

To start a business in Sweden, all entrepreneurs must register obligatorily with the Swedish business register. If the entrepreneur has EU citizenship, the procedure is not too difficult for him or her. For non-residents, however, registration is a full-fledged procedure. It should be noted that all documentation is in Swedish. In more detail, the procedure for registering a business is as follows: a document from a Swedish financial bank confirming payment of the initial share price of the future business, application to the Swedish company registration office, and mandatory registration with the Swedish tax authorities. At the last point, the company is given an identification code. This gives the company the right to carry on business.

If non-residents identify a desire to conduct other forms of business in Sweden, they need additional, special licences. These include conducting investment business, establishing venture capital funds, and establishing banks.

In conclusion, Sweden is a country with a high standard of living. On this basis, has a large number of prospects in the field of business. Because of the low motivation to do business in Sweden, business development is not as intensive as in other countries. Therefore, there are opportunities for ambitious entrepreneurs to show their potential.

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CURRENT TRENDS IN POLITICAL AND ECONOMIC DEVELOPMENT OF COUNTRIES

Современные направления в политическом и экономическом развитии стран

The world economy includes economic complexes of all countries of the world. It concerns various spheres of society. The economy has been developing steadily in recent years, but now the situation has changed, as the economy is primarily influenced by such a factor as a pandemic. The new virus was first detected in China in 2019; the World Health Organization (WHO) declared a public health emergency of international importance in 2020, followed by a pandemic.

We should not miss the important point, that the coronavirus threatens not only health, but also the well-being of business. Many industries continue to work in survival mode. According to statistics, the most frequently mentioned consequences

of COVID-19 were a drop in sales (58.8 %), liquidity problems (56.2 %). In addition, 54.8 % of companies noted a decrease in demand for their products, a deterioration in the supply of raw materials and components (44.4 %), as well as a decrease in exports (30.3 %). Only 35 % of organizations focused their attention on taking care of their employees and quickly switching to new forms of work and there by adapted to new conditions. They were forced to quickly switch to digital business development, putting IT employees in leading positions to cope with critical changes and minimize the impact of the COVID-19 pandemic. For example, about 25 % of companies reformatted their activities and began working online. Companies have found their consumers for online communication, such as «Zoom», «Skype», «SLACK», etc. According to statistics, more than 130 million users have installed «Zoom» (this is 60 times more than before the pandemic). 33.2 % switched to a remote work format. Also, in connection with remote work, companies began to save on renting premises and many companies decided to stay in this mode and will continue to working remotely in the future.

Filmmaking is suffering because of the quarantine, as the filming of new films has almost stopped. Despite this, large entertainment companies, such as «Netflix», «Disney +», etc., are actively developing on the Internet. Their films on the web are rapidly gaining views and subscribers of companies are increasing.

24.6 % of SMEs began actively developing the delivery of their products and services to consumers. Definitely the restaurant business suffered, as a lockdown mode was introduced in the cities, but at the same time the networks of this business began to develop delivery services. Supermarkets also started working in the same mode, and people gave their preference to them rather than food from restaurants. Many new delivery companies has been opened during pandemic to help people to deliver food and goodies to their home, and now this part of business continuously growing. We could assume that the growth of online commerce will be welcomed by delivery carriers delivering parcels, food and anything you want to your home.

On the other hand, the number of individual clients has increased dramatically. But the most profitable part of the business of these companies has suffered – delivery from one commercial enterprise to another, as many have either closed or reduced the volume of work to the utmost.

During pandemic, while industrial manufactures stop operating it's been big improvement for environment and ecology. Even in some part of the world, where is pollution it's being a big problem, people now are able to see blue sky. Contaminated water areas cleared and sea life is back.

Although in the modern world the economy is developing under the influence of the most exciting factor of all – the coronavirus, its impact can be assessed from both positive and negative sides, which complement each other.