

## **SEVEN REASONS TO OPEN A COMPANY IN THE UNITED KINGDOM**

### **Семь причин открыть компанию в Великобритании**

Some entrepreneurs, having opened their business in their own country, are considering further scaling in other regions. However, it can be quite a difficult choice. And immediately questions arise. Which countries are strategically advantageous? What conditions do they offer for running your business? One of them is the United Kingdom. So, the objective of this paper is to find out for what reasons we should choose the United Kingdom as a country for starting a business.

The number one reason is English. Once you adapt your product, your website, your services, and recruit an English-speaking team, you will be able to sell to the whole world. You will not need to translate it into another language every time, because English is an international language.

Secondly, an English legal entity is a reputation, unlike offshore companies and from legal entities from other less developed countries, i.e., an English legal entity is trusted.

The third reason is that English law works in England. First of all, this is the right of business. These are unwritten but understood by all laws. This is a separate judicial system that does not depend on the state. This is no bureaucracy, because in the English legislature there is a law in which you can agree in words, on a piece of paper, and on a napkin, and this will be enough to consider it a deal. You can also configure any of your contracts as you want, there are no templates, there are no super standards. And English law is of course the protection of private property.

If you decide to move to the UK, then there are quite loyal ways to do it. Firstly, there are as many as five business visas: Startup, Innovator, Tech Talent, Sole Entrepreneur, Investor. Three of them are for technology companies, that is, the choice is huge. And in fact, it is not very difficult to get them, you will have to collect documents for a while, but everything is possible, especially if you already have some kind of working technology business in Belarus, Ukraine or Russia.

The most pleasant reason is the convenient geographical location. Working in the UK, you can at the same time manage a team in Russia, Ukraine, or Belarus during the day and sell to companies in the USA, Singapore, since the time difference is not very big. For example, with New York, the time difference is minus 5 hours, that is, in general, you can make an appointment at four o'clock in England, it will be 11 o'clock in New York.

Reason number six is that there are no barriers to opening and running a business. For example, you can be at home somewhere in Minsk or St. Petersburg and open a legal entity online in the UK. To do this, you need an identity document. It can be a passport, a driver's license or a document certifying your address. In general, any non-resident of the UK can open a legal entity in England in 24 hours. And it is quite inexpensive, that is, it costs from 25 to 500 pounds to open a legal entity.

The seventh reason is state support. The state support here is enormous. If you have moved to the UK and you are a director and a resident, or you have a resident director and it is not you, you can get funding from various sources. Number one is the state, all kinds of grants. In England, there is a grant system for technology companies. There are, respectively, various PPP schemes, investments from a business bank and a bank patent. There is a great number of benefits in the UK for both large and small companies. Therefore, companies such as Facebook and Google have moved their European «daughters» to London. These benefits are calculated by the companies themselves, for example, you can return up to 30 percent of your research and development expenses, even if you hired contractors from another country for this. There are also benefits that apply to investors who invest in these companies.

Having studied and considered the reasons and conditions for doing business in the UK, we can assume that it is really worth starting a business there. Registering a company in the UK is financially affordable, which makes it one of the easiest in Europe.

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## **SPECIFICS OF PROMOTING IT SERVICES IN THE INTERNET SPACE OF BELARUS, THE USA AND THE UAE**

### **Особенности продвижения ИТ-услуг в интернет-пространстве Республики Беларусь, США и ОАЭ**

The purpose of our study is to identify the specifics of verbal and non-verbal promotion of IT services in the Internet space in Belarus, the USA and the UAE.

Digital marketing helps businesses and retailers promote their products and services at a reasonable cost and through effective methods of targeting audiences