

Representatives of the pedantic, punctual, rational and extremely thrifty German nation retain their traditional mentality during any business visits and acquaintance with potential partners. Restraint, strict observance of obligations and etiquette of business communication is a characteristic feature of German residents. Organization helps German businessmen to behave consistently when concluding transactions, with the most precise elaboration of all the nuances of contractual relations.

In turn, the national identity of businessmen of the land of the rising sun is reflected in all areas of their activities. The subtleties of the Japanese character manifest themselves almost everywhere and are represented by discipline, a sense of responsibility and enviable self-control. A striking distinctive feature of Japanese businessmen is the tradition of unquestioning submission to authority. During negotiations and when concluding deals, they behave extremely cautiously, with some degree of suspicion.

The research results prove that when conducting international business, it is worth paying attention to the culture and national characteristics of partners from other countries. Knowledge of the national and psychological nuances of doing business in different countries allows you to negotiate extremely effectively, as well as to avoid failures in business transactions.

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FEATURES OF BUSINESS IN CHINA: BUSINESS ETIQUETTE

Особенности бизнеса в Китае: деловой этикет

In recent years, China has greatly strengthened its position in the global economy. The achievements of this country force the entire world community to carefully study the Asian market, as well as the features of oriental business etiquette. In turn, the Chinese are trying to adapt to the generally accepted world standards. Nevertheless, the Chinese still retain their own characteristics in various aspects of the business. The purpose of the work is to identify the main features in the business etiquette of China.

Meetings. Any business meeting should be planned several months in advance. After agreeing on the date, one can send information about the company and the

documents required for negotiations. Being late is perceived as an insult, so it is better to arrive at a meeting earlier than the negotiated time. Rank plays a huge role in the business culture of China. Therefore, it is better to be present at the negotiations with the head of the company, and not his assistant or deputy.

Greetings. When meeting, the Chinese shake hands or greet each other with a small nod or bow from the shoulders. The oldest should be the first to say hello. To appeal to a person «mister» or «missus» is used before the surname. You can also contact by official position or title with surname. Also, when meeting, the Chinese exchange business cards. It is necessary to take and serve them with both hands.

Present. It is customary in China to exchange souvenirs after negotiations. They should be brought to the whole company, not to a specific person. As with business cards, you need to give and receive gifts with two hands. It is impolite to look what is in the gift right away. If a Chinese person refuses a souvenir, you should insist that he accepts it, sometimes more than once. It is forbidden to give cutting objects, things with the number four and white flowers, since in China the number is unlucky, and white is the colour of death. It is better if the gift wrapping is red – this colour symbolizes happiness.

Communication. Chinese people usually do not show their emotions in the company of strangers. It is customary to behave with restraint and emphatically formal, avoiding even smiles. Arguing with a senior by age, rank or position is considered as gross violation of etiquette and national traditions. Bodily contact, such as hugging, kissing, or even patting on the shoulder, is perceived negatively. It is not customary to help a woman by opening a door for her or giving up one's seat. Trying to win the sympathy of the Chinese through personal communication is not worth it, since the Chinese see only representatives of companies in foreign partners. A productive discussion about work tasks will yield more results than a friendly talk.

If a businessman is just looking to do business with Chinese companies, it may be a good idea for him to contact a middleman to help present your company in a positive light. The Chinese always strive to make sure of the trustworthiness of future business partners, so a good recommendation about the company will be very appropriate.

As a result, we can see, that building cooperation with companies from China is a rather long and laborious process, however, adhering to the rules of business etiquette and knowledge of cultural make-up will help to achieve mutual understanding and to create the most favorable environment for the development of business relations.