

functions, which allows the business owner to focus finances and forces on the manufacture or purchase of a better and more competitive product; 4) the presence of an audience on the platforms that is ready to try new products. This is achieved thanks to the established reputation and trust of the site itself.

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REGULATION OF INTERNATIONAL BUSINESS IN THE REPUBLIC OF BELARUS

Регулирование международного бизнеса в Республике Беларусь

The emphasis on the regulation of international business at the level of domestic regions is natural, since the Republic of Belarus is characterized as a country with an open economy: the share of exports in the gross domestic product of the country is about 50 %.

Thus, the relevance of this topic is obvious, since international business in almost all industrialized countries largely determines the economic and social development of the state as a whole and is considered as part of an integral management system.

The purpose of writing this paper is to analyze the importance of international business in the Republic of Belarus, the specifics of doing international business in the regions of the Republic.

Regulation of international business is carried out on multilateral basis, within the framework of regional unions, according to bilateral agreements of the states and in line with the economic policy of the country.

The fundamental document regulating foreign economic activity in Belarus is the Law of the Republic of Belarus "On State Regulation of Foreign Trade Activity".

The Law defines the legal basis for state regulation of foreign trade activities, the rights and obligations of state bodies of the Republic of Belarus in the field of foreign trade activities in order to ensure the national security of the Republic of Belarus, including in the economic sphere, to stimulate the development of the national economy, to ensure favorable conditions for foreign trade activities.

Currently, a system of state regulation of the foreign economic sector has developed and is functioning in the Republic, including economic and administrative instruments, systems of customs tariff and non-tariff regulation have been formed, measures to support and develop export activities are being used.

Foreign economic activity is one of the components of international business in Belarus closely related to foreign trade, export and import of goods, foreign loans and investments, implementation of joint projects with other countries.

Foreign trade at the present stage of economic development of Belarus is characterized by the following features:

- it has become an integral part of the company's activities and an important branch of the economy of most countries of the world;
- it has become an effective means of technical, economic, scientific, technical and social progress. The instruments of foreign economic activity make it possible to solve the most important problem of the country's innovative development — the transfer of not individual goods, but modern technologies;
- its social character increases.

Summing up the research, it can be stated that the subject of the study is the analysis of the importance of international business in the Republic of Belarus, the peculiarities of doing. Currently, international business in the regions of the Republic is a complex system that requires constant improvement.

For many Belarusian enterprises, the foreign economic factor is of particular importance: individual enterprises and even industries not only survive, but also develop thanks to foreign economic activity.

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