

**СЕКЦИЯ 2. ОСОБЕННОСТИ ВЕДЕНИЯ БИЗНЕСА
В СТРАНАХ И РЕГИОНАХ МИРА**

АНГЛИЙСКИЙ ЯЗЫК

D. Aksentsyeva, V. Shunevich
Д.К. Аксентьева, В.И. Шуневич

БГУ (Минск)

Научный руководитель Е.Н. Костюкова

**ECO-PACKAGING AS THE BASIS FOR THE DEVELOPMENT
OF ECOLOGICAL LOGISTICS**

Экоупаковка как основа развития экологической логистики

The logistics industry plays a key role in reducing costs, improving service and reducing environmental damage. At every stage of the supply chain, it is necessary to introduce modern technologies and materials. First of all, this material is environmentally friendly packaging material. Today, almost every person, as well as business, is interested in maintaining the environment, especially in connection with the current epidemiological situation. If we want to keep our planet livable for future generations, then we must work together to reduce hazardous gas emissions and make businesses more environmentally sustainable. Therefore, the transition to environmentally friendly packaging is an urgent trend in modern realities.

Sustainable packaging is not only related to the environment, but also to economic and social factors. Eco-packaging must be manufactured at competitive prices compared to traditional disposable packaging options.

At the present stage, research is being actively carried out, environmental alternatives are being developed to stretch film, as well as plastic envelopes that are used only once. However, it should be understood that eco-friendly is not always optimal. It is quite difficult to achieve an ideal price-quality ratio of packaging, as eco-packaging is often expensive to manufacture. In the case when it is impossible to use ecological material, reusable packaging and reverse logistics are used.

Ecological logistics is a science and a set of measures that ensures the movement of material up to its transformation into a commodity and production waste, followed by bringing it to disposal or to safe storage in the environment, as well as the collection and sorting of consumption waste, their transportation and safe storage in the environment.

Eco-friendly packaging is packaging made from environmentally friendly materials that provides for an optimized use of natural resources in such a way as to minimize the extraction of new resources, or to use existing resources in the most rational way.

From the point of view of safety for health, eco-packaging should be made of materials that will not harm the product, and therefore indirectly to human health. Let's discuss eco-packaging projects, in the production of which solutions from natural materials are used.

From the point of view of the impact on the environment, eco-friendly packaging doesn't have a negative impact on the environment and is recyclable. Environmental logistics, in turn, must optimize the life cycle of eco-packaging (production, use and disposal), taking into account the minimum negative impact on nature.

Modern solutions are quite diverse, from plastic recycling to packaging from which you can grow a tree. Even though there are some difficulties in this direction, sooner or later the moment will come when companies will have nothing to do but pay attention to the environment. To do it, they will need to optimize production in such a way as to minimize the extraction of new resources, or make the most rational use of existing resources.

Р. Астапцова, М. Кошевская
П.И. Астапцова, М.А. Кошевская
БГЭУ (Минск)
Научный руководитель С.С. Дроздова

SPECIFICS OF DOING BUSINESS IN USA, GERMANY, CHINA

Особенности ведения бизнеса в США, Германии, Китае

Goal: The main goal of the work is the development of applied competencies that make it possible to competently take into account territorial features when making decisions on the location of a business. Domestic entrepreneurship is limited to the performance of business transactions that do not go beyond the borders of one state, while international business transactions cross these borders. As a result, domestic business reaches a certain level of development, from which international business development starts. Consider the main features of business development in different countries and regions of the world.

CHINA. The importance of trusting relationships. All means that can help improve personal relationships are used by the Chinese and should be considered by you in your interactions with local partners.