

sports and preparation for the Shabbats (for religious). Saturday is a day off and since you do not know the level of religiosity of your contact, it is better not to disturb an Israeli on a business issue on Saturday.

To sum up, personal communication plays an important role. Due to the small size of the country, personal meetings are widely practiced in business circles as a more productive way of communication. Business meetings are often in a cafe for a cup of coffee or for lunch.

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SPECIAL ASPECTS OF CONDUCTING BUSINESS IN JAPAN FOR FOREIGN ENTREPRENEURS

ОСОБЕННОСТИ ВЕДЕНИЯ БИЗНЕСА В ЯПОНИИ ДЛЯ ИНОСТРАННЫХ ПРЕДПРИНИМАТЕЛЕЙ

Every entrepreneur starting their own business wants to get the maximum profit. To do this, it is necessary to choose the right way to run business and take into account all special features of the region or country. In addition, recently there has been an active development of economic ties between Japan and European countries. New opportunities and prospects for cooperation in the economic sphere are opening up, which makes it necessary to study doing business in Japan. The goal of this research is to identify the special aspects of doing business in Japan.

As for doing business, Japan takes the 34th place in terms of the availability of creating and doing business. This is a country that attracts more and more foreign investors to create a business. Of course, this is a big market for investments, but we must take into account all the special features of doing business in the given country.

Most of the Japanese economy is owned by private entrepreneurs, everything else is under the wing of large corporations, so the role of private entrepreneurs has become important.

Now let's take a closer look at the specifics of creating and running a business. In Japan, there is a law banning the monopolization of its activities by large firms, which contributes to the development of small and medium-sized businesses.

In the land of the rising sun, it is allowed to start business without start-up capital, but to adhere to the stipulated conditions. There are also benefits and discounts on the purchase of equipment for those who are just starting to create their business.

Japanese business is a long project that has been designed for decades to come. Also, individual entrepreneurship is not common in the country. The Japanese are collectivists and do business in groups.

For a Japanese citizen, the most important thing is to belong to his company; therefore, only in this country the concept of “life-long employment” does exist, and dismissal in Japanese companies is a very rare thing. This is also due to the fact that the employer invests money in subordinates, improves skills, which stimulates professional growth.

In the country in question, an important role in the development of its business plays the mindset of Japan. For example, accuracy and punctuality, compliance with the hierarchy, greetings and many other things that seem trifles to us in Japan help us successfully run a business and optimize production.

In the study of doing business in Japan, it is worth noting the advantages and disadvantages of starting a business for foreign investors and entrepreneurs. The strengths include:

1. Economic stability of the country, which allows businesses to make plans for tomorrow.
2. Low crime rate.
3. This country offers good development opportunities for skilled workers.

The disadvantages, in our opinion, can be attributed only to the peculiar traditions and mindset. By opening a company it is necessary to carefully prepare and learn the etiquette, because it plays an important role in the life of the Japanese.

Thus, it is possible to make a conclusion that the peculiarities of doing business in Japan allow us to consider it as an economically stable and favorable country for the creation, development and doing business.

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SMALL AND MEDIUM ENTERPRISES IN CHINA

МАЛЫЙ И СРЕДНИЙ БИЗНЕС В КИТАЕ

One of the most important signs of market economy is the existence and interaction of large, medium and small enterprises, their optimum balance. Small and medium enterprises (SMEs) are the most dynamic element of national economy's structure. The main advantages of small and medium business are the freedom of