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FEATURES OF DOING BUSINESS IN COUNTRIES AND REGIONS OF THE WORLD

Особенности ведения бизнеса в странах и регионах мира

For this study, we chose the most developed countries of each region: Germany, the USA and China. The main goal of this study is to objectively assess different regions and find out which region or country is better to run business.

Let's start our study with the country with the highest GDP: China. The average life expectancy of a company in China is 6 years. Asians are very different from Europeans in terms of doing business. The Chinese are always wary of business partners from non-Asian countries, which makes doing business with them so difficult. In China, there is a business-concept called "guanxi", which means beneficial cooperation. The basis of Guanxi is trust. In other words, by doing a favor, you invest in your Guanxi, and by asking for a favor, you receive dividends from those favors that you did earlier. An excellent example of Guanxi is the following case: in the early 1990s, McDonald's signed a 20-year contract, under which it received an area for a huge restaurant in Beijing. However, after two years, McDonald's had to give up this place to Hong Kong multi-billionaire Li Kashin, who had a magnificent guanxi: from his profits in China, the developer financed schools, universities, hospitals and other social institutions in the country. The Americans tried to judge the multi-billionaire, but they lost. It is also important to mention that China has a cheap labor force, which is why a large number of companies place their production facilities in this country.

The United States of America is considered one of the best places to do business worldwide. The list of advantages of doing business in the USA includes: low taxes, a huge domestic market, low level of corruption, an excellent legal system, government support and assistance to small businesses. The USA is a country of violent competition, so Americans really appreciate such a character trait as assertiveness, and there is no way to do without it in American business. Business in the US can be described with one phrase «the customer is always right», customers in this country are already used to companies running after them and persuading them to buy their products. When doing business in the states, it is better to use outsourcing. It is quite reliable, convenient and cheap. In addition, in case of any checks, the presence of outsourcing will be proof that the company runs an honest transparent business.

Germany is the country with the highest GDP in Europe. If you want to run a business in this country, you need to take into account the following features. The distinctive features of the German style of doing business are fairness and conscientiousness. The wage level in

Germany is one of the highest in Europe. Employers pay their employees well and provide them with good working conditions. Naturally, many companies require the same approach from their suppliers. The Germans are a very reasonable people, which is why it is habitually in Germany to build business plans for 10 years or more. Also, Germany is a country of bureaucracy, so compliance with the processes for Germans is the most important thing in the work, everything should be done slowly, thoughtfully, and clearly in accordance with the established procedure. Germany showed itself very well during the "corona crisis", 353 billion euros were allocated to support companies and employees, small businesses alone received 50 billion euros free of charge, such assistance to small businesses was invaluable.

So, let's sum up all the above. For a businessman who needs cheap labor and who is ready to cope with and in the future comprehend the concept of "guanxi", it is worth choosing China. For a businessman who is ready to compete with giant companies for the market and customers, it is worth choosing the USA. Well, those, who always think everything through and will be able to cope with paperwork, should choose Germany.

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FEATURES OF DOING BUSINESS IN EU COUNTRIES

Особенности ведения бизнеса в странах ЕС

Before starting a business in Europe, an entrepreneur needs to understand that this requires a balanced approach. First of all, cultural peculiarities should be taken into account. In addition, it is important to analyze such features of the chosen country as: nuances of office work and taxation, the mentality of local residents, local principles of business ethics. Knowledge of the language is also quite an important aspect, because English proficiency at an acceptable level will not always be the key to success. If you approach the matter as responsibly as possible, then it is worth studying the national language of the chosen country at least at a basic level.

The main arguments in favor of starting a business in the EU countries include: a legal framework for business protection, a loyal taxation system, protection of assets and capital, rapid business development and entry into the international market, programs and grants for business development, immigration programs for entrepreneurs.

Citizens of foreign countries, including those who arrive on the territory of the country on the basis of a tourist visa, can become a business owner or an individual entrepreneur in Bulgaria. The company can be opened even without staying on the territory of the state. This