

- the Credit History Bureau began to provide credit points, which contributed to strengthening the credit reporting system (Resolution of the Board of the National Bank of the Republic of Belarus «On Setting the Amount of Remuneration for the Provision of Credit Reports by the National Bank of the Republic of Belarus» dated 13.02.2013 No. 88, subject to Amendments and additions dated 25.05.2016 No. 270);
- the property transfer procedure was simplified by increasing the transparency and reliability of the land management system.

At the moment, the institutional environment for supporting small and medium-sized businesses is being constantly reformed. The main documents that regulate legislation in this area are Presidential Decree No. 255 «On certain measures of state support for small business» and the law «On Support for Small and medium-sized businesses». By the Resolution of the Council of Ministers of February 23, 2016 the state program «Small and medium-sized entrepreneurship in the Republic of Belarus for 2016–2020» was adopted, in order to ensure the development of small and medium-sized entrepreneurship in Belarus.

The objectives of the state program are to promote the development of small and medium-sized businesses, improve the infrastructure to support small and medium-sized businesses, as well as improve the business environment. To fulfill the tasks, a set of measures is provided, including amendments to legislative acts, as well as reducing the number of administrative procedures, optimizing the cost and time of their implementation.

Based on the study the conclusion can be drawn that Belarus has done a lot to provide favorable conditions for conducting both small and medium-sized businesses.

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SPECIAL 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 behavior, sales figures, etc. But the aim of this paper is to know more details of doing business in other countries, to see differences in doing business in, for example, in Asia and Europe. There are

about 250 countries in the world and we think it is reasonable to highlight some regions and countries.

The United States. The US is a country of individuals. Therefore, American businessmen are very self-confident; they assume that they are well versed in the business of any country. That's why, if you decide to work with them, then you must demonstrate to them that you know the market perfectly, clearly formulate the goals of your project, its advantages over analogues. Americans do not like formalities, they prefer to go straight to the heart of the matter. In clothes they prefer formal style, they like good jokes, appreciate wit.

France. French businessmen have managed to collect in one bottle all at once. They are gallant, courteous, and calculating, resourceful, arrogant. Doing business with them is not easy. They also have a very negative perception of mistakes in the language, so if you do not speak excellent French, you will have to find a first-class translator. Unlike the British who are ready to compromise in the course of negotiations, the French calculate all the pros and cons in advance, and come to the most acceptable solution in their opinion. Therefore, they will defend their positions to the end. If Americans are willing to take risks, then the French try to avoid risky projects. Connections and acquaintances play an important role, therefore, in most cases, new contacts are established through intermediaries.

China. Negotiations can last several weeks, or even months, since the Chinese do not make decisions without examining everything thoroughly. Particular attention is paid to two things: collecting information that relates to the subject of the conversation, and the creation of the so-called «spirit of friendship». From the very beginning, the Chinese try to determine the status of each of their partners, and in the future they focus on those who have a higher status. The Chinese never show their cards first, express their ideas vaguely, and when it seems that negotiations have reached an impasse, they begin to actively interact with partners. You should not relax, since the Chinese use all your weaknesses to their advantage, and until the last moment they will use every chance in order to make amendments to the agreement that are beneficial for them.

Japan. The Japanese are very patient. They will never tell you "no" openly, they will simply point out that it is difficult, or appeal to previously given obligations. Negotiations usually start with secondary issues, and the more complex the matter, the more distant issues will be discussed. The Japanese are not used to taking risks, so their desire not to lose is stronger than their desire to win. If the Japanese see obvious concessions from their partner, they also try to respond in kind. Your agreement with the Japanese will last as long as all the conditions that were agreed upon are maintained.

In conclusion we can 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, and also calculate the risks. The main thing is not to be afraid of failure.