities for entrepreneurs willing to adapt to its unique cultural, economic, and regulatory landscape. By understanding the importance of cultural nuances, leveraging the innovative environment, and committing to sustainability, businesses can thrive in this progressive market. Our research underscores the potential for growth and collaboration in Sweden, encouraging entrepreneurs to engage with this vibrant economy.

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BUSINESS PECULIARITIES IN REPUBLIC OF POLAND

Особенности бизнеса в Республике Польша

The Republic of Belarus shares its western border with the Republic of Poland, which is recognized as the largest nation in Central Europe and possesses access to the Baltic Sea. As a result, there is a need for a study of the peculiarities of the Polish business environment. Poland is a member state of the European Union and is administratively divided into 16 districts. As of the latest demographic data, the population of Poland

stands at approximately 37.965 million, while its Gross Domestic Product (GDP) is reported at 811.23 billion dollars. The economic framework of Poland is characterized as a social market economy.

Both citizens and foreigners have the right to do business in Poland. For the latter, it is important to have a residence permit and capital to start a business. Citizens of other countries can set up a company or buy an existing one. In both cases, it is necessary to apply for registration of ownership with the relevant state body – the National Court Register or the Central Register and Information on Economic Activities, the Central Statistical Office. Business immigration allows foreigners to obtain a long-term residence permit on Polish territory and subsequently the right to Polish citizenship. Additionally, the rights of workers in Poland are strictly protected by law. Employers must pay social security contributions for their employees. There is also a strong trade union movement in Poland to protect workers' interests.

The process of registering a company in Poland is relatively simple and quick. You can even register online. There are the following forms of business organization in Poland: Individual Entrepreneurial Activity, Simple Partnership, Limited Liability Company, Joint-Stock Company, General Partnership, Limited Partnership, Limited Partnership, Partnership with Limited Liability.

The principles of starting and running a business are regulated by the Central Register and Information on Businesses Act and the Entrepreneurs' Information Centre, which contain provisions on starting, running, suspending and closing a business. Poland is a member of the European Union, so its legislation is in line with EU standards. This also means that Poland has a clear legal framework regulating the activities of companies, including establishment, registration, taxation, labour relations and intellectual property protection.

Poland has a stable economic growth, one of the fastest growing economies in Europe, has a significant number of skilled workers and a developed infrastructure (transport network, telecommunications, energy). All this creates favourable conditions for doing business. As a member of the European Union, the country can do business and provide services in the European marketplace with the same rights as EU members.

Let's take a closer look at the tax system, namely the points to consider when doing business in Poland. Personal Income Tax (PIT): varies from 18 % to 32 % depending on the amount of income. Corporate income tax (CIT): 19 % for most companies, but if the annual income does not exceed €2 million, the CIT is only 9 %.

Furthermore, The VAT (Value Added Tax) rate is 23 %, with reduced rates (5 % or 8 %) applicable to certain goods and services. Notably, Poland has double taxation treaties with many countries, which makes the Polish market attractive to foreign investors.

The state offers various investment incentives, including tax breaks, subsidies and grants; there are Special Economic Zones (SEZ), where companies can benefit from tax and other advantages; there are various programmes and funds that support the development of small and medium-sized enterprises in Poland.

However, there is a high level of competition in Poland, which makes it difficult to launch your own brand of goods or a new type of service. Even with fluency in English,

Polish language skills will be indispensable since all documentation is in the official language, just as communication with representatives of the tax authorities and other government agencies, as well as with most customers.

In conclusion, doing business in Poland is a great opportunity for any company that wants to do business in Europe. The country offers a stable legal and economic environment, developed infrastructure, available workforce and investment incentives. In order to optimize your business and achieve success, it is important to take into account the particularities of Polish law, cultural traditions and language.

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FEATURES OF DOING BUSINESS IN COUNTRIES AND REGIONS OF THE WORLD: THE UAE AND FINLAND

Особенности ведения бизнеса в странах и регионах мира: ОАЭ и Финляндия

For many years we can observe the trend of business development in different countries of the world. Nowadays, business is the main aspect on which the prosperity of the economy, directly dependent on the standard of living of people. Each country has a unique culture, traditions, environment, customs, mentality and values. That's why the aim of this work is to consider what business really means in the world economy in instance of the countries of the UAE and Finland.

The UAE is an example of how a high standard of living provides people with the comfort of doing business, thanks to their development, solvency of the population and huge demand for various products, goods, services and resources. The country ranks 1st among the countries of MENA region in terms of production and investment in various business, namely in startups, and 16th place in the world ranking for ease of doing business.

All companies can be registered with the DIFC (Dubai International Financial Centre), which provides the safest possible platform for growing businesses that comply with the English common law legal system. It is recommended for business activities, financial, banking and professional services, as well as for global corporations, insurance and law firms.

Dubai is widely recognized for its leadership in robotics, artificial intelligence and fintech, which helps the most popular international companies such as Google, Microsoft, Apple, Samsung, Porsche, Audi, etc. to participate in the development of the city and the country as a whole to enter the international market.