

Belarus and New Zealand have a great potential for cooperation. For example, it is possible to exchange students, because New Zealand has a high level of education. Both Belarus and New Zealand are actively developing IT technologies, so it is possible to exchange experience and create joint projects. Agriculture is another area for cooperation between the two countries; Belarus can supply New Zealand with agricultural machinery and fertilizers.

The results of the study showed that New Zealand is one of the most promising and economically stable countries for doing business. The most attractive industries for business are information and eco-technologies, waste processing and agriculture.

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## **JAPANESE KAIZEN PHILOSOPHY: ESSENCE AND BASIC PRINCIPLES**

### **Японская философия Кайдзен: суть и основные принципы**

The success of any company largely depends on competent production. To set it up, you need to constantly optimize processes at all business levels. How did the Japanese manage to achieve high results in this direction? Does the famous Kaizen methodology help them that much? Thereby the purpose of this article is to find out if this methodology is an effective way to increase productivity or not.

Kaizen is one of the key management concepts, which is based on the continuous improvement of all production processes. Initially, this concept originated in Japan and meant the constant and comprehensive development of both a person, his public and private life, and labor processes. Kaizen entered the business sphere after World War II, when Japanese companies began to implement this philosophy in order to increase production efficiency.

The main idea of the system is to focus production primarily on the needs of the client, to eliminate processes that lead to losses (overproduction, useless mechanisms, etc.), and to optimize the work of each employee. Meeting the needs and requirements of customers contributes to increasing profits.

At the same time, the Kaizen system supposes the acceptance of the existence of certain problems by enterprises (the Kaizen philosophy believes that there are no companies without any problems) and the restructuring the system of consciousness of employees in such a way that they work not out of fear of getting fines for mistakes made, but in an effort to prevent them.

The key principles of Kaizen are: focus on customers, continuous changes for the better in all areas of the organization, open acceptance of problems, project management with the help of cross-functional teams, creation of quality circles, horizontal development, creation of «supportive relationships», self-improvement and self-discipline, full and accurate informing of employees, delegation of staff authority, clear and precise management, analysis of what is happening in the organization and action based on reliable facts, quality integration into the process at the earliest stages, standardization.

In addition, there is the concept of «gemba kaizen», implying the adoption of a solution on the spot of the workflow or the spot of the occurrence of problems and their immediate regulation.

But it is vital to understand that the use of the Kaizen system is a long-term project that is being implemented into the life of the company and its employees constantly and every day, without any interruptions. It should be borne in mind that the profit will not increase immediately. However, the use of the system over a longer period will lead to an improvement in labor productivity by 50–100 %. The constant implementation of actions aimed at improving the efficiency of work for many years will allow the enterprise to occupy a leading position in the market. An excellent example is Toyota, which has been following the Kaizen concept for more than 70 years. The experience turned out to be positive, and the concept spread all over the world. The German company Siemens has also introduced kaizen into production. Today, the Japanese philosophy is applied in many foreign enterprises, such as Subaru, Xerox, Alrosa, GAZ, Baltika, KAMAZ, Rosatomstroy, Hydrosila and others.

And thus, the practice of Kaizen is proved to be an effective strategy that allows to achieve success in a person's professional and personal life. It would not be superfluous to study the principles of the system and adopt the key elements of this philosophy. This will be the first step towards prosperity in all spheres of life.

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## **CARSHARING WORLD TREND EFFECTS AND ITS PROSPECTS**

### **Эффекты мирового тренда каршеринга и его перспективы**

The abstract is aimed to determine the main effects of carsharing service and its prospects for the nearest future.