

ETHICS AND PARTICULARITIES CONCERNING BUSINESS IN THE ARABIC COUNTRIES

Этика и особенности ведения бизнеса в арабских странах

Today Islam is the second largest religion after Christianity in terms of number of followers, and their numbers are growing rapidly due to a higher birth rate. There are approximately 2.4 billion Christians in the world, and the number of the followers of Islam reaches 1.9 billion. More and more Muslims are appearing in the area of Christianity. For example, about 15 % of religious people in Europe are Muslims.

Religious traditions and Muslim canons have a dominant role in the Arab world. Islam applies to all areas of Arab life, and business is no exception. Islam welcomes commercial activity, but limits it to very strict and clear conditions: fairness, honesty, mutual understanding, transparency. Also, Arabs do not give loans which are unacceptable to partners and do not engage in unprofitable commercial activities.

If you're accustomed to strict and formal events with interactive presentations, remember that things are a little different here. You will have a warm and friendly conversation in a relaxed atmosphere over a cup of strong Arabic coffee. The unique mentality of local entrepreneurs is that they do not care about your merits, whether you have an effective presentation, slides, tables. What matters here is your oratory skills. If you can convey your idea correctly, confidently and without unnecessary words and epithets, there is a good chance that the contract will be signed. Keep in mind that oratory skills are highly regarded and revered in the Arab world. For local entrepreneurs, it is a sign of their opponent's sophistication and education. Arab businessmen strive to speak elegantly themselves and value it highly in their partners. Expressive speech will help you to negotiate effectively, and in contrast, briefness and restraint can be poorly appreciated.

The Arab mentality puts a high value on being able to run one's own business. Arabs are prepared from childhood to be able to set up and run their own business. The Middle Eastern countries have a strong tendency towards belonging to a certain group. Trade plays a significant role in those countries. In Arab countries you have to bargain, even if you like the price, otherwise you will go down in the eyes of the seller. Bargaining is a matter of cultural communication. In an oriental bazaar, for example, you are expected to start bargaining. Hence you are free to talk your way

down to half the price. The same rules apply in big business. Bargaining is another way of evaluating a business partner. If you can bargain well, it demonstrates your business qualities, in particular your ability to make a sound judgment of business prospects and opportunities, and to negotiate.

Any business meeting, be it negotiations or the transfer of documents, should be arranged in advance. Western and European styles of business clothing are welcomed. The main conditions are compliance with climatic conditions and the norms of Islamic morality.

The reputation in the Muslim world is among the highest of all values. Arabs take a long time to prepare for doing business, particularly when it comes to choosing a partner. Be prepared to be examined. You must be familiar with local traditions and avoid making business appointments during major religious holidays. The doors of the Arab family are always open, including foreign guests and partners. Loyalty to foreign business is evident here at all levels, both in dealings with the government and in dealing with local businessmen. It is worth remembering that a Muslim strives to be loyal to his family, relatives, compatriots, and his community. Incidentally, this is why any Muslim has confidence in another Muslim in advance, because it is assumed that they too follow the religious norms for doing business with integrity. All the norms, customs and traditions of the Arab people are based on the principles of decency, loyalty and hospitality.

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PECULIARITIES OF DOING BUSINESS IN SWITZERLAND

Особенности ведения бизнеса в Швейцарии

The purpose of this study is to determine the feasibility of doing business in Switzerland. The uniqueness of Switzerland lies in the fact that it does not possess huge natural and other resources but has become one of the most developed and successful countries in the world. There are record low unemployment rates here, as well as record high levels of living standards. The absence of political and economic cataclysms, neutrality in military matters ensured stability and prosperity for this country. To set up a business in Switzerland means to establish yourself as a prosperous and promising entrepreneur.