

- premises for rent;
- homes for the elderly (hospices);
- developing of a fast food network.

Let's consider business taxes in this country. In Germany the state withholds an average of 50 % of income and these deductions are distributed as follows: 19 % VAT, 16–17 % trade tax, 15 % income tax, 5–6 % other taxes.

It is possible to invest in the German economy to obtain a regular and stable income. Representatives of all countries can invest in a ready-made business.

Thus, we have considered various features of starting a business in Germany: advantages, step-by-step instructions for starting a business, current and promising ideas, business taxes in Germany as well as investing in the economy of this country.

Based on what we have studied; we can conclude that there are many reasons to choose this country to open your business.

**E. Diagel**

**Е.С. Дягель**

БГУИР (Минск)

*Научный руководитель Ф.М. Файзрахманов*

## **OPPORTUNITIES, CHALLENGES AND COUNTERMEASURES FOR BELARUSIAN MOBILE GAME DEVELOPING COMPANIES IN THE MULTILINGUAL DIGITAL LANDSCAPE**

### **Возможности, вызовы и контрмеры для белорусских компаний мобильной разработки в мультиязычном цифровом пространстве**

Global gaming market has evolved over the past few years. According to PwC's Global Entertainment and Media Outlook 2022–26, the gaming industry is expected to be worth \$321 billion by 2026 [1]. A report titled 2022 Gaming Spotlight reveals that the mobile gaming sector is growing 1,7 times faster than the gaming market overall and is expected to take over 60 % of the global gaming market share [2].

Due to the technological advances of the past decade, the game development sector in Belarus has been characterized by rapid growth as well.

The purpose of this study is to analyze existing opportunities, challenges and countermeasures for entering foreign markets with games developed in Belarus. As the game market continues to grow, Belarusian developers tend to see lucrative niches in new regions. For example, the average revenue per user (ARPU) in China demonstrates \$48; the same index shows \$141 in the Middle East and North Africa (EMEA) region. The number

of downloads per country on Google Play in 2021 also demonstrates opportunities in the multilingual digital landscape for mobile games (see Table).

Leading countries by the number of downloads on Google Play in 2021 [3]

	Country	Total downloads
1	India	5 066 495 300
2	Brazil	1 726 370 000
3	Indonesia	1 483 543 690
4	United States	1 235 055 930

However, there are challenges behind international expansion. To overcome challenges and benefit from the opportunities of the multilingual digital environment, Belarusian companies need to develop market-oriented growth strategies. Jisu Yi mentions that to attract the early adopters, a new mobile game needs to demonstrate a variety of eye-catching elements [4]. Mobile marketing strategy should focus on user acquisition through paid advertisements and App Store optimization [5]. Besides traditional methods of mobile marketing, social media channels can be used to demonstrate cultural values of the gaming company and build an active player community [6]. Adapting in-game and marketing content to multiple languages is essential as well. Survey of 8,709 consumers in 29 countries in Europe, Asia, North America, and South America found that 76 % of online consumers prefer to make a purchase when they have information in their native language, and 40 % will not stay on platforms in another language [7]. Developers can start by localizing their games into the most in-demand languages that will likely provide a positive return on investment (ROI) [8].

The research has shown that analyzed opportunities and challenges can mark a pathway to a speedier growth of the mobile game development industry in Belarus, as well as raise income levels in the information technology sector.

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**P. Zharikova, K. Konoshevich**  
**П.С. Жарикова, К.А. Коношевич**  
БГЭУ (Минск)  
*Научный руководитель Н.С. Петрова*

## **FEATURES OF DOING BUSINESS IN NORWAY**

### **Особенности ведения бизнеса в Норвегии**

The purpose of our research is to find out the principle features of doing business in Norway. As for foreigners, it is important to take into account some legislative aspects when opening your company. That is why we will also provide information on how to organize your business, where to start and what pitfalls can you expect.

Norway is a relatively small country, still it doesn't care about foreign policy and the arms race. And it is this circumstance that allows us to focus on internal well-being, which is why the Kingdom rightfully ranks first in terms of living standards in the list of countries in the world. The local government devotes a lot of time to the development of small businesses. Any citizen can open his own business with the support of the state and adequately provide for himself and his family. Company registration in Norway is fast and compliance with tax laws is relatively simple. The maintenance of the new company is also quite simple and not very expensive when located within Europe.

Here are the advantages of doing business in Norway: 1) Great for online campaigns, as all communication with government agencies is carried out in digital format; 2) The focus of government support is on the technology business; 3) The country's labor market is filled with highly qualified employees in the field of IT, finance, design and music technology; 4) Entrepreneurs have access to production expertise, investors and creative talents; 5) There is high economic and state stability in the country; 6) Norway has developed long-standing trade ties with the European Union and individual European countries; 7) Communication and transport infrastructure are well developed here.