

**Reuse:** Don't rush to throw away what you don't like anymore; it will probably be needed by someone else. Clothes, shoes and toys can be donated to a charity fund or a children's home, book to the library.

**Recycle:** In domestic waste of Belarusians there are about 25% of secondary material resources from which it is possible to get raw materials for production of new things.

**Refuse:** In the modern world of mass production and persistent advertising, it is very difficult to abandon goods. But there are things that need to be said “NO” forever.

**Remember:** If you remember how many of disposable bags are in the ocean and that the fish take them for food, so the choice between handbags and plastic bags becomes obvious.

**Respect:** Show respect for the planet. We don't have another house, so we must take care of it. The development of life on Earth defines human activity as the main factor, and the biosphere can exist without a person, but a person cannot exist without a biosphere. Preserving the harmony of man and nature is the main task facing the present generation.

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## **FEATURES OF DOING BUSINESS IN COUNTRIES AND REGIONS OF THE WORLD**

### **Особенности ведения бизнеса в странах и регионах мира**

Running your own business is a very attractive option for making money. But doing business is different in every country. Of course, there are some general rules like doing market research to know more about consumer's behavior, sales figures or something like this. But our aim is to know more details of doing business in other countries, to see differences between businesses in (for example) Asia and Europe.

There are about 250 countries in the world and I think it's reasonably to highlight some regions and countries.

Let's start from Asia. Most of the states located in Southeast Asia are developing countries. The population of Southeast Asia is 630 million. The region is considered prolific and multinational, so there is no shortage of labor, which is an important factor for the development of the economy. The Southeast Asia

region is located at the crossroads of trade routes, accounting for 7% of world exports. The digital economy is growing at a rapid pace. The development of Internet technologies throughout Southeast Asia is uneven, as countries have different degrees of development, but the prospects are generally positive. Agriculture is well developed in the countries of Southeast Asia, plus a warm climate all year round allows for the cultivation of a wide variety of crops, vegetables and fruits. The main consumer product in the region is rice. A popular type of meat is poultry. In India, they don't eat beef; in Muslim countries, they don't eat pork. Basically, all the countries of Southeast Asia are tourist, therefore seasonality can affect rental housing. Additional factors affecting the price, as elsewhere, are remoteness from the city center, infrastructure development and housing area. The most expensive apartments for rent are located in Singapore. Don't forget about some ecological problems like ocean pollution. All these factors play a big role in doing business.

Business in Europe has its own features. Let's consider Germany. Business immigration to Germany is gaining popularity, which is due to the wide opportunities, prospects and advantages of German entrepreneurship. The main advantages are favorable economic climate, protection from the crisis, absence of corruption and artificially created obstacles to entrepreneurship, state support for promising companies - subsidies, grants, loans on favorable terms, etc. For many decades, business in Germany has been profitable with ideas related to real estate like hotel business or premises for rent, hairdressers, beauty salons, spa salons. Doing business in Belarus is really hard. There are some problems hindering the creation and development of your business. The main ones are a poorly developed financial market and loans with high rates, instability of laws, equality of enterprises, high taxes, corruption, low discipline of payments, labor shortage. But there are some advantages to start new project in Belarus. Located on the eastern border of Europe, Belarus occupies a strategic position; the main trade route between Europe and the CIS runs through it. During the global economic crisis, the Belarusian economy suffered less than other countries. Economic experts predict positive economic growth in Belarus. Almost 50% of employees and workers in Belarus have higher education. Today in Belarus the most popular areas of commercial activity are retail, public catering, bakeries, manufacture of wearing apparel.

In conclusion, I want to say that before opening your business in any country, you should study all the features of the economy, consumer habits, all the pros and cons, as well as calculate risks. The main thing is not to be afraid of failures. You need to be able to accept them, analyze and develop.