

Секция 2

ОСОБЕННОСТИ ВЕДЕНИЯ БИЗНЕСА В СТРАНАХ И РЕГИОНАХ МИРА

АНГЛИЙСКИЙ ЯЗЫК

<http://edoc.bseu.by>

A.Aksenchik
А. В. Аксенчик
БНТУ (Минск)

Научный руководитель А. И. Сорокина

PECULIARITIES OF DOING BUSINESS IN SWITZERLAND

ОСОБЕННОСТИ ВЕДЕНИЯ БИЗНЕСА В ШВЕЙЦАРИИ

Switzerland is considered to be one of the most popular countries in Europe for starting a business. This developed country with stable economy attracts many entrepreneurs and a vast amount of capital from all over the world. So which peculiarities do businesses in Switzerland have?

Imagine that you want to start a business somewhere in Europe and you want to make it as fast and easy as possible. Then you must take a look at Switzerland. Despite of a small territory and limited amount of resources this country takes the 2nd place in the Human Development Index ranking, has the 19th largest GDP, a lot of transnational corporations and one of the biggest banking sectors in the world. There is almost no inflation in the country, and unemployment very rare exceeds 3%.

The reasons for this stability and the reasons to start a business in Switzerland are the following. The country has one of the most stable currencies in the world – the Swiss franc – which stays steady despite the fluctuations on the world financial

market [1, P.20]. Thanks to the stability of the national currency, the Swiss economy is also stable and doesn't suffer from crises.

The main principle of Switzerland in the field of economic activity is the principle of economic freedom, especially in foreign activity. This is one of the reasons why 99.8% of companies registered in Switzerland are small and medium-sized enterprises. They produce more than 60% of GDP [1, P.34].

The fact that in Switzerland you can open only two types of businesses – a joint stock company or a limited liability company – also eases the process of opening a business. Moreover, the opening procedure is easier, faster (2–3 weeks) and cheaper (the cost of registration is about 10 000 Swiss francs). You just need to select and agree the name, the location of your office, determine Charter and foundation agreement, open an account in a Bank, transfer the amount of authorized capital and register a company in the state register. You will also have simple working conditions: you need only 3 governing bodies (General meeting of shareholders, Board of Directors and auditors) and must hold a meeting of shareholders only once a year.

What may be hard for you is to comply with the Swiss legislation and tax system. Compliance with Swiss laws is an absolute rule. But as for the banking law, Swiss banks have a reputation of the most reliable in the world. The secret of the Bank Deposit is protected at the level of state secrets what plays a big role for companies [1, p. 20].

Quite high taxes are a significant disadvantage of Swiss business; but if we explore it in detail, there are a lot of opportunities for tax optimization. The advantage is that some categories of taxpayers pay only one relatively low tax. There is the absence of strict sanctions for evaders. You can even use such option like «tax holiday», allowing to reduce the size or not to pay some of the taxes for a certain period. Also some spheres of activity are not subjects of taxation.

Don't forget that Swiss economy is closely connected with the outside world, especially with the EU countries: 80–85 % of the turnover of Switzerland is a turnover with the countries of EU. That opens a great opportunity to find perfect partners or investors.

To make a conclusion, the author can say that opening a business in Switzerland gives you a fast and cheap access to a stable economy; and you get a chance to operate with a stable currency, developed legal system, reasonable taxes and a big amount of investors and partners on EU market.

Reference

1. Защита активов и страхование: Что предлагает Швейцария / под ред. Марко Гантенбайна и Марио Мата ; пер. с англ. — М. : Альпина Пабlishерз, 2011. – 371 с.