

example, in China, your negotiations will fail if you meet with a partner and you appoint negotiations in a restaurant, or if you call your partner just by name. Or, if you want to conduct successful negotiations in Arab countries, then the key to this will be loyalty to tradition and restraint. In the US, on the contrary, showing your perseverance and self-confidence will help you in achievement of the desired result, because if Americans do not see productiveness of the negotiations, they simply stop them.

The next aspect will be the organization of the company's management. This is one of the most difficult processes in doing of any business. This will show how efficient the business will be and whether it will exist at all. When you are entering the US market, you should bear in mind that most companies are based on an individual approach to doing business. Their key to success is constant rivalry within the company. This made the economy in America leading in innovation, but lagging behind cooperation between industries. In the Japanese market, on the contrary, the priority is a collective approach, where the success of a person is determined by the success of the group in which he is a member. For the Japanese, the success of the company is also a personal success. With this approach, the Japanese lose the desire to change jobs, which allows everyone to walk through all the steps of the career ladder.

Summing up, we can say that for successful business, you need to take into account not only the peculiarities of your country and mentality, but also countries of near and far abroad. Indeed, due to the processes of globalization, none of the country has retained the traditional way of doing business.

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FEATURES OF CHINESE BUSINESS

ОСОБЕННОСТИ БИЗНЕСА В КИТАЕ

For many entrepreneurs China has become a miracle world where each wants to try the hand due to strengths of the Chinese market:

- blooming business environment;
- solid government support program;
- largest Information and Communications Technology (ICT) market in the world;
- more than 160 cities with million inhabitants [2].

Despite these strengths, there are a lot of important barriers except the language. The main challenge is that China is completely different in various aspects, especially in culture. To succeed in this market you should understand all peculiarities of these people and conduct a research of Chinese consumers, their unique purchasing habits. They were grown up in different environment, society, with other political trends, which mean particular limitations and censorship. Using this information you should adapt your positioning, advertising strategies, methods of communication and pricing to China market. International communication strategy almost never succeeds in China, even with a significant budget. However, it may be longer to investigate the demand of a target audience in China because of unusual culture: people seem to be polite and constrain thoughts in mind.

Chinese customers are fans of global brands, which are usually equalized to high standards. Nevertheless, to create a good advertising campaign for local consumers, a foreign entrepreneur should not only show a world popularity of the brand, but also its success in China. Purchasers need information and estimation of reputation of global brands from social networks, peers or online feedbacks. Their interest in people's opinion can be called «word of mouth» communication. They are ready to spend enough savings for goods, which can show their status and state or make other people think that they have it even if it can cost a fortune.

A distinctive feature of Chinese market is that consumers don't use world digital products because China government bans them and controls all the information. Chinese use Baidu search engine instead of Google, Taobao instead of Amazon, Wechat instead of WhatsApp, Little Red Book instead of Instagram and so forth [1].

It is difficult for many companies to do business with local dealers because of the lack of patience to build trust and connections.

Everything in China is extremely speedy: decision making, launching a new product, expanding a company. Society is changing in the same way creating new trends regularly. You need to move in the corresponding pace, react quickly, otherwise, you will be left behind by competitors.

To sum up, China is a dynamic and huge market but not an easy one to enter.

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THE PARTICIPATION OF THE REPUBLIC OF BELARUS IN INTERNATIONAL MILITARY EXHIBITIONS

УЧАСТИЕ РЕСПУБЛИКИ БЕЛАРУСЬ В МЕЖДУНАРОДНЫХ ВОЕННЫХ ВЫСТАВКАХ

Nowadays, the international exhibition of weapons and military equipment "MILEX" is one of the most promising and significant exhibitions held in the Republic of Belarus. Despite the fact that it was established not so long ago, the scale of the tasks at the exhibition, the composition and the level of its participants, the existence of the exhibition infrastructure "MILEX" allow to put it on the same level with the largest exhibitions in the Eastern European region. In a short period of time, it gained a reputation of a serious international display. The exhibition "MILEX" is a significant event in the life of the country and, above all, is based on the economic component.

"MILEX" promotes the establishment and development of business relationship, stimulates production and creation of a favorable investment climate. The exhibition "MILEX" is always distinguished by a high level of organization and a heightened interest in it from foreign partner countries. So, since 2001, it has traditionally attracted the attention of leading Belarusian and world manufacturers of weapons and military equipment, and the growth in the number of exhibitors and visitors confirms its popularity and relevance. The main objectives of the exhibition are – a broad presentation of the products of the Belarusian military industry, acquaintance with new developments in the field of high technologies, demonstration of enterprises, engaged in modernization, repair of military equipment and providing services to the Armed Forces.

Our defense industry enterprises are ready to compete with the world manufacturers of weapons due to the quality and the price. There are many examples: