

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.

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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.

Business language. All materials must be prepared by you in English, or even better, in Chinese. It is also preferable to have a good Chinese translator when meeting.

Quiet periods of business activity. Activity in Chinese business circles declines sharply during the holidays. The customs office is also closed at this time. In addition, it is not quite convenient to disturb your Chinese colleagues at lunchtime – from 12-00 to 13-00.

Choosing a promising Chinese partner. A huge number of very similar productions of the same type of product makes the question of choosing a partner quite difficult.

GERMANY. Low loan rates (from 4%). But in order to get a large loan in Germany, you usually need to have a good credit history. Highly qualified staff. It is customary in Germany to learn a profession and teach thoroughly in Germany. Also, the best specialists from other EU countries and the whole world flock to Germany.

Communication with the tax office. The first 3 years do not touch the business and the lack of profit in the tax office will not surprise anyone. But after 3 years, your indicators will begin to be carefully checked.

High competition. Different mentality of partners, employees and customers. The toughness of officials in case of violations on your part. Disputes with tax authorities can drag on for years. Therefore, it is better to stock up in advance with a written response from the tax service about the specifics of paperwork or paying taxes in your case.

USA. Fierce competition. You should work only in civilized methods, both with the help of various marketing technologies, and by building trusting relationships with clients. The client is always right. In the United States, successful companies are those that have a streamlined service, and not those that have better product quality. Partnerships and outsourcing.

It is necessary both to find colleagues and like-minded people, and to be ready for honest cooperation with them. When doing business in the states, it is best to use outsourcing.

Results: Each of the above options has both advantages and disadvantages. A well-chosen strategy and the right choice of development direction will help to achieve all the goals. The business sector plays an important role in the economy of each country, therefore, its study can lead to significant results and cause the development of the region in question.

The study of the features is carried out by dividing all developing countries into groups by continent, which will determine the characteristic features of the development of entrepreneurship separately for each region.